



Team 7

# CUSTOMER & PRICE DEEPPDIVE



**PREPARED FOR**  
CS TAY FOODS PTE LTD

Data-Driven Recommendations

25 November 2023

# 5 Key Recommendations

**A**ugment revenue from high-value champions

**B**ring back and re-engage hibernating customers

**C**ontinued engagement of loyal customers

**D**ifferentiate among substitutes to manage cannibalisation

**E**xploit strong associations of complements

Insights generated from:



Exploratory Data Analysis



Customer Segmentation



Cross-Price Elasticity

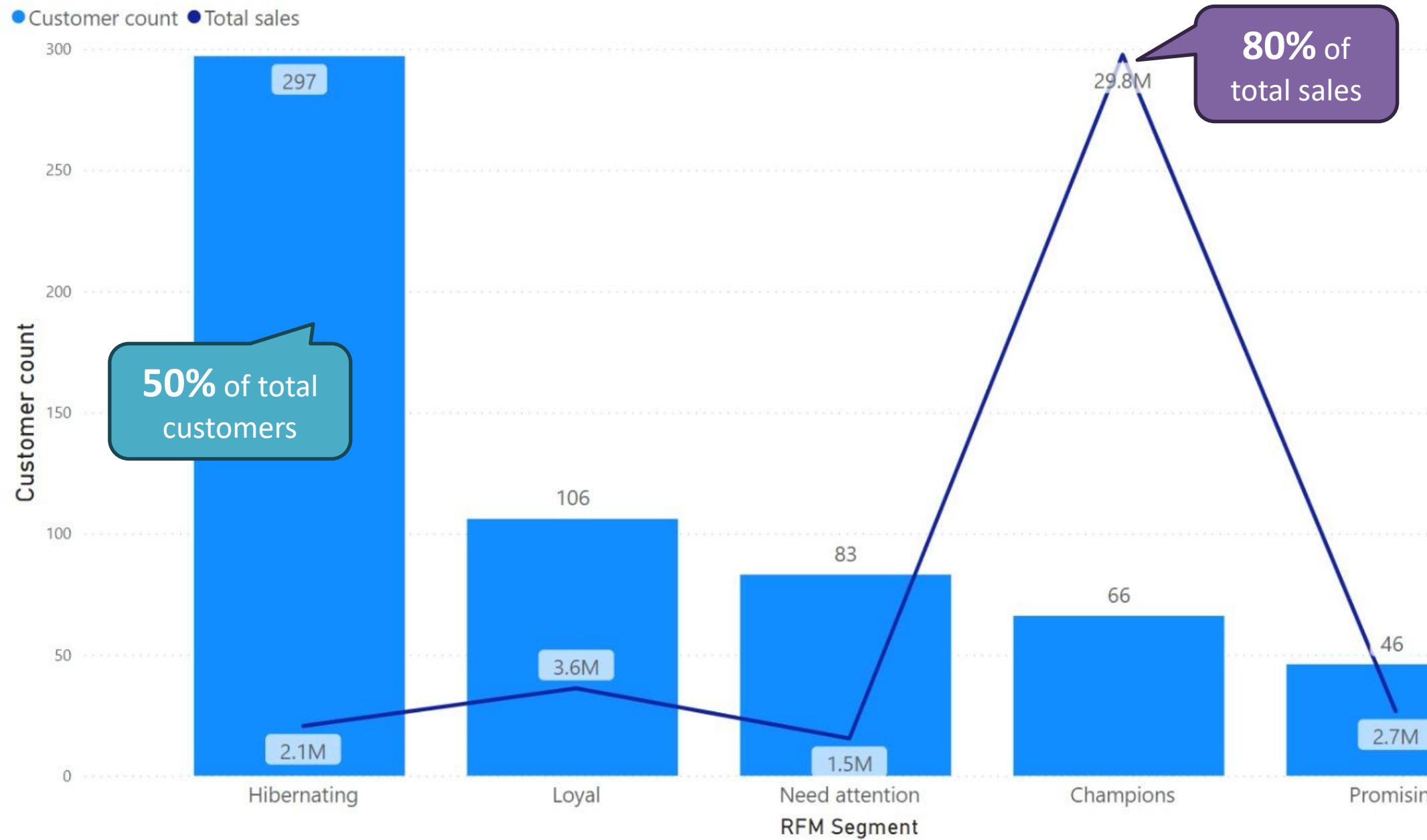


Market Basket Analysis

# Segmentation Results

- Segment based on RFM scoring
  - Attention on Champions, Hibernating and Loyal Customers

## Total sales by RFM segments



Segment	Avg duration (days) (R)	Avg #purchases (F)	Avg sales (M)
Champions	1.58	710.29	450,884
Promising	4.22	19.52	57,759
Loyal	4.08	136.35	34,062
Need attention	17.87	92.63	18,531
Hibernating	97.74	16.89	6,904
<b>Total</b>	<b>52.25</b>	<b>125.31</b>	<b>66,245</b>



# Augment revenue from high-value champions



**Significance:** most frequent, most recent, and largest spending customer segment

**Opportunity:** retain high-value and loyal engagement to maximise revenue

## Premium, Priority B2B Servicing

Dedicated account management; customised product bundles; regular performance reviews; extended payment terms

## Expand Range of Products: Upsell and Cross-Sell

Given notable focus on RTC products by Champions, room for revenue growth if CS Tay can cross-sell RTE and Raw products to Fairprice and RTE products to Cold Storage (e.g. promote strongly associated Raw combinations from market basket analysis, i.e. whole range of S-pure fresh poultry, which are complementary from X-price analysis)



Drumstick



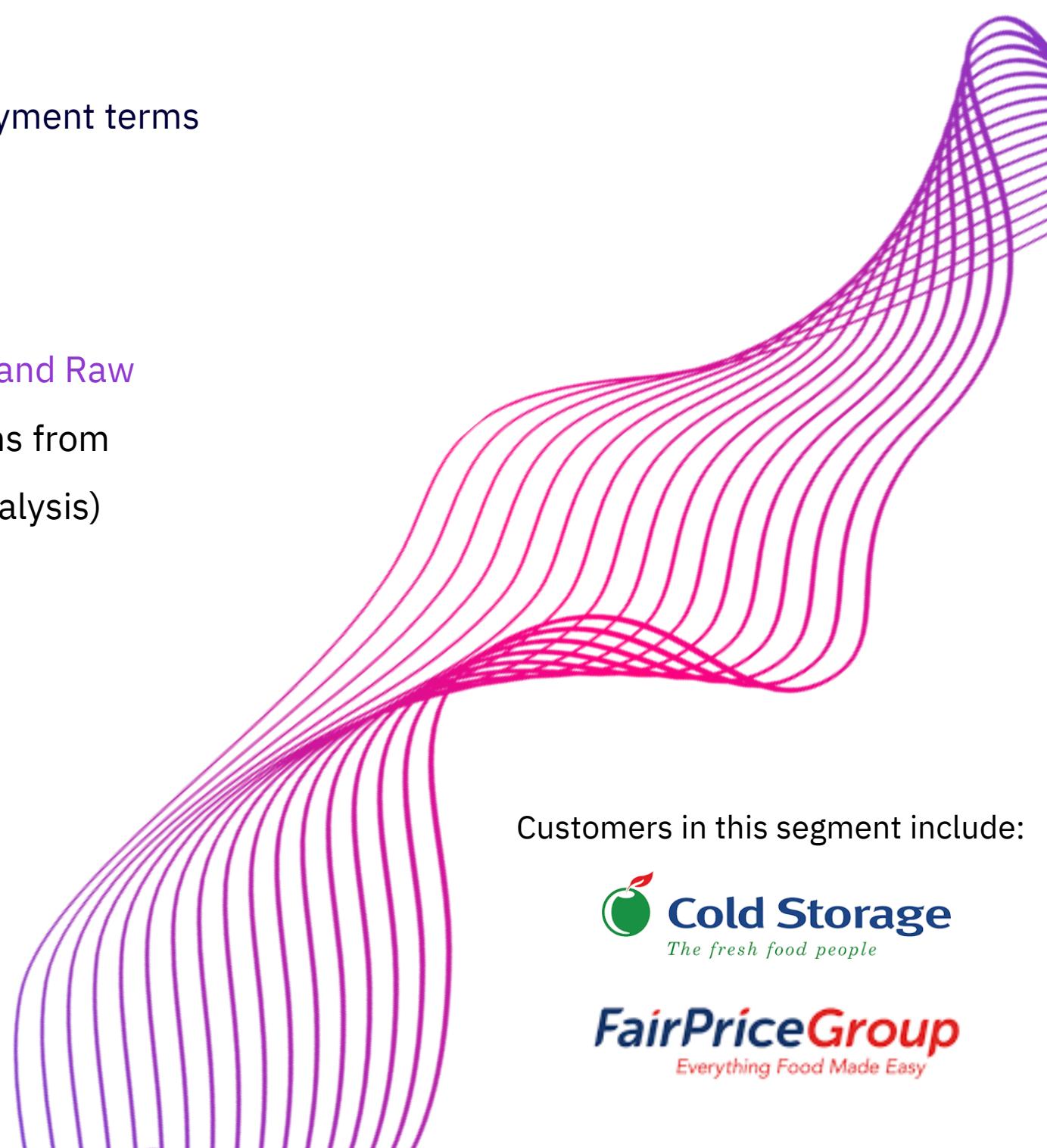
Skinless Breast



Mid-Wing



Fillet



Customers in this segment include:





