



Aplicaciones de la gestión de datos al Análisis de Mercados

Data & Analytics: application areas

CONSUMER INSIGHTS

- ❑ Social listening
- ❑ Trends
- ❑ Neuro-testing
- ❑ Segmentation
- ❑ Ethnography

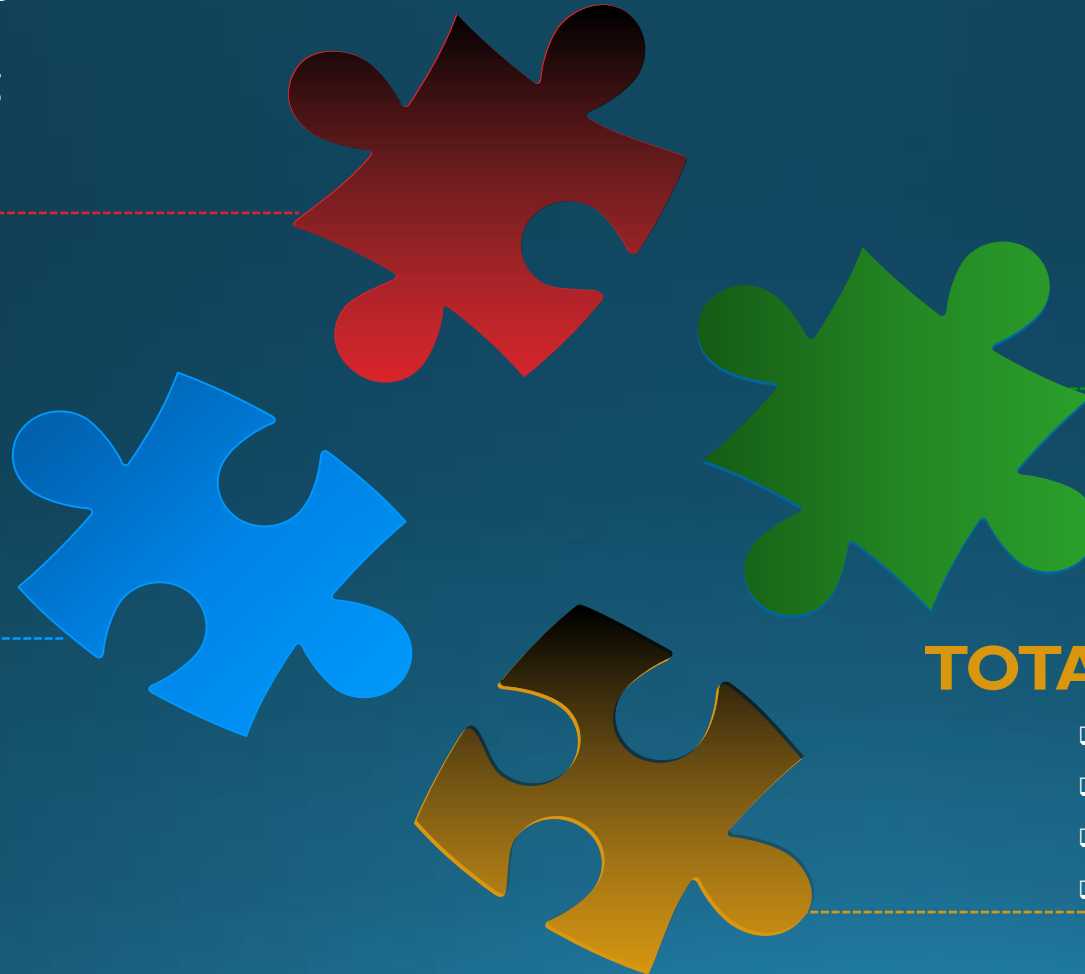
CUSTOMER INSIGHTS

- ❑ Price elasticities, price pack curves
- ❑ TPM, TPO
- ❑ Assortment & Mix
- ❑ Shelf
- ❑ Point of sales data
- ❑ Shopper/loyalty card data statistical analysis
- ❑ Field insights
- ❑ Image recognition

INSIGHTS INTEGRATION

TOTAL BUSINESS MODELING

- ❑ Marketing Mix Modeling
- ❑ Market structure
- ❑ Omnichannel
- ❑ Scenario planning



Agenda

- Customer Analytics (2)
- Case study: In Store Execution Analysis
- Marketing Mix Modeling

