

29-07-2023

Category review: Chips

Retail Analytics



Classification: Confidential



Enhancing Retail Performance: Analyzing Customer Segments and Store Metrics for Growth and Optimization

- 01

Customer analytics and purchasing behaviour

 - Targeting Aged customers for revenue generation
 - Targeting Mainstream Customers for Loyalty and Repeat Purchases
 - Capturing Health-Conscious Consumers with Healthier Chip Options
 - Leveraging Medium-Sized Packets and Repeat Purchases
 - Opportunities for Collaborations with Top-Selling Brands
 - Capitalizing on Seasonal Trends for Targeted Marketing

- 02

Experimentation and uplift(Trial store performance)

 - Below expectation performance of Trial Store 77
 - Success Factors for Trial Store 86 and Control Store 155
 - Customer Diversity at Trial Store 86 and Trial Store 22
 - Outperforming Trial Store 88 - Control Store 201
 - Store Performance - Factors Beyond Customer Types
 - Optimizing Strategies for Sales Boost and Store Improvement

Business Objective:

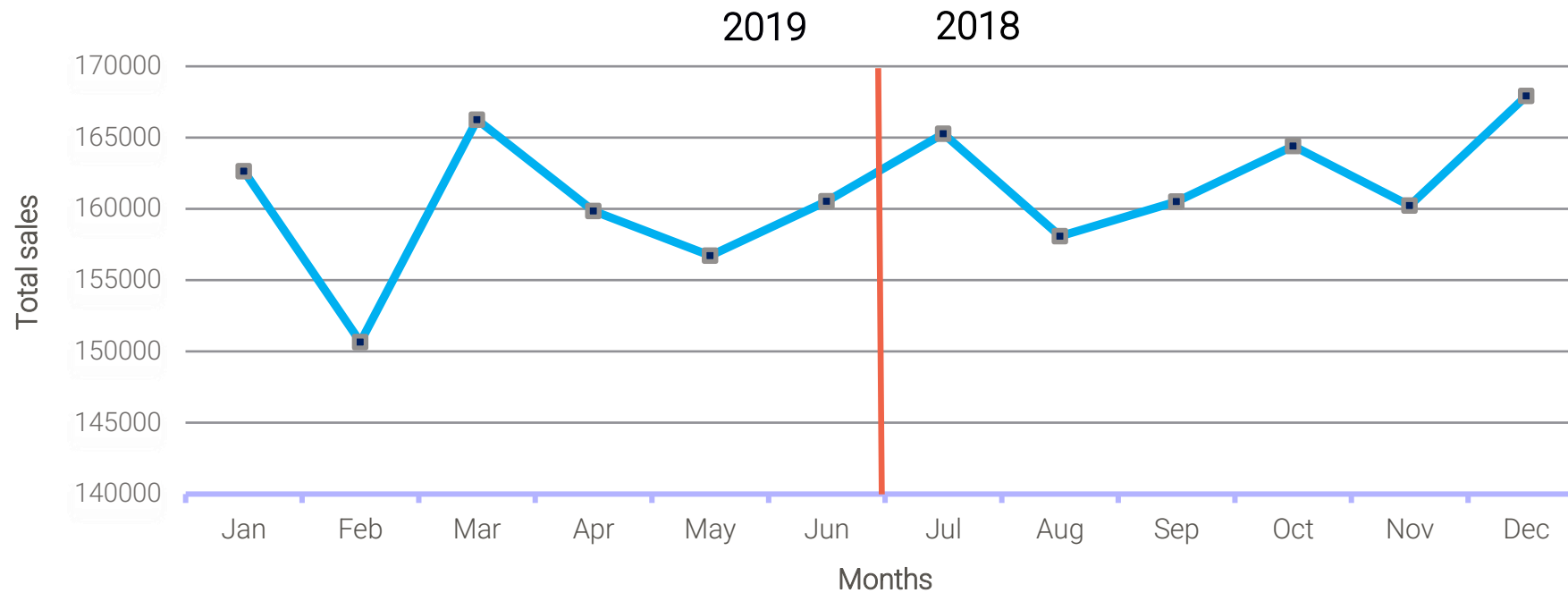
The objective of this project is to analyze customer behavior and purchasing patterns to optimize sales and enhance the overall performance of the stores. By studying customer data and identifying trends, preferences, and buying patterns of different consumer segments, we aim to make data-driven decisions and implement targeted marketing strategies. The ultimate goal is to increase sales, improve customer loyalty, and drive business growth for the stores.