# Bring back and re-engage hibernating customers



**Significance:** largest customer segment by count:  
despite infrequency, low recency and low spend

**Opportunity:** re-engage to rebuild and foster  
renewed and fruitful business relationship

Customers in this segment  
include:



## Customised Re-Engagement Promotions

Volume or frequency-based **reactivation bundle discounts** to incentivise return –  
segment has common heavy preference for RTC products (e.g. **Crispy Chicken**  
**Seaweed + Crispy Chicken Original** (**52x** more likely to buy 1, given the other) despite  
wide range of customers from mini-marts to caterers



## Seasonal and Trend-Based Campaigns

Align reactivation outreach with seasonal promotions and emerging food trends – data  
revealed **some seasonality for weekends** (**Grilled Chix Steak (5 Pkt)**) and **sales spike for  
key dates**



## Low-Cost Efforts for Maximum Outreach

Leverage **technology** to reach large group of hibernating customers, e.g. emailers or  
online communications, before further re-engagement





# Continued engagement of loyal customers



**Significance:** 2<sup>nd</sup> largest segment by count and total spend

**Opportunity:** leverage data to recognize and target further growth areas

## Tiered incentive programme to drive sales

Year long Rebates programme to reward total spend from Customers through regular sales campaigns such as bundling of products with high lift in relation to Fried Crispy Drum for Fried Crispy Thigh and Crispy Chicken Strip (almost **10x** more likely to purchase)



## Build customer advocacy board to attract new clients

Strong Advocates to promote CS Tay's products to potential customers of buying and services experiences with the company. Offer incentives for referrals for new customers as well.



Customers in this segment include:



**JB FROZEN FOOD**  
ALWAYS WITH YOU



# Differentiate among substitutes to manage cannibalisation

## Increase demand and revenue without sacrificing profitability

Pricing as key tool to minimise cannibalisation or even contribute to longer-term business strategic goals such as: (1) [interfirm competition and product portfolio analysis](#); and (2) [brand extension and new market entry](#).

## Product portfolio analysis: optimise pricing and emphasise differentiation

[Counter substitution effect](#) when running promotions or discounts by emphasising uniqueness among substitutable products; prioritise and upsell greater revenue-generating product between substitutable products in the same category

## Anticipate cannibalisation when expanding product offerings

Factor in and counter anticipated substitution effect by businesses in the future, if for instance [healthier variants](#) of existing products introduced, by backing up with consumer market research and differentiated pricing to appeal to different customer segments

- Threat: cannibalisation of own profits due to substitution effect
- Opportunity: controlled cannibalisation for broader business strategic goals

### Strong substitutes include:



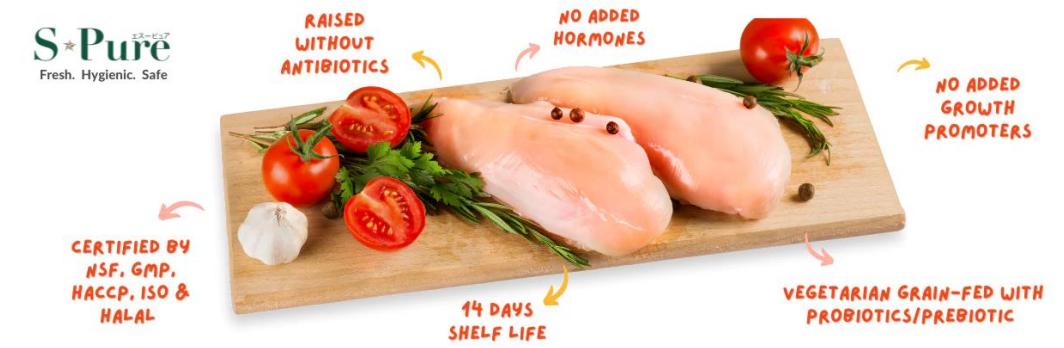
Retail: 54.8 XED  
Skinless Chicken Breast vs. Honey Char Siew



Supermarket: 27.4 XED  
Crispy Chicken Seaweed vs. Skinless Chicken Breast



# Exploit strong associations among complements



**Insights:** In specific segments like Retail Raw's Top 5 Products, all items are complementary, which are very likely to be purchased together, creating significant potential.

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	LIFT
SP01 SKINLESS CHIX BREAST 400G	SP03 CHICKEN FILLET 400g	-8.3	Complementary	20.4
SP02 CHIX BREAST 400g	SP03 CHICKEN FILLET 400g	-17.7	Complementary	20.7
SP02 CHIX BREAST 400g	SP07 CHIX BONE IN THIGH 450g	-18.6	Complementary	20.4
SP01 SKINLESS CHIX BREAST 400G	SP02 CHIX BREAST 400g	-30.4	Complementary	20.9

## Recommendation:

- Implement **bundling and cross promotion** to boost sales and increase awareness and adoption of complementary products.
- Align these strategies with our reengagement plan for hibernating customers, as the top 5 products for this segment are also complementary and very strongly associated based on market basket analysis.



# Strategic Roadmap

## Recommendations and Next Steps

**A**ugment revenue from high-value champions  
**B**ring back and re-engage hibernating customers  
**C**ontinued engagement of loyal customers  
**D**ifferentiate among substitutes to manage cannibalisation  
**E**xploit strong associations of complements



### Customers

Beyond segmentation to **personalisation** to understand and tailor customer experiences

Feedback and sentiment analysis



### Pricing

Pricing models with further data and real-life constraints

Scenario modelling and sensitivity analysis



### Inventory

Inventory optimisation based on forecasting demand from customer and price insights

ABC / XYZ classification method



### Further Analysis

Further market and consumer research

**Competitor analysis** and strategic positioning

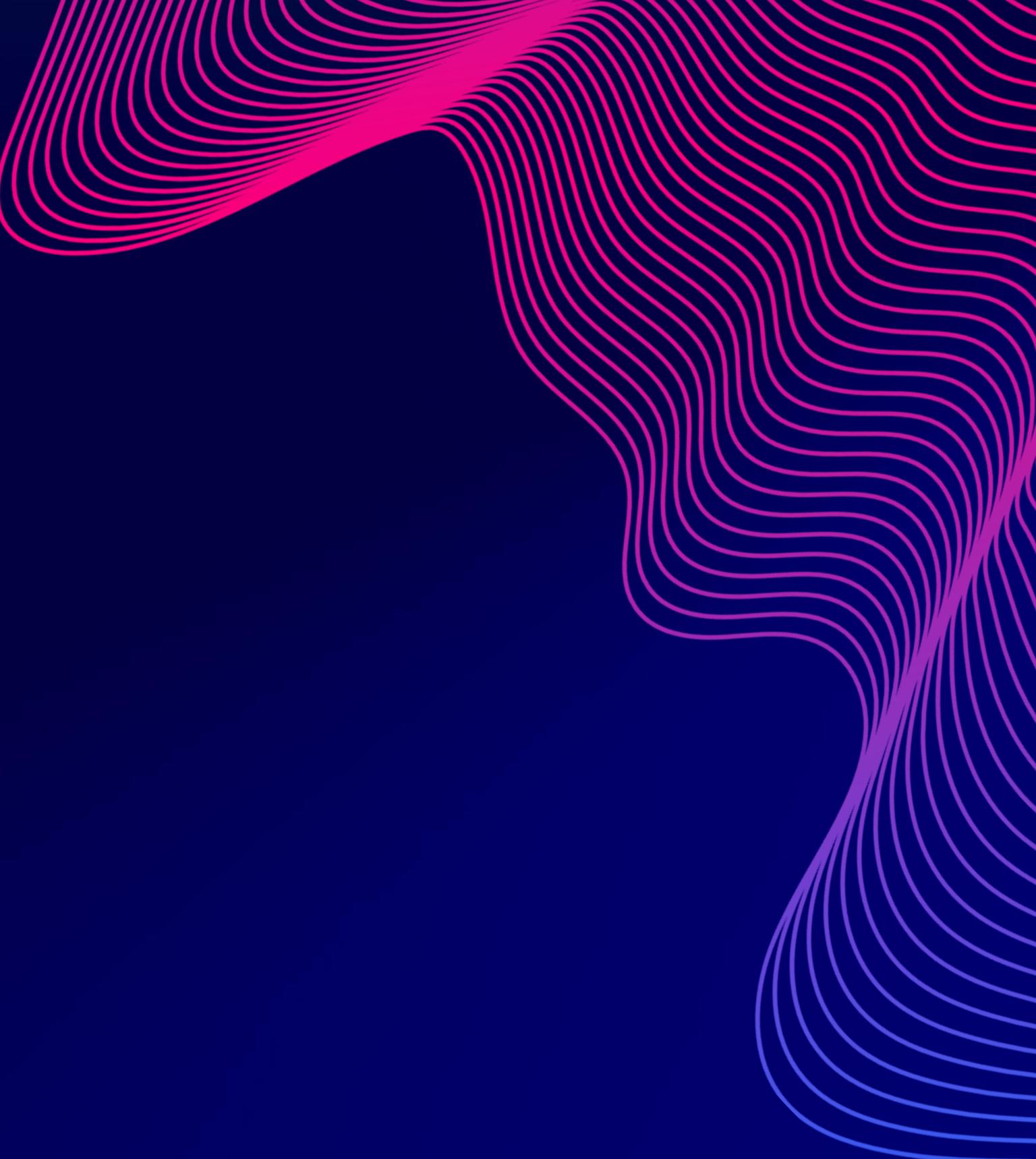
Supply chain optimisation



Team 7

Thank you.