Retail Execution Optimization





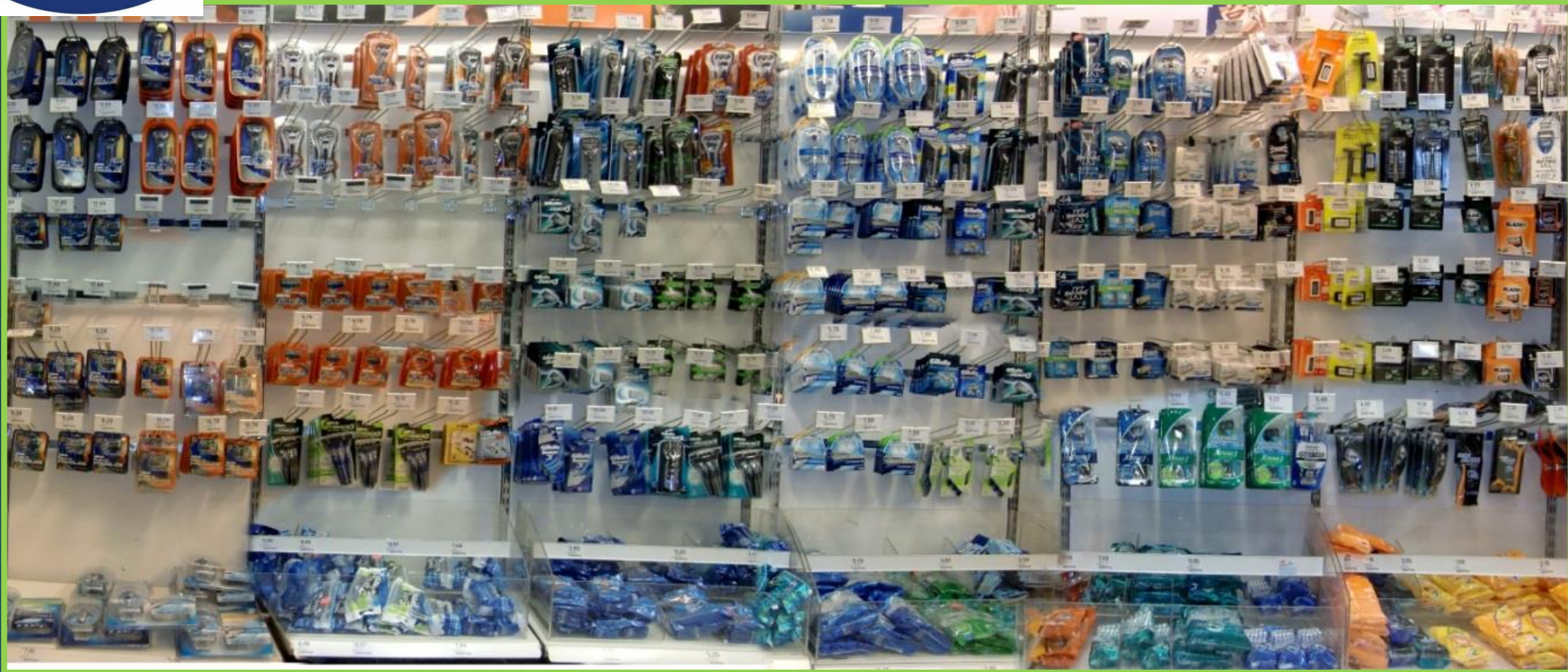
Shaving shelf in store in Heidelberg





Shaving shelf in store 2, Heidelberg



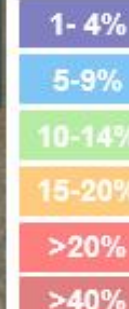






› Reading Example

- In **Razors** 52% of all shelf entry contacts (= 1st contact) are with **GILLETTE**
- In **Skin Care** 4% of all shelf entry contacts are with **GILLETTE**



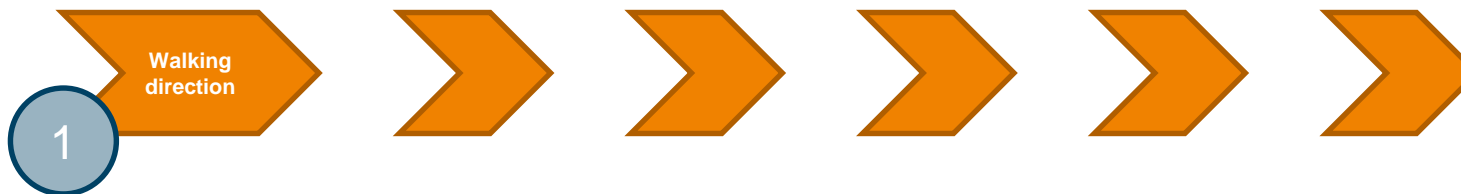
Observation: Entry analysis: Shown is the distribution of first contacts among brands.
(Base: All shoppers but first shelf contact only) All values in % (within category)

Shopping in Tesco – Orientation and proceeding at the shelf



Elements that attract shoppers attention are category signage, brand blocks and special offers.

