

# Wegmans Project

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## Item-X Survey Data Insights

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# Conclusion

- Identify customers who are likely to buy after marketing; segment them according to their profile, demography, psychology, and geography; implement precise marketing on them.
- Find out attributes customers care to promote/improve the product.
- When negative customer choose more than one attribute as “N-”, the survey data can not tell which one is the key barrier.
- Attribute M is not the main barrier to purchase.
- If we can raise awareness of Item-X, there will be marked improvement



# Critical Assumptions & Key Uncertainties

## Critical Assumption:

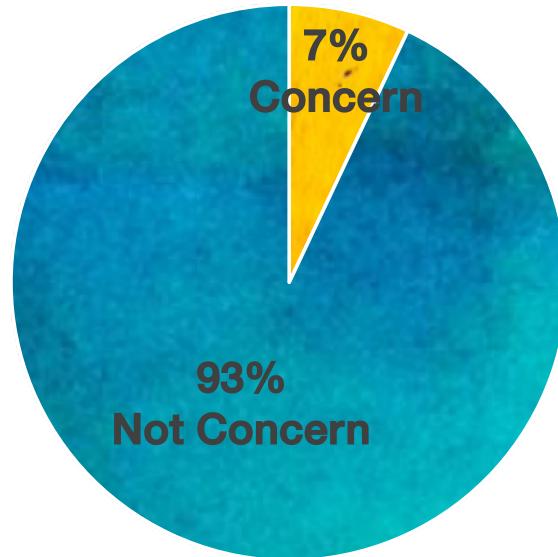
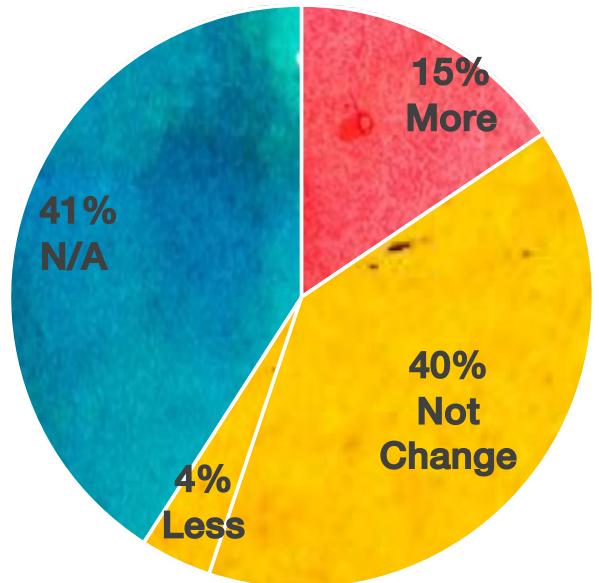
- Customers with endpoint in E1, E3 & E5 will buy ITEM-X, and customers with endpoint in E2, E4 & E6 won't buy ITEM-X.
- Wegmans' Shoppers Club Member's customer behavior can fully represent all customers.

## Key uncertainties:

- Wegmans weekly customer population
- Representativeness of Wegmans Shopper's Club members
- Type of ITEM-X (product's category and character)