# Q&A and Discussion





## Appendix:

# Additional Information and Analysis

- ✓ Project Roadmap
- ✓ RFM Segmentation Analysis
- ✓ General Observations from Cross-Price Elasticity Results
- ✓ General Strategies for Complementary and Substitutable Products
- ✓ Cross-Price Elasticity Results
  - By Customer Category and Segment
- ✓ Extract of Market Basket Analysis Results
  - By Product Category and Customer Segment





# Project Roadmap



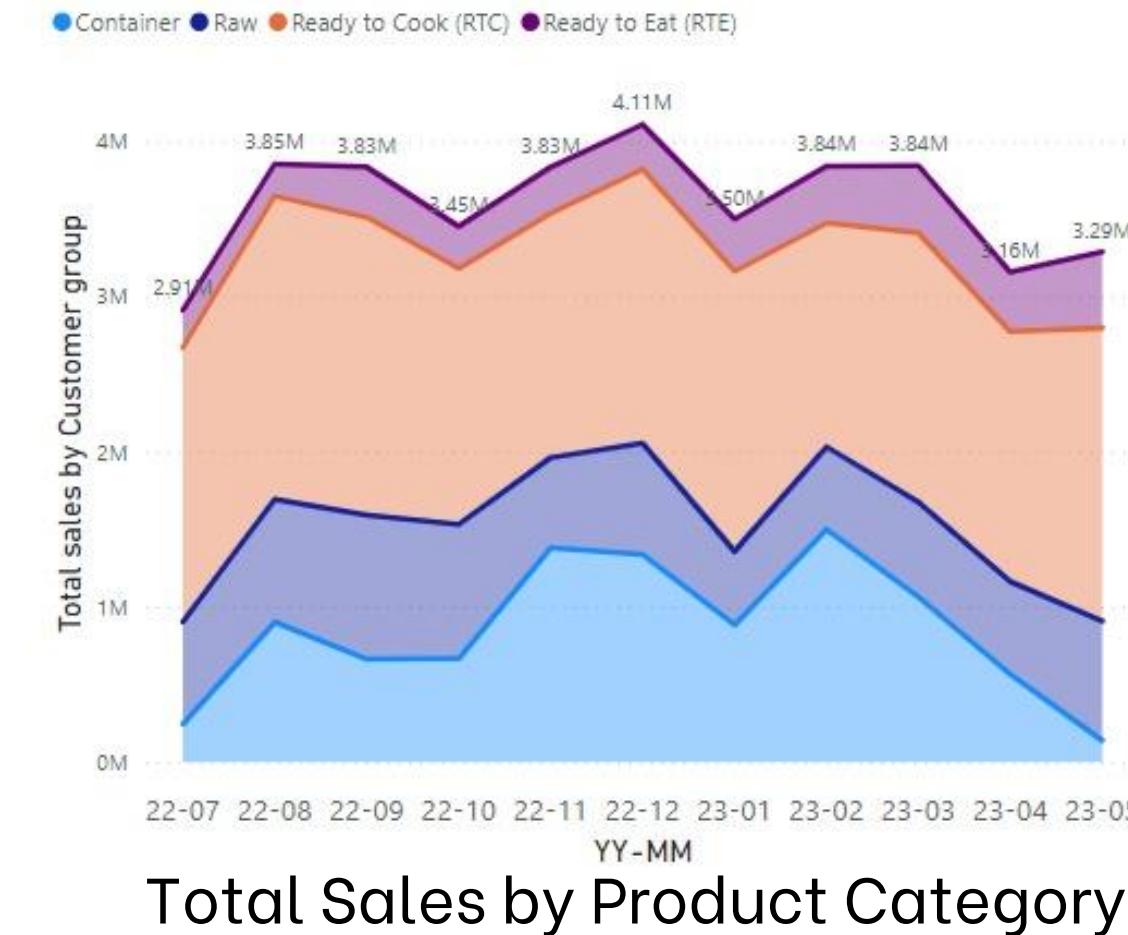
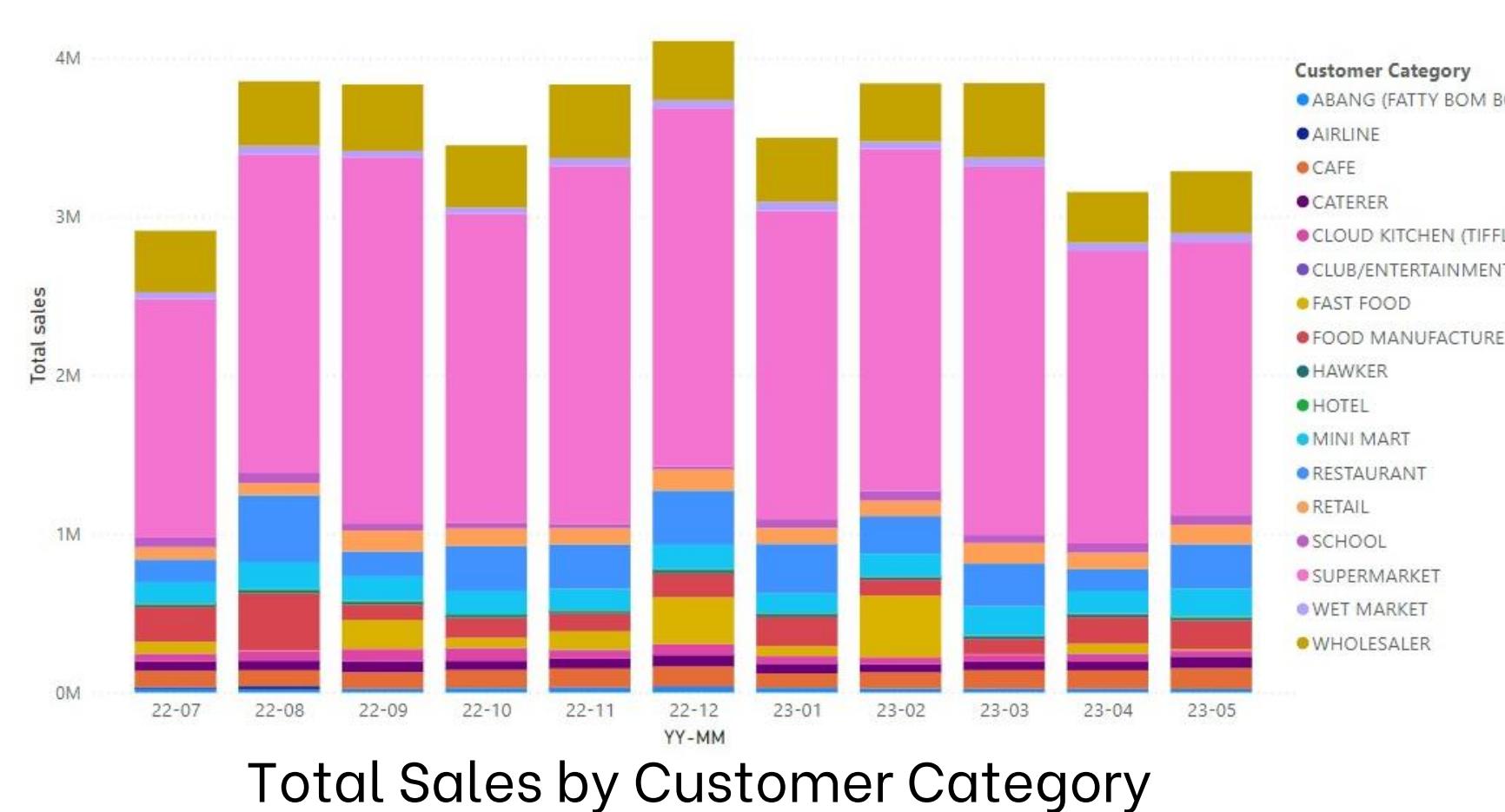
## Overall Objective

Devise data-drive strategy around customer segmentation and price intelligence

CHALLENGE FACED	CLIENT MANDATE	METHODOLOGY & RESULTS
	Unable to understand customer profile in detail	<b>Segment existing customers</b> into various persona based on purchase patterns
	Competitive dynamics leading to frequent price changes across SKUs	Segmentation based on <b>RFM method</b> , with tailored strategies further informed by <b>market basket analysis</b>
	Understand <b>optimal pricing strategy</b> to <b>maximise revenue</b>	Own and <b>cross price elasticity</b> analysis, informing pricing and promotion strategies for <b>complements/substitutes</b>