TESCO
extra



Retail Execution Optimization: Image Recognition

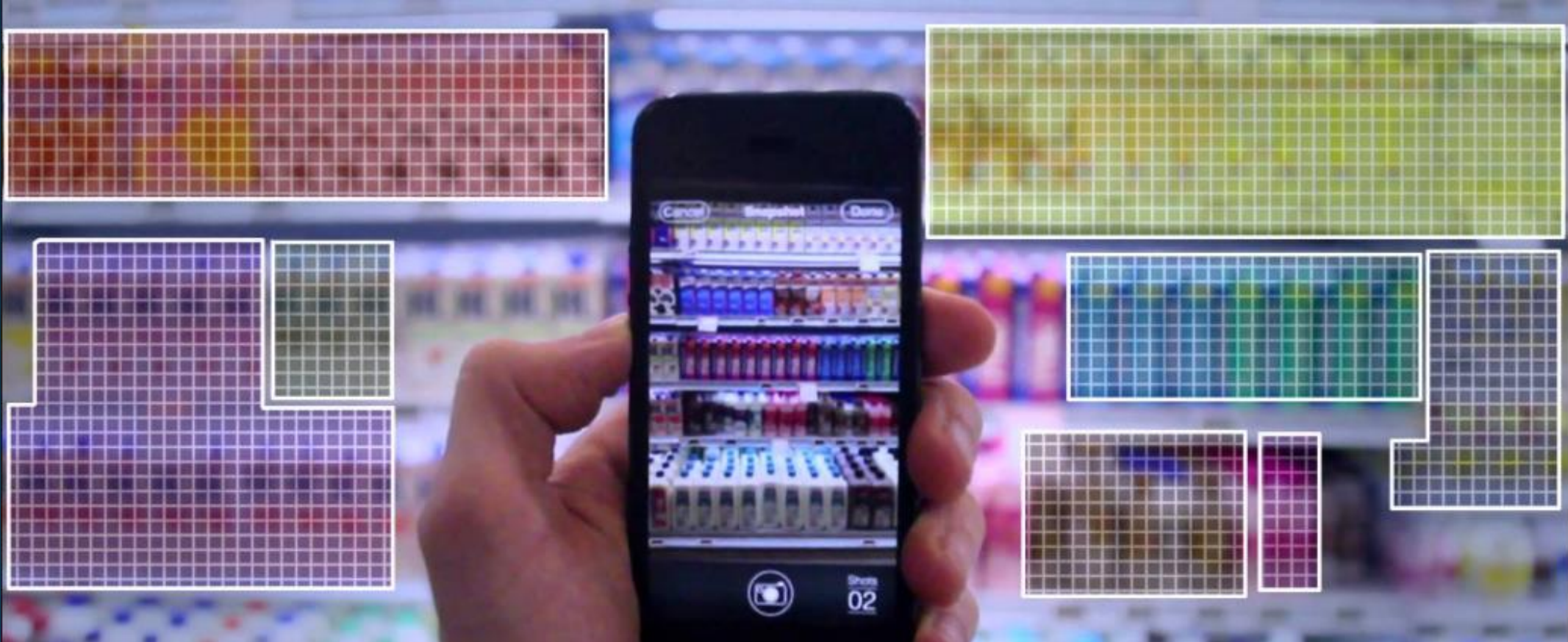


Image Recognition technology

Image Recognition: how it works

1

Actual Shelf Photo



2

Realogram



3

KBD Capturing

Share of SKU:

8 / 18 = 40%

On shelf availability:

1 Yes 9 No

Share of Shelf:

SKU at eye level:

4 Yes 8 No

POSM availability:

▲ Yes ▲ No

Form block:

6/50 facing → Yes

7 liquid, not capsule

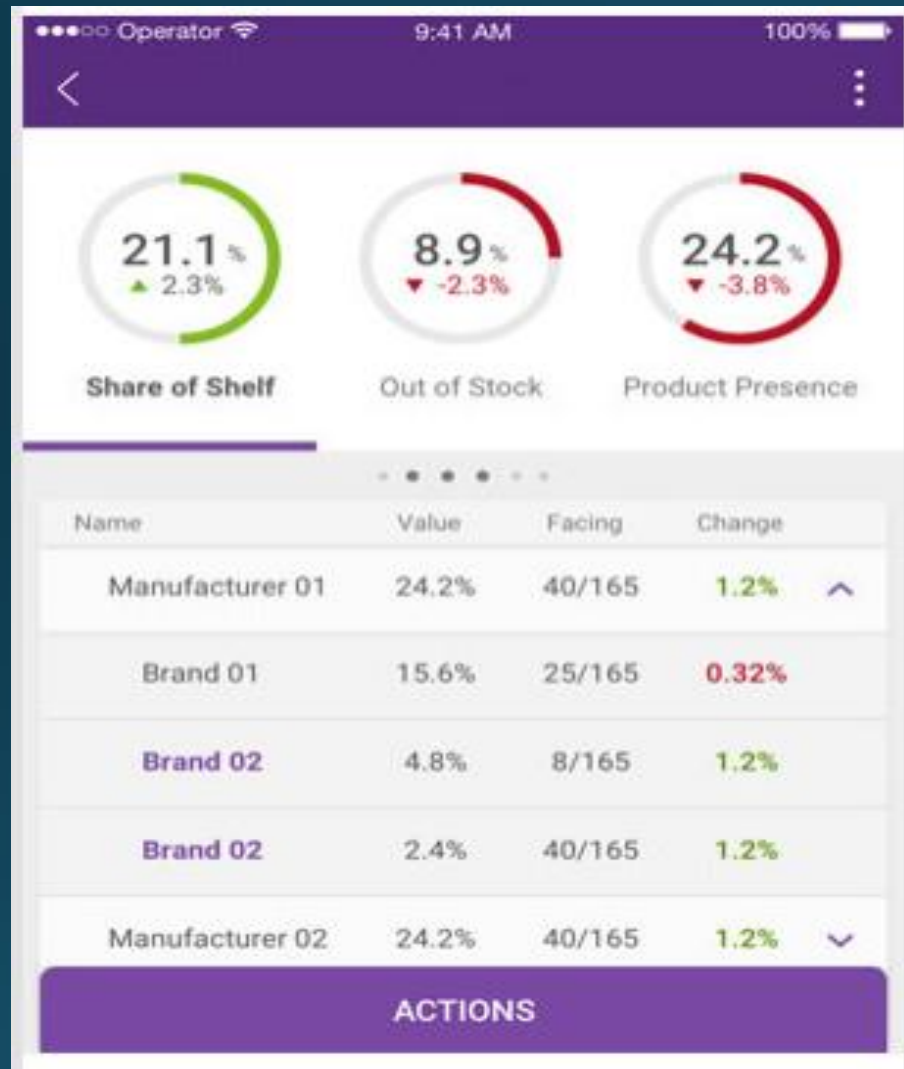
Shelving together:

2 3 Yes

5 1 Yes

1 8 No

Image Recognition: visualization



Shelf
Share

Eye level

Brand
Blocking

Adjacencies

Secondary
Placement

Distribution

Promotion

Out of
Stock

DISTRIBUTION

Numeric Distribution is

% of stores where the product was sold/present

Pantene 2in1 200ml	Numeric Distribution	
present	1	Pantene 2in1 is present in 66% of all stores
present	1	
not present	0	
	66%	

Weighted Distribution is

% of total category turnover accounted for by the stores the product was sold/present

Pantene 2in1 200ml	Weighted Distribution (e.g. total store turnover of shampoo)		
present	(\$ 2 M)	1	Pantene 2in1 is present in stores that represent 75% shampoo turnover
present	(\$ 7 M)	1	
not present	(\$ 3 M)	0	
	(\$ 12 M)	75%	

DISPLAY

Gondola end/Shelf Extenders



Bin



Floor/Palette



Floor Display



Islands



Stands



A DISPLAY can be defined as **a special, secondary location** for a product, which is designed to attract the consumer in some special way. It is frequently accompanied by signs, banners, or other attention drawers.

SHELF SPACE

Is ARIEL shelved according to the
turnover / per shelf meter



Out Of Stock

Out of stock measures when a product is temporarily not available in a store



Secondary Placement



Eye level

SHELF MERCHANDISING

Optimizing product shelf placement



83%

of human information

is obtained from **the sense of sight**

**WHAT PRODUCTS
ON WHICH SHELF**



sales decreases by 15%
when **Moving** a heavy juice bottle
from the **lower to the higher shelf**
because of the difficulty of lifting it

Research shows that the **left side**
of a gondola will generate
MOST SALES

2/3 of **sales** will occur
between waist and eye-level

Z The movement of human eyes
follows the **Z Pattern**
People will more likely **compare**
products **horizontally**

TOP LEVEL

EYE LEVEL

WAIST LEVEL

ANKLE LEVEL

- Think safety first for this shelf
- light products
- High Value product
- Products for display only
- Product attached to the shelf

- Products that people want

- Small items
- Less important products
(increase their visibility)

- Large items
- Destination product (Products
people will look for)
- Generic products



Brand Blocking



Adjacencies



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Case Study 05: Store execution

- Select 2 brands from same category at the same store OR 1 brand in 2 different stores
- COMPARE key In store elements reviewed in class (Shelf layout, eye level, how the category is displayed in each store- what subcategories are at eye level, what brand seems to have best position), promotions, any second location?
- Format: One pager with the layout we studied already, you can attach pictures. (See next page)

Memo Writing

The Inverted Pyramid Principle

Key is to put the most important things first