Furthermore, the ultimate goal is to spot light on key sales drivers and understand the impact of customer demographics on purchasing behavior. By comparing trial stores with corresponding control stores, we can evaluate the effectiveness of different marketing initiatives and promotional activities. This analysis will provide valuable insights into which strategies yield the most significant results and help identify areas of improvement.

01 Customer analytics and purchasing behaviour

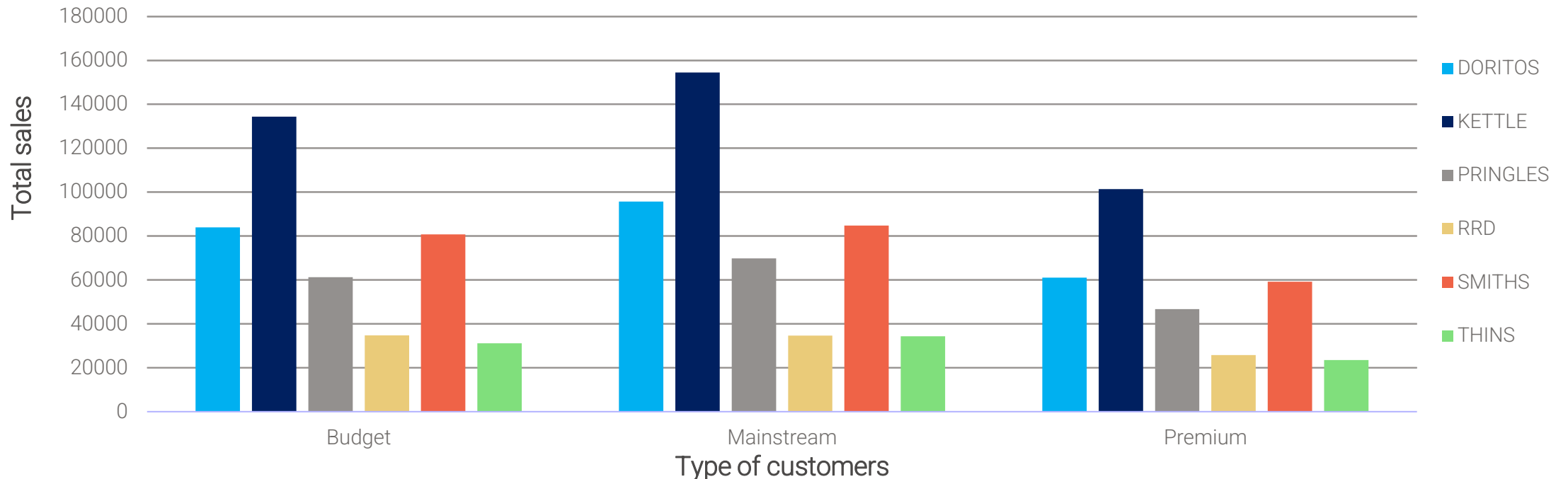


Overview: Customer analytics on purchasing behavior of chips that helped us understand customers by analyzing customer data. We could identify trends, preferences, and buying patterns of different consumer segments.