# Customer and Product Snapshot



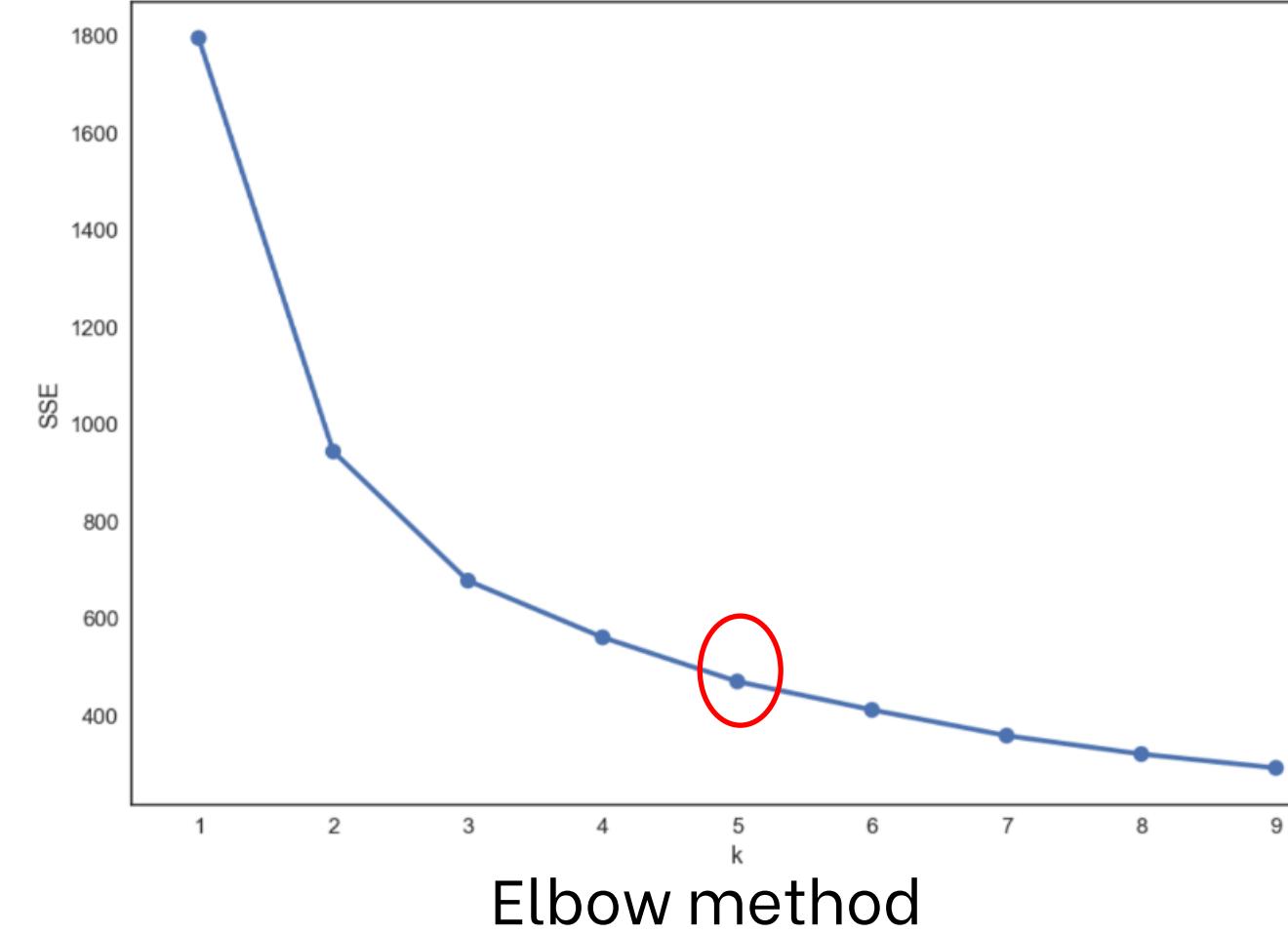
## Key Observations

- Supermarket largest customer category by sales
- Ready to Cook largest product category by sales

