Segmentation Analysis
(Retail Gas Station Stores)

Analyzed the POS data to segment company's customer data based on **key demographic and psychographic drivers and** recommended the optimum **assortment in the stores** based on the customer segmentation and store locations

CASE STUDY – SEGMENTATION ANALYSIS FOR PE-OWNED RETAIL CLIENT

SITUATION

- Company is a PE-owned chain of **retail stores** in U.S. and Canada

- Merilytics partnered with the PE firm **to segment the company's customers based on POS data, key demographic and psychographic drivers**

- Merilytics also recommended the optimum **assortment in the stores** based on the customer segmentation and store locations

VALUE ADDITION

- **Analyzed the POS data** to infer key value drivers of store performance such as **demographics, customer motivations, day-parts, store size, store locations, price sensitivities and density of closest competitors**

- **Segmented the stores into clusters based on the sales trends and performance** while accounting for the above characteristics

- **Analyzed the existing assortment by store and cluster,** and recommended changes to seasonal and non-seasonal assortments across the network

IMPACT

- Helped the company **understand drivers of store performance and variance**

- Ensured **changes to existing assortment** to match their respective customer and store profile