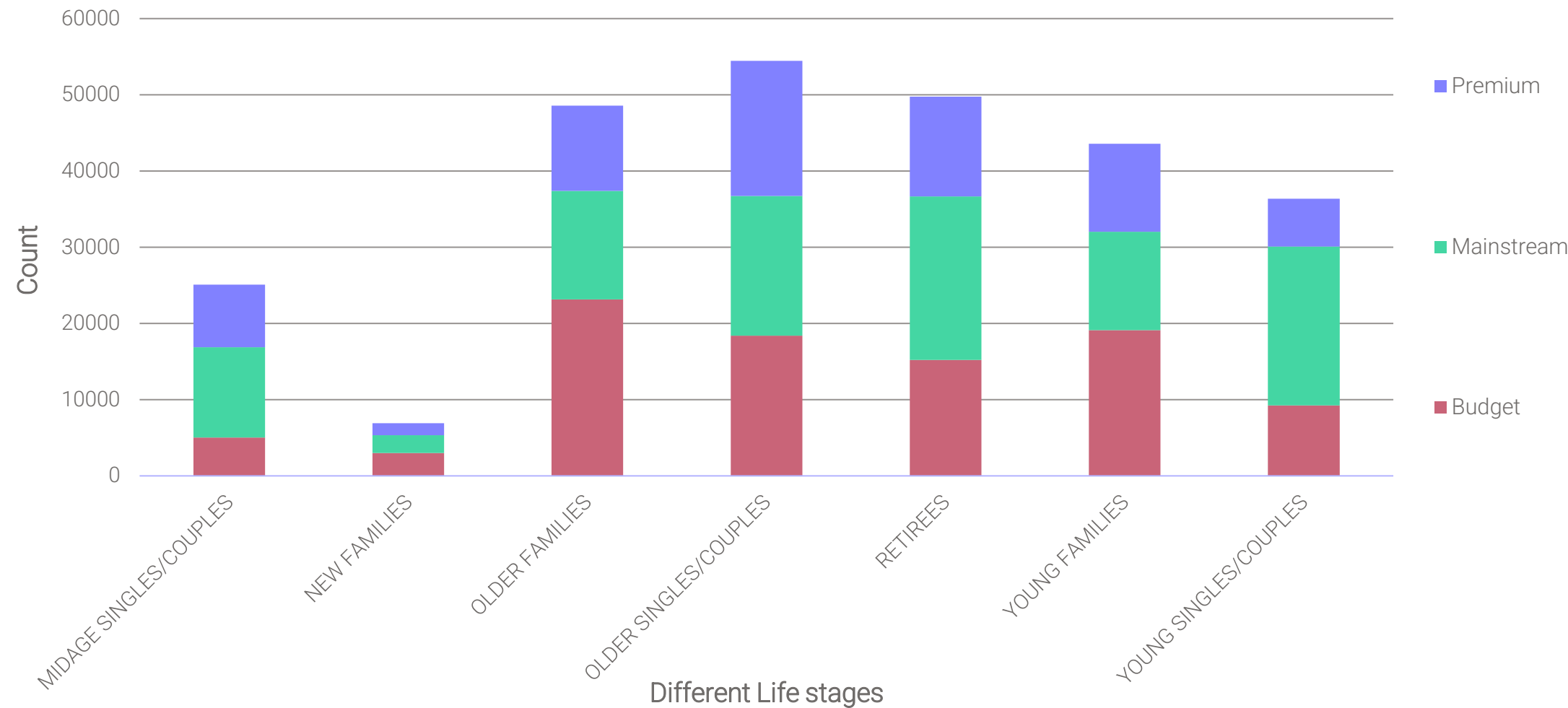


Business are likely to grow in the next half year

Mainstream customers are the highest contributors to sales, followed by budget and premium customers. To capitalize on this, prioritize marketing efforts towards maintaining mainstream customer loyalty and tailor promotions to their preferences. Additionally, target older singles/couples, retirees, and older families, as they exhibit higher purchasing behavior, and consider introducing healthier chips options to attract health-conscious consumers. In addition to that collaborating with top-selling brands and leveraging seasonal trends can lead to increased sales and brand recognition.