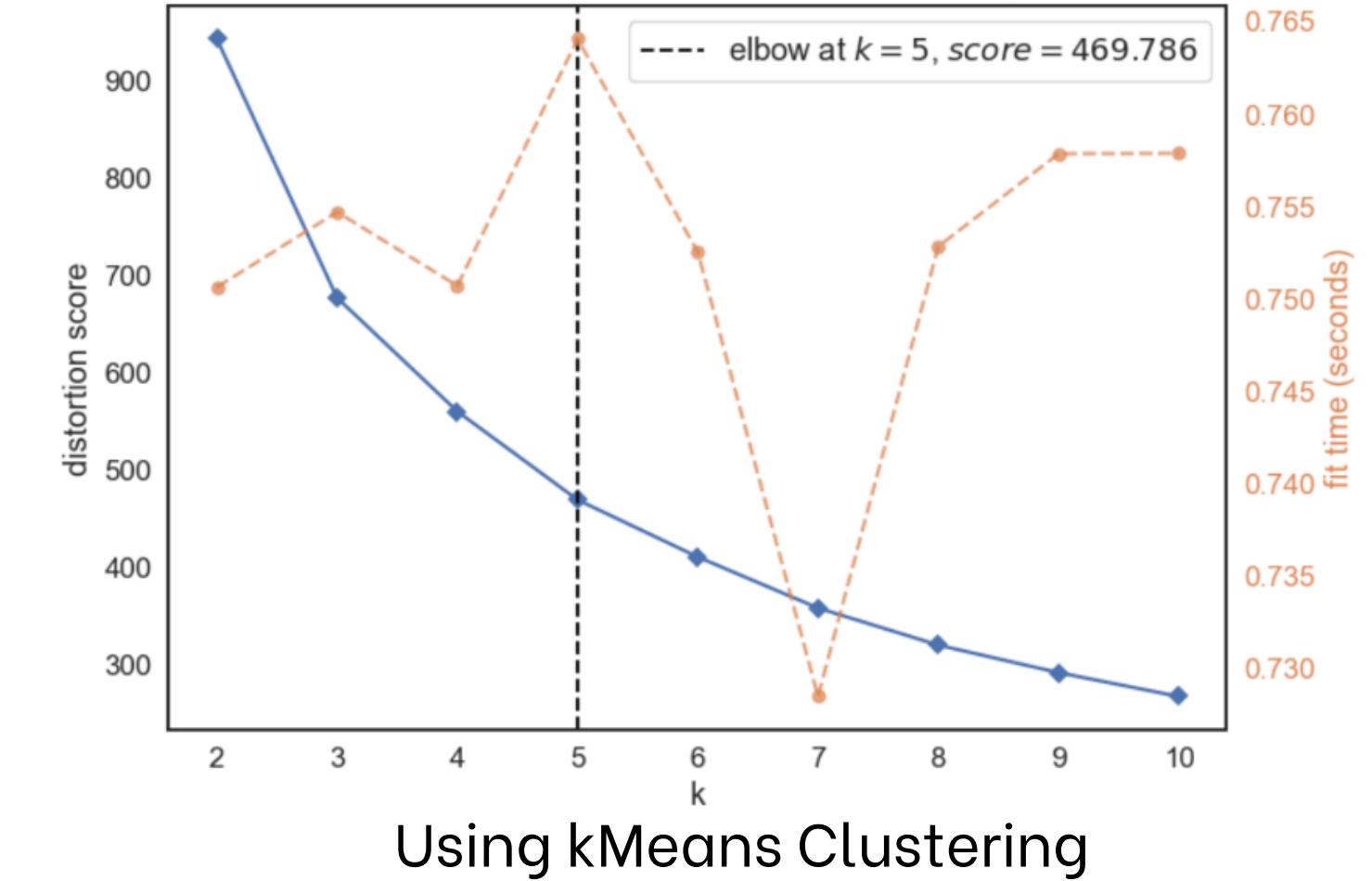


# RFM Analysis using kMeans Clustering

The Elbow Method



Distortion Score Elbow for KMeans Clustering



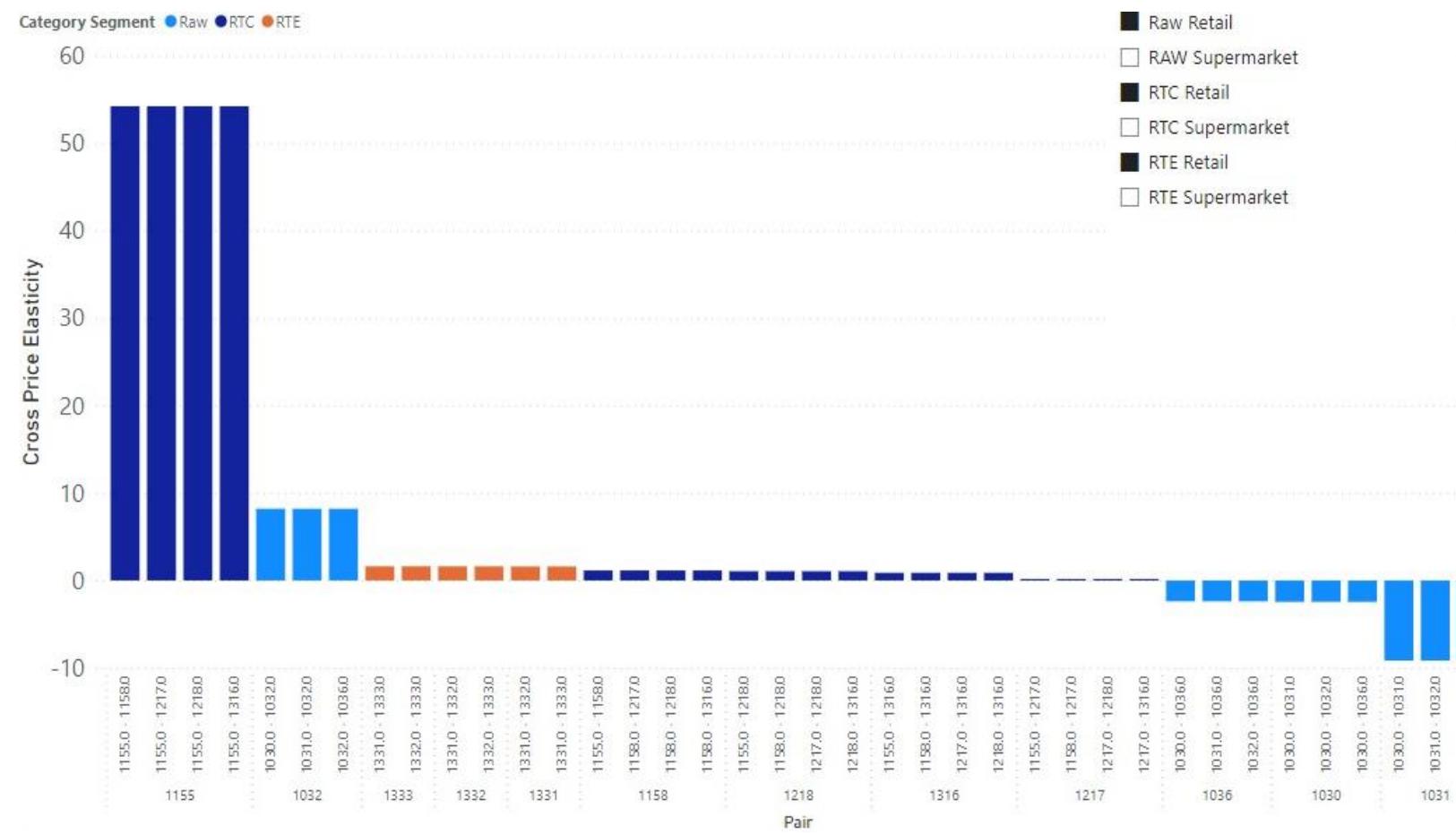
## Key Observations

- kMeans Clustering suggested 5 cluster as the optimal number for segmentation

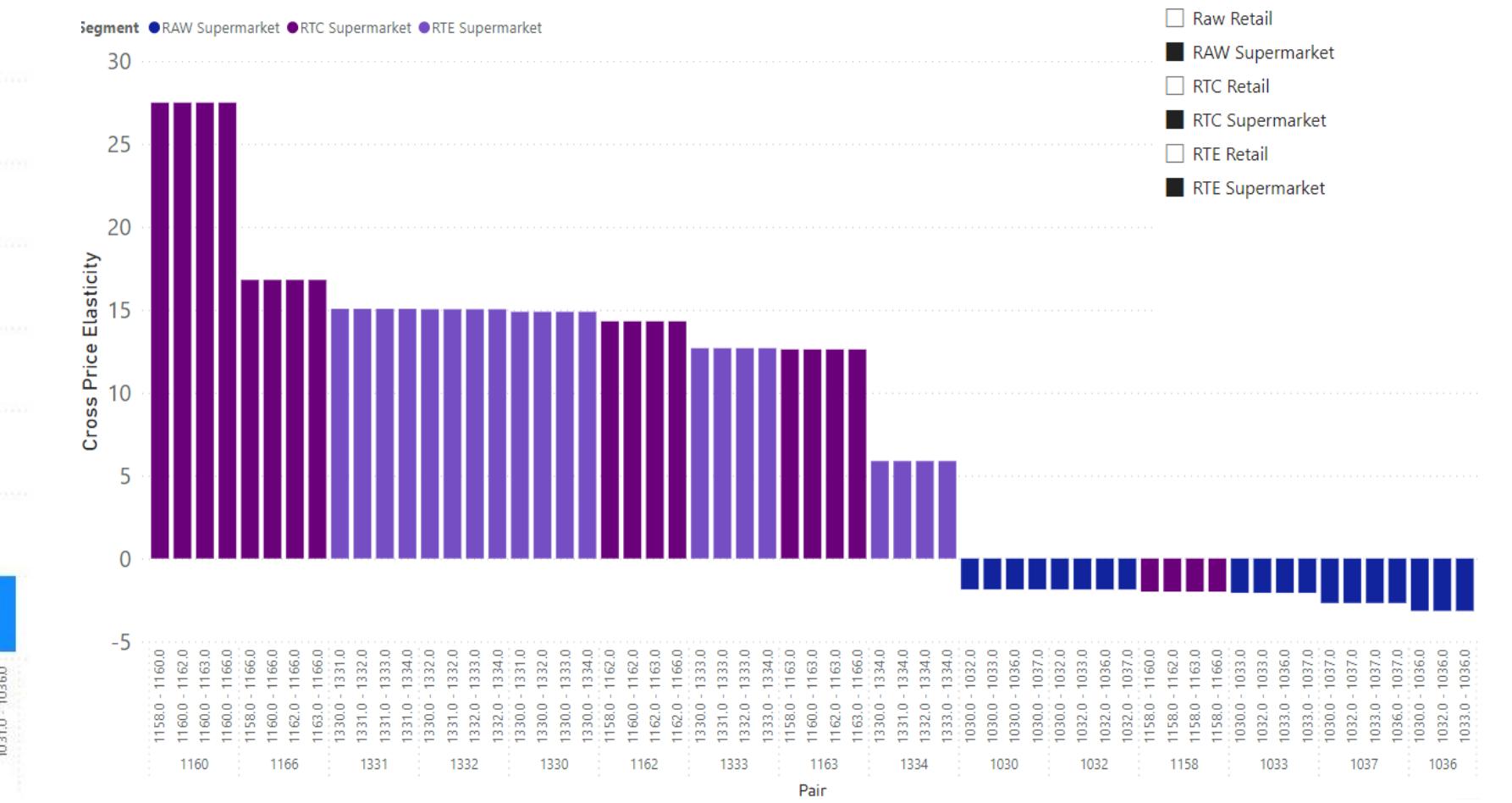


# Cross-Price Elasticity

## Retail

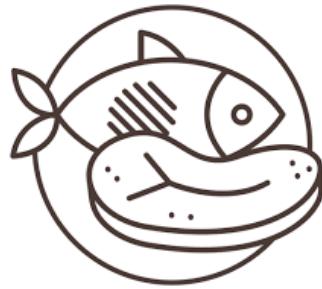


## Supermarket



- ✓ Distinct patterns in product relationships **across market segments**
  - RTE Retail and RTC Supermarket exhibited substantial substitution pairs
  - Raw Supermarket showcased considerable complementary pairs
- ✓ Underscores **imperative of segment-specific analysis** in understanding dynamics of product interactions