# Whether “ M ” a major barrier

**7%** Consumers in the sample has a concern with “M”.

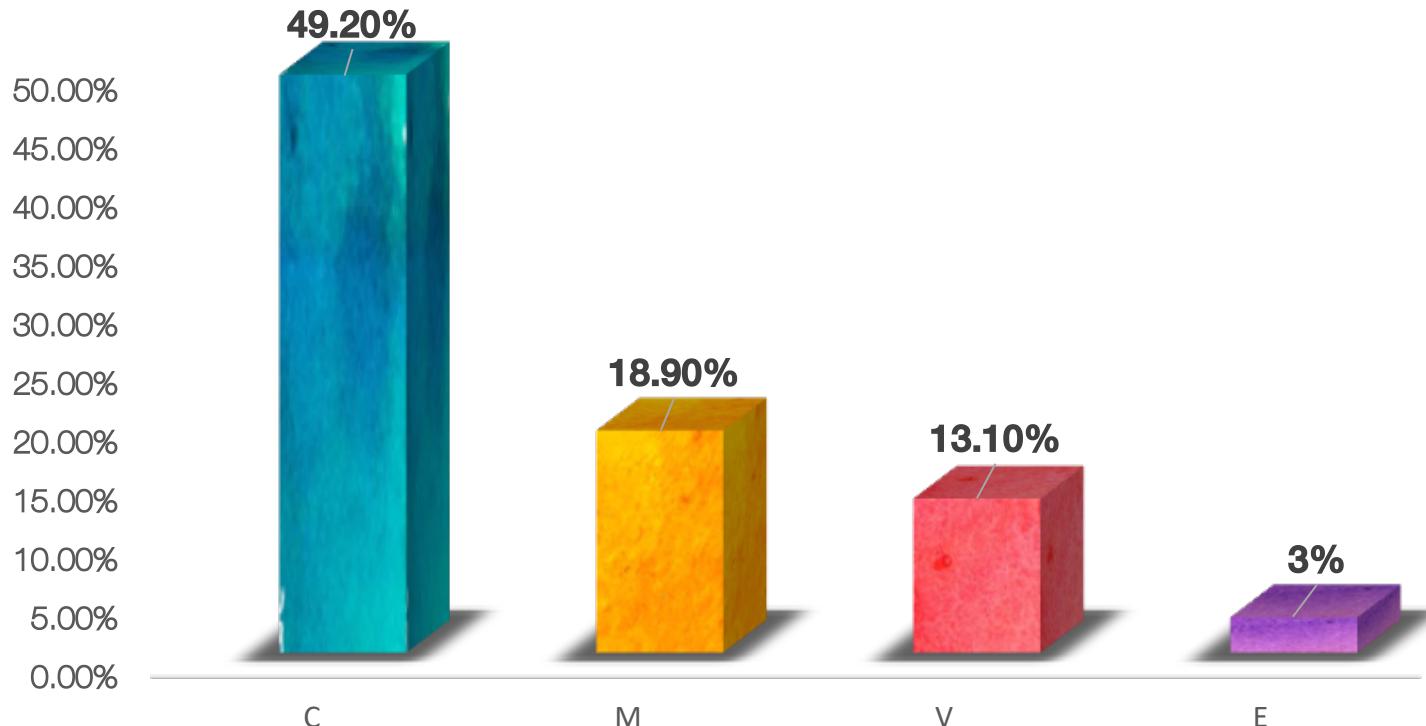


**44%** of those who have a concern with "M" will never purchase.

**15%** could purchase if persuaded by marketing messages.

# Whether “ M ” a major barrier

Distinct concerns of attributes

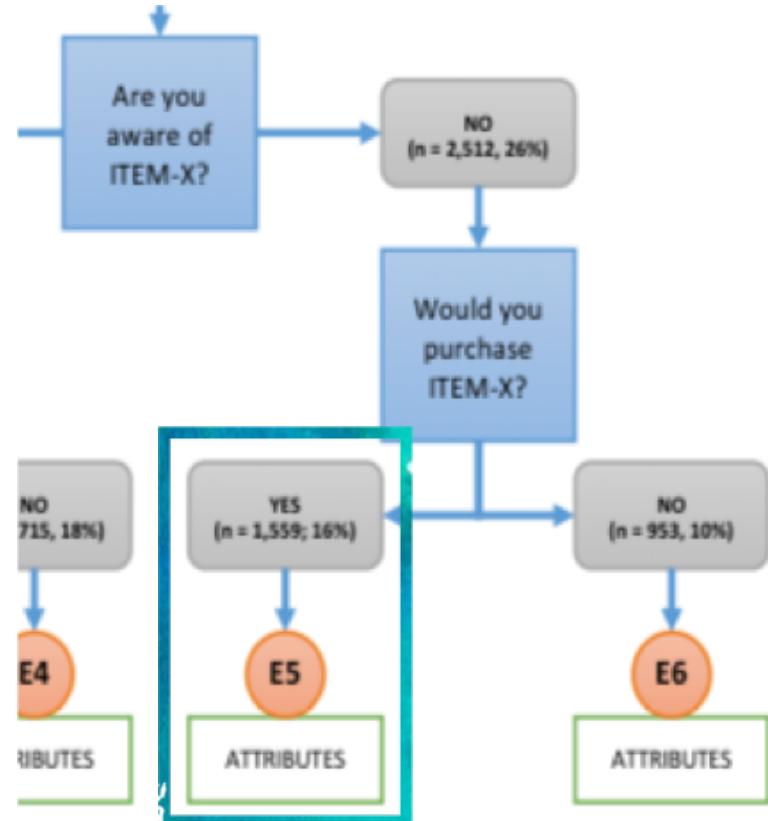


- We calculated customers' concerns percentage of 4 attributes distinctly. The graphic shows "C" instead of "M" is the major barrier of Item-X

- We can not figure out which attribute is the key barrier for those customers who chose more than one attributes to be "N-"

# Size of Prize

Customers in Endpoint5 will purchase Item-X if raising awareness.