The proportion of customers by affluence and life stages

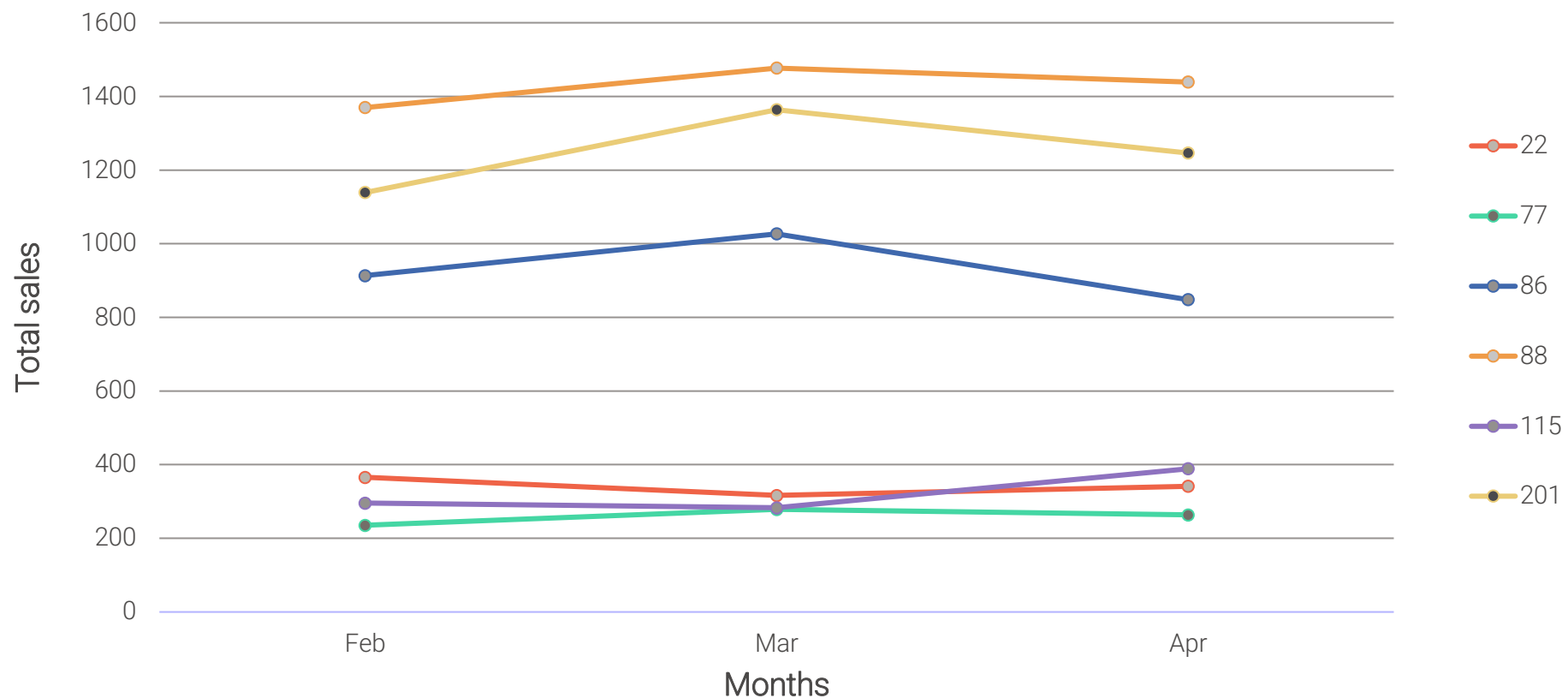


02

Trial store performance

Control Store vs Trial Store

In retail analytics, a "control store" and a "trial store" are essential components of a controlled experiment, often used to measure the impact of certain strategies or interventions on store performance. Below chart shows the comparison of sales performance of trial stores 77,86,88 and their respective control stores 115,22,201. The performance were measured within a particular time period(Feb, 2019 – April, 2019).