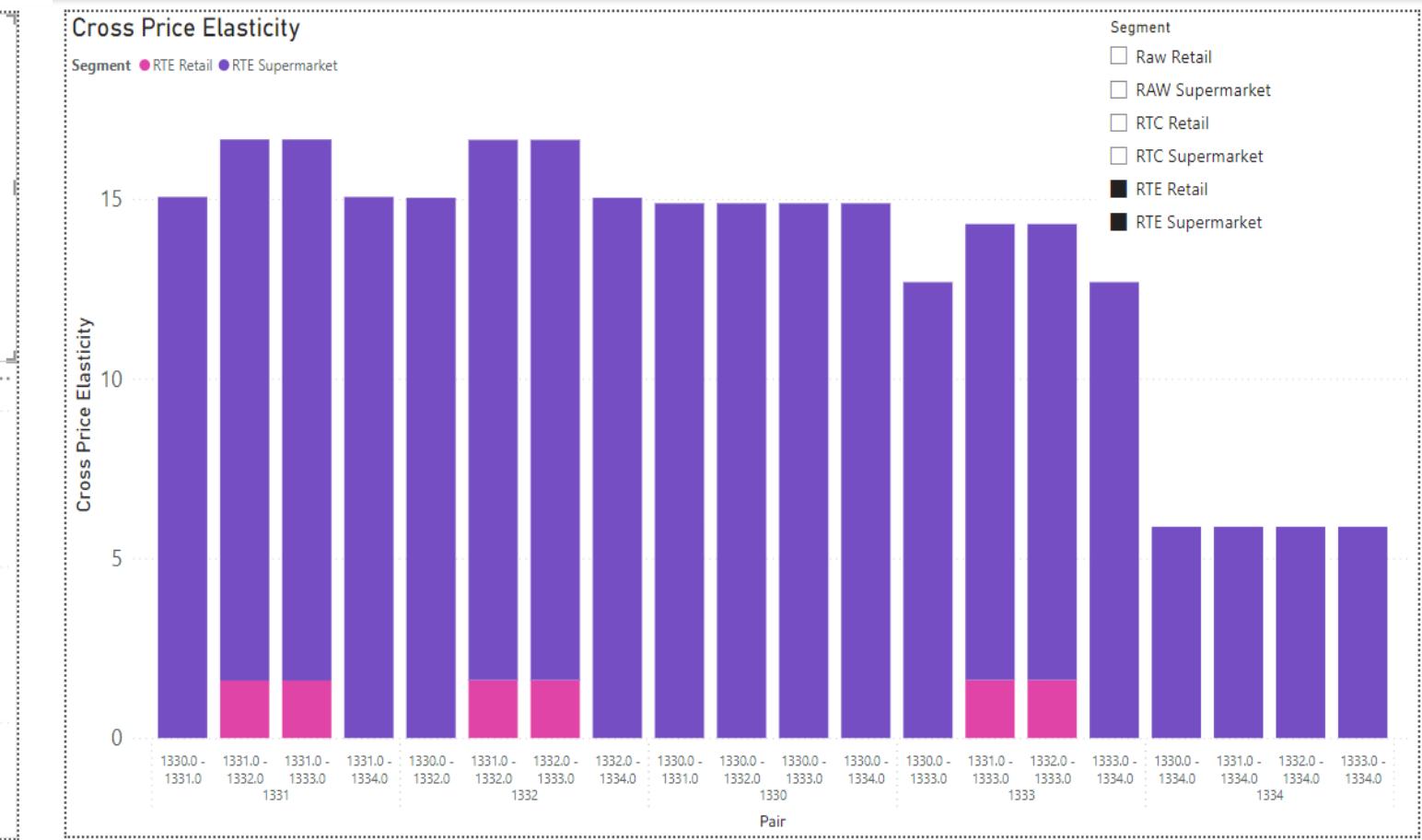
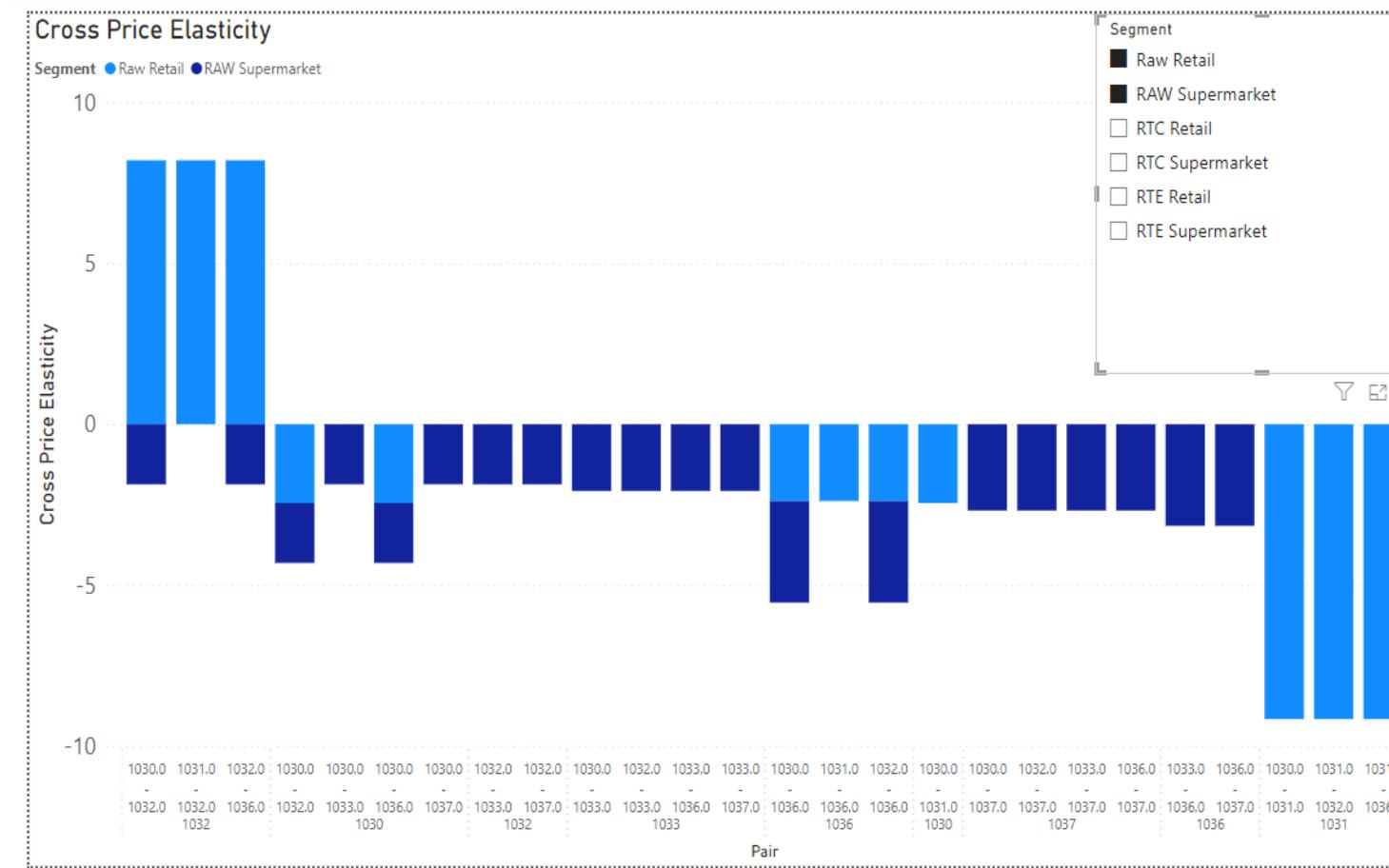
# Cross-Price Elasticity



Raw



# Ready to Eat



- ✓ Product-pairs in Raw and RTE segments show up more than once but with varying elasticity values, sometimes even showing opposite trends between different customer categories
  - ✓ Demonstrates differences in how customers behave and how markets work, emphasizing the uniqueness of each customer category



Team 7 works with retailers on cross-promotions, where discounts or special offers are applied when customers purchase a combination of related items.

# Strategic Pricing

B2B Frozen Food – Supermarket/Retail

## Complementary Products: Leverage Bundling Effect

### STRATEGIC PRICING / BUNDLING



Offering discounts or promotional pricing on complementary items **when purchased together**. Invest in **in-store sampling** for complementary products.

### ENDCAP / CROSS-PROMOTIONS



Negotiate with supermarkets to secure **prominent endcap displays** for complementary frozen food products. This increases visibility and encourages impulse purchases.

### CATEGORY & INVENTORY MANAGEMENT



Work closely with supermarkets / retailers on category management to **optimize shelf layout** and ensure that complementary frozen food products are strategically placed together. Conversely, CS Tay can **optimise inventory management** by bundling inventory levels of the complementary products.

Collaborate with retailers on **cross-promotions**, where discounts or special offers are applied when customers purchase a combination of related items.

E.g. skinless chicken breast & chicken breast



Team 7

Collaborate with retailers on cross-promotions, where discounts or special offers are applied when customers purchase a combination of multiple items.

# Strategic Pricing

B2B Frozen Food – Supermarket/Retail

## Substitutable Products: Enable Strategic Cannibalisation

### MITIGATE OR EVEN LEVERAGE CANNABALISATION SUSTAINABLY



Pricing as key tool to minimise cannibalisation or even contribute to longer-term business strategic goals such as:

(1) **brand extension and new market entry**; (2) **interfirm competition and product portfolio analysis** to optimise pricing for assortment management and diversified products (e.g. different types of frozen chicken or sausage products)

E.g. skinless chicken  
breast & honey char siew

### FORECASTING REVENUE IMPACT

Help make **informed decisions about pricing adjustments** and predicting potential outcomes



### INVENTORY MANAGEMENT

**Optimise inventory levels** based on the observed substitution effect. If there is a significant increase in demand for one product when the price of the other increases, ensure that inventory levels are adjusted accordingly to meet the anticipated demand.



# Cross-Price Elasticity Results

Supermarket



Ready to Eat

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST GARLIC PEPPER (90g)	0	Complementary	Insignificant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST HERBS (90g)	0	Complementary	Insignificant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST PINK SALT (90g)	0	Complementary	Insignificant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST BLACK PEPPER CK CUT (90g)	0	Complementary	Insignificant
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST HERBS (90g)	0	Complementary	Insignificant
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST PINK SALT (90g)	0	Complementary	Insignificant
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST BLACK PEPPER CK CUT (90g)	0	Complementary	Insignificant
BETAGRO BREAST HERBS (90g)	BETAGRO BREAST PINK SALT (90g)	0	Complementary	Insignificant
BETAGRO BREAST HERBS (90g)	BETAGRO BREAST BLACK PEPPER CK CUT (90g)	0	Complementary	Insignificant
BETAGRO BREAST PINK SALT (90g)	BETAGRO BREAST BLACK PEPPER CK CUT (90g)	0	Complementary	Insignificant



