**Problem Statement: 84.51° Case Competition - Spring 2024**

**Challenge:**  
In an inflationary environment where rising costs have significantly impacted consumer behavior, Kroger and national brands face new challenges. Consumers are spending more but purchasing fewer items, and this shift in behavior is affecting sales across various categories.

**Objective:**  
As a team of data analysts, your task is to develop a strategic approach for Kroger and national branded items. The strategy should focus on understanding the relationship between Kroger's private label products and national brands, with the goal of optimizing brand and category performance during inflationary periods.

**Key Questions to Address:**

1. What are the key changes in customer behavior in response to inflation, and which categories have been most affected?
2. How does the relationship between Kroger and national brands influence customer loyalty and purchasing decisions?
3. What strategies can Kroger employ to balance the presence of Kroger-branded and national-branded products to better meet household needs?

**Deliverables:**

* A comprehensive analysis of household behavior, segmented by key factors such as price sensitivity, convenience, and loyalty.
* Strategic recommendations for promoting Kroger and national brands in a way that creates additional value for customers while maintaining profitability.
* A well-structured presentation that clearly articulates the “So What?” behind your recommendations, supported by data and thoughtful visualizations.

**Considerations:**

* Incorporate relevant macro-economic trends and any additional data sources that could provide further insights into customer behavior.
* Put yourself in the shoes of the customer to ensure that your recommendations positively impact the shopping experience.