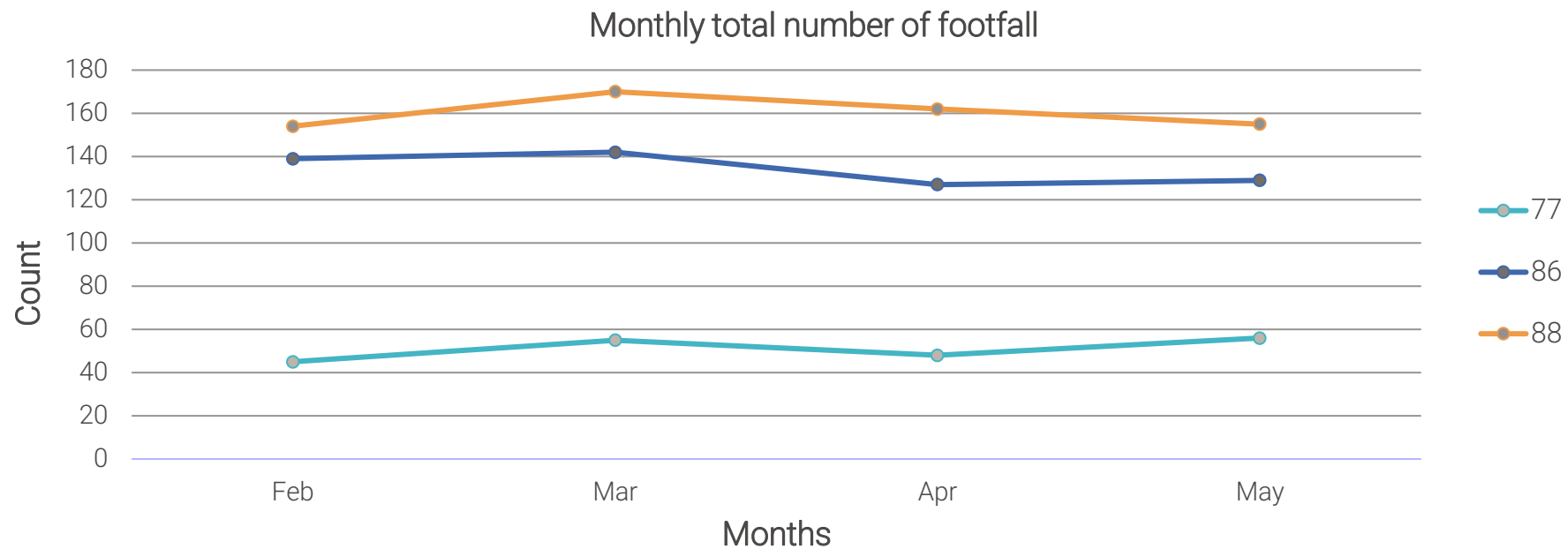
Trial Store Performance:

Store 86 - Highly successful

Store 88 - Successful

Store 77 - Below expectations

Below line chart shows the comparison of number of customers for trial stores 77, 86, 88 from February - May



Summary :

Leverage Successful Strategies: Identify the specific marketing strategies and promotions that led to increased sales and footfall in the successful trial stores (e.g., store 86). Replicate these successful strategies in other stores to drive growth.

Explore Collaborations: Build strategic partnerships with top-selling brands like Kettle, Smiths, Doritos, Pringles, Old, and Thins. Collaborate on co-branded products, exclusive promotions, or joint marketing campaigns to enhance brand visibility and attract more customers.

Customer Segmentation: Further analyze customer segments and their preferences to tailor marketing efforts and product offerings. Develop targeted promotions and loyalty programs for different customer segments, such as young families and health-conscious consumers.

Seasonal Marketing: Capitalize on seasonal trends and festive periods like December to plan targeted marketing campaigns and limited-time offers. Create themed promotions and seasonal packaging to entice customers during peak sales periods.

Following the above mentioned steps immediately will definitely help in successful growth of business for the next half years.



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