Team 7

# Cross-Price Elasticity Results

Supermarket



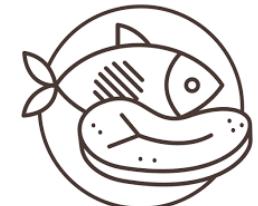
Ready to Cook

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
CRISPY CHICKEN SEAWEED 1KG	SKINLESS CHIX BREAST 345G	27.4	Substitute	Significant
CRISPY CHIX S/WEED 400G	CRISPY CHIX ORIGINAL 400G	23.1	Substitute	Significant
CRISPY CHICKEN SEAWEED 1KG	CRISPY CHIX S/WEED 400G	19.5	Substitute	Significant
CRISPY CHICKEN SEAWEED 1KG	SUPER CRISPY CHIX 400G	19.2	Substitute	Significant
CRISPY CHIX S/WEED 400G	SUPER CRISPY CHIX 400G	17.3	Substitute	Significant
SKINLESS CHIX BREAST 345G	CRISPY CHIX ORIGINAL 400G	16.0	Substitute	Significant
CRISPY CHICKEN SEAWEED 1KG	CRISPY CHIX ORIGINAL 400G	15.7	Substitute	Significant
CRISPY CHIX ORIGINAL 400G	SUPER CRISPY CHIX 400G	15.5	Substitute	Significant
SKINLESS CHIX BREAST 345G	SUPER CRISPY CHIX 400G	13.9	Substitute	Significant
SKINLESS CHIX BREAST 345G	CRISPY CHIX S/WEED 400G	10.9	Substitute	Significant



# Cross-Price Elasticity Results

Supermarket



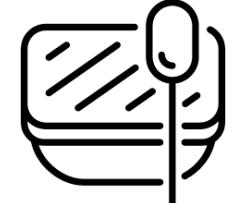
Raw

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
SP07 CHIX BONE IN THIGH 450g	SP07 CHIX BONE IN THIGH 450g	7.3	Substitute	Significant
SP04 CHICKEN DRUMSTICK 375g	SP07 CHIX BONE IN THIGH 450g	2.1	Substitute	Significant
SP03 CHICKEN FILLET 400g	SP04 CHICKEN DRUMSTICK 375g	1.5	Substitute	Insignificant
SP04 CHICKEN DRUMSTICK 375g	SP07 CHIX BONE IN THIGH 450g	0.4	Substitute	Insignificant
SP01 SKINLESS CHIX BREAST 400g	SP08 CHIX BONLESS LEG 420g	0.4	Substitute	Insignificant
SP03 CHICKEN FILLET 400g	SP08 CHIX BONLESS LEG 420g	0.04	Substitute	Insignificant
SP03 CHICKEN FILLET 400g	SP07 CHIX BONE IN THIGH 450g	-0.4	Complementary	Insignificant
SP01 SKINLESS CHIX BREAST 400g	SP07 CHIX BONE IN THIGH 450g	-1.2	Complementary	Insignificant
SP01 SKINLESS CHIX BREAST 400g	SP03 CHICKEN FILLET 400g	-1.9	Complementary	Significant
SP01 SKINLESS CHIX BREAST 400g	SP04 CHICKEN DRUMSTICK 375g	-2.7	Complementary	Significant



# Cross-Price Elasticity Results

Retail



Ready to Eat

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST PINK SALT (90g)	1.511306e-15	Substitute	Significant
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST HERBS (90g)	6.69E-17	Substitute	Insignificant
BETAGRO BREAST HERBS (90g)	BETAGRO BREAST PINK SALT (90g)	-2.20E-15	Complementary	Insignificant



# Cross-Price Elasticity Results

Retail



Ready to Cook

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
(99) S.LESS CHICKEN BREAST 1.15KG	HONEY CHAR SIEW 5KG	54.8	Substitute	Significant
(99) S.LESS CHICKEN BREAST 1.15KG	HONEY PORK RIBS 10kg	52.0	Substitute	Significant
(99) S.LESS CHICKEN BREAST 1.15KG	(33) CRISPY CHICKEN SEAWEED 1KG	50.6	Substitute	Significant
(33) CRISPY CHICKEN SEAWEED 1KG	HONEY PORK RIBS 10kg	11.1	Substitute	Insignificant
(33) CRISPY CHICKEN SEAWEED 1KG	HONEY CHAR SIEW 5KG	5.7	Substitute	Insignificant
HONEY PORK RIBS 10kg	GRILLED CHIX STEAK (5PKT)2kG	-0.02	Complementary	Insignificant
(99) S.LESS CHICKEN BREAST 1.15KG	GRILLED CHIX STEAK (5PKT)2kG	-0.42	Complementary	Insignificant
(33) CRISPY CHICKEN SEAWEED 1KG	GRILLED CHIX STEAK (5PKT)2kG	-0.96	Complementary	Significant
HONEY PORK RIBS 10kg	HONEY CHAR SIEW 5KG	-1.3	Complementary	Significant
(99) S.LESS CHICKEN BREAST 1.15KG	(99) S.LESS CHICKEN BREAST 1.15KG	-18.8	Complementary	Significant



# Cross-Price Elasticity Results

Retail



PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
SP01 SKINLESS CHIX BREAST 400G	SP07 CHIX BONE IN THIGH 450g	-2.6	Complementary	Insignificant
SP03 CHICKEN FILLET 400g	SP07 CHIX BONE IN THIGH 450g	-5.5	Complementary	Insignificant
<b>SP01 SKINLESS CHIX BREAST 400G</b>	<b>SP03 CHICKEN FILLET 400g</b>	<b>-8.3</b>	<b>Complementary</b>	<b>Significant</b>
<b>SP02 CHIX BREAST 400g</b>	<b>SP03 CHICKEN FILLET 400g</b>	<b>-17.7</b>	<b>Complementary</b>	<b>Significant</b>
<b>SP02 CHIX BREAST 400g</b>	<b>SP07 CHIX BONE IN THIGH 450g</b>	<b>-18.6</b>	<b>Complementary</b>	<b>Significant</b>
<b>SP01 SKINLESS CHIX BREAST 400G</b>	<b>SP02 CHIX BREAST 400g</b>	<b>-30.4</b>	<b>Complementary</b>	<b>Significant</b>



Team 7

# Cross-Price Elasticity Results

## Champion Customers

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
BETAGRO BREAST GARLIC PEPPER(90g)	BETAGRO BREAST HERBS (90g)	12.2	Substitute	Significant
CRISPY CHICKEN SEAWEED 1KG	BETAGRO BREAST HERBS (90g)	11.9	Substitute	Significant
CRISPY CHICKEN SEAWEED 1KG	BETAGRO BREAST GARLIC PEPPER(90g)	10.3	Substitute	Significant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST HERBS (90g)	5.9	Substitute	Significant
BETAGRO BREAST HOT & SPICY (90g)	CRISPY CHICKEN SEAWEED 1KG	0.7	Substitute	Insignificant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST HERBS (90g)	0.04	Substitute	Insignificant
BETAGRO BREAST HOT & SPICY (90g)	BETAGRO BREAST GARLIC PEPPER(90g)	-0.08	Complementary	Insignificant
BETAGRO BREAST HERBS (90g)	CRISPY CHICKEN SEAWEED 1KG	-0.4	Complementary	Insignificant
BETAGRO BREAST HERBS (90g)	BETAGRO BREAST HERBS (90g)	-0.6	Complementary	Insignificant
BETAGRO BREAST HERBS (90g)	BETAGRO BREAST GARLIC PEPPER(90g)	-0.9	Complementary	Insignificant



Team 7

# Cross-Price Elasticity Results



## Hibernating Customers

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
CHICKEN BONELESS LEG (2KGX6PACK) (12000g)	BBQ CHICKEN BREAST(1000g)	-1.2	Complementary	Significant
CHICKEN BONELESS LEG (2KGX6PACK) (12000g)	33C CHICKEN WITH SEAWEED 1KG	-41.9	Complementary	Significant
33C CHICKEN WITH SEAWEED 1KG	BBQ CHICKEN BREAST(1000g)	-41.9	Complementary	Significant
33C CHICKEN WITH SEAWEED 1KG	YAKITORI WITH SAUCE(1000g)	-63.2	Complementary	Significant
CHICKEN BONELESS LEG (2KGX6PACK) (12000g)	(22) SUPER CRISPY CHICKEN 1KG	-63.7	Complementary	Significant
(22) SUPER CRISPY CHICKEN 1KG	BBQ CHICKEN BREAST(1000g)	-63.8	Complementary	Significant
33C CHICKEN WITH SEAWEED 1KG	(22) SUPER CRISPY CHICKEN 1KG	-64.2	Complementary	Significant
CHICKEN BONELESS LEG (2KGX6PACK) (12000g)	YAKITORI WITH SAUCE(1000g)	-66.9	Complementary	Significant
BBQ CHICKEN BREAST(1000g)	YAKITORI WITH SAUCE(1000g)	-66.9	Complementary	Significant
(22) SUPER CRISPY CHICKEN 1KG	YAKITORI WITH SAUCE(1000g)	-70.2	Complementary	Significant



Team 7

# Cross-Price Elasticity Results



Loyal Customers

PRODUCT 1	PRODUCT 2	X-PRICE COEFF.	TYPE	SIGNIFICANCE
A11 POP CORN CHICKEN 1KG	FS01 FRIED 2 JOINT WING 1kg	29.5	Substitute	Significant
A11 POP CORN CHICKEN 1KG	(22) SUPER CRISPY CHICKEN 1KG	2.8	Substitute	Insignificant
A11 POP CORN CHICKEN 1KG	KT01 CHICKEN KATSU 70G	-16.6	Complementary	Significant
(22) SUPER CRISPY CHICKEN 1KG	KT01 CHICKEN KATSU 70G	-17.1	Complementary	Significant
A11 POP CORN CHICKEN 1KG	(33) CRISPY CHICKEN SEAWEED 1KG	-28.6	Complementary	Significant
FS01 FRIED 2 JOINT WING 1KG	(22) SUPER CRISPY CHICKEN 1KG	-28.7	Complementary	Significant
KT01 CHICKEN KATSU 70G	(33) CRISPY CHICKEN SEAWEED 1KG	-34.6	Complementary	Significant
FS01 FRIED 2 JOINT WING 1KG	KT01 CHICKEN KATSU 70G	-35.4	Complementary	Significant
(22) SUPER CRISPY CHICKEN 1KG	(33) CRISPY CHICKEN SEAWEED 1KG	-42.2	Complementary	Significant
FS01 FRIED 2 JOINT WING 1KG	(33) CRISPY CHICKEN SEAWEED 1KG	-52.4	Complementary	Significant



# Market Basket Analysis Results

Strong Associations from Overall Dataset

ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
BBQ SWEET CORN ON COB 250g	FS SWEET CORN ON COB 250g	12.8	RTC	RTC
ROASTED MID JT WING 1kg,FS01 FRIED 2 JOINT WING 1kg	ROASTED WINGSTICK 1KG	9.7	RTC	RTC
ROASTED MID JT WING 1kg	ROASTED WINGSTICK 1KG,FS01 FRIED 2 JOINT WING 1kg	9.3	RTC	RTC
ROASTED MID JT WING 1kg	ROASTED WINGSTICK 1KG	7.6	RTC	RTC
(66) IKEDA CHICKEN CUTLET 1.1KG	FS03 CRISPY CHICKEN STRIP 1kg	4.9	RTC	RTC
ROASTED WINGSTICK 1KG,ROASTED MID JT WING 1kg	FS01 FRIED 2 JOINT WING 1kg	3.9	RTC	RTC
FS03 CRISPY CHICKEN STRIP 1kg	A11 POP CORN CHICKEN 1KG	3.6	RTC	RTC
ROASTED MID JT WING 1kg	TEMPURA CHICKEN NUGGET 1kg	3.4	RTC	RTC
ROASTED WINGSTICK 1KG	FS01 FRIED 2 JOINT WING 1kg	3.2	RTC	RTC
ROASTED MID JT WING 1kg	FS01 FRIED 2 JOINT WING 1kg	3.1	RTC	RTC



# Extract of Market Basket Analysis Results



## Strong Associations for Retail Customers

Lift: how much more likely item B is purchased when item A is purchased, compared to the overall likelihood of buying item B

ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
HONEY CHAR SIEW 5KG	GRILLED CHIX STEAK (5PKT)2kg	2.9	RTC	RTC
GRILLED BONEIN LEG 5PC 1kg	GRILLED CHIX STEAK (5PKT) 2kg	2.9	RTC	RTC
HONEY CHAR SIEW 5KG	GRILLED BONEIN LEG 5PC 1kg	2.9	RTC	RTC
GRILLED CHIX STEAK (5PKT) 2kg,GRILLED BONEIN LEG 5PC 1kg	HONEY CHAR SIEW 5KG	3.0	RTC	RTC
GRILLED CHIX STEAK (5PKT) 2kg	HONEY CHAR SIEW 5KG,GRILLED BONEIN LEG 5PC 1kg	2.9	RTC	RTC
HONEY CHAR SIEW 5KG,GRILLED CHIX STEAK (5PKT) 2kg	GRILLED BONEIN LEG 5PC 1kg	3.0	RTC	RTC
HONEY PORK RIBS 10kg	HONEY CHAR SIEW 5KG	3.0	RTC	RTC
HONEY CHAR SIEW 5KG	HONEY CHAR SIEW 5KG,GRILLED CHIX STEAK (5PKT) 2kg	3.0	RTC	RTC



# Extract of Market Basket Analysis Results

Lift: how much more likely item B is purchased when item A is purchased, compared to the overall likelihood of buying item B

## Strong Associations for Supermarkets



ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
SP01 SKINLESS CHIX BREAST	SP03 CHICKEN FILLET; SP04 CHICKEN DRUMSTICK	20.2	Raw	Raw
SP05 CHIX MIDDLE WING	SP04 CHICKEN DRUMSTICK	20.0	Raw	Raw
SP03 CHICKEN FILLET	SP01 SKINLESS CHIX BREAST	20.0	Raw	Raw
BBQ SWEET CORN ON COB	FS SWEET CORN ON COB	4.7	RTC	RTC
(3) CRISPY CHIX S/WEED 400G	(1) CRISPY CHIX ORIGINAL 400G	2.5	RTC	RTC



# Extract of Market Basket Analysis Results



## Strong Associations for Champion Customers

Lift: how much more likely item B is purchased when item A is purchased, compared to the overall likelihood of buying item B

ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
BBQ SWEET CORN ON COB	FS SWEET CORN ON COB	12.8	RTC	RTC
ROASTED WINGSTICK 1KG	ROASTED MID JT WING	8.0	RTC	RTC
FS01 FRIED 2 JOINT WING	ROASTED WINGSTICK 1KG	4.3	RTC	RTC
(22) SUPER CRISPY CHICKEN 1KG	TEMPURA CHICKEN NUGGET	2.7	RTC	RTC
(33) CRISPY CHICKEN SEAWEED 1KG	FS01 FRIED 2 JOINT WING	1.7	RTC	RTC



# Extract of Market Basket Analysis Results



## Strong Associations for Hibernating Customers

Lift: how much more likely item B is purchased when item A is purchased, compared to the overall likelihood of buying item B

ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
SP04 CHICKEN DRUMSTICK (375g)	SP07 CHIX BONE IN THIGH (450g)	39.5	Raw	Raw
BETAGRO BREAST GARLIC PEPPER (90g)	BETAGRO BREAST HERBS (90g)	33.9	RTE	RTE
ROASTED WINGSTICK 1KG	ROASTED MID JT WING (1kg),(33) CRISPY CHICKEN SEAWEED 1KG	17.9	RTC	RTC
FS03 CRISPY CHICKEN STRIP (1kg),FS01 FRIED 2 JOINT WING(1kg)	(66) IKEDA CHICKEN CUTLET 1.1KG	15.1	RTC	RTC
(3) CRISPY CHIX S/WEED 400G	(2) SUPER CRISPY CHIX 400G	12.9	RTC	RTC
BAKED CHICKEN BITES (1kg), A11 POP CORN CHICKEN 1KG	FS03 CRISPY CHICKEN STRIP (1kg)	12.8	RTC	RTC
(66) IKEDA CHICKEN CUTLET 1.1KG,FS01 FRIED 2 JOINT WING 1kg	FS03 CRISPY CHICKEN STRIP (1kg)	10.7	RTC	RTC
FS01 FRIED 2 JOINT WING 1kg,A11 POP CORN CHICKEN 1KG	(66) IKEDA CHICKEN CUTLET 1.1KG	10.5	RTC	RTC



# Extract of Market Basket Analysis Results



## Strong Associations for Loyal Customers

Lift: how much more likely item B is purchased when item A is purchased, compared to the overall likelihood of buying item B

ANTECEDENT	CONSEQUENT	LIFT	ANTECEDENT PRODUCT CATEGORY	CONSEQUENT PRODUCT CATEGORY
FS07 FRIED CRISPY DRUM 1.1kg	FS05 FRIED CRISPY THIGH 1.3kg , FS03 CRISPY CHICKEN STRIP 1kg	9.4	RTC	RTC
FS05 FRIED CRISPY THIGH 1.3kg	FS07 FRIED CRISPY DRUM 1.1kg, FS01 FRIED 2 JOINT WING 1kg	8.6	RTC	RTC
FS03 CRISPY CHICKEN STRIP 1kg, FS07 FRIED CRISPY DRUM 1.1kg	FS05 FRIED CRISPY THIGH 1.3kg	8.5	RTC	RTC
FS05 FRIED CRISPY THIGH 1.3kg, FS01 FRIED 2 JOINT WING 1kg	FS07 FRIED CRISPY DRUM 1.1kg	8.5	RTC	RTC
(66) IKEDA CHICKEN CUTLET 1.1KG, FS07 FRIED CRISPY DRUM 1.1kg	FS05 FRIED CRISPY THIGH 1.3kg	7.5	RTC	RTC
FS05 FRIED CRISPY THIGH 1.3kg	FS07 FRIED CRISPY DRUM 1.1kg	7.4	RTC	RTC
FS03 CRISPY CHICKEN STRIP 1kg,(66) IKEDA CHICKEN CUTLET 1.1KG	A11 POP CORN CHICKEN 1KG,FS01 FRIED 2 JOINT WING 1kg	7.3	RTC	RTC
(66) IKEDA CHICKEN CUTLET 1.1KG,A11 POP CORN CHICKEN 1KG	FS03 CRISPY CHICKEN STRIP 1kg, FS01 FRIED 2 JOINT WING 1kg	7.1	RTC	RTC
(66) IKEDA CHICKEN CUTLET 1.1KG,FS01 FRIED 2 JOINT WING 1kg	FS03 CRISPY CHICKEN STRIP 1kg, A11 POP CORN CHICKEN 1KG	6.6	RTC	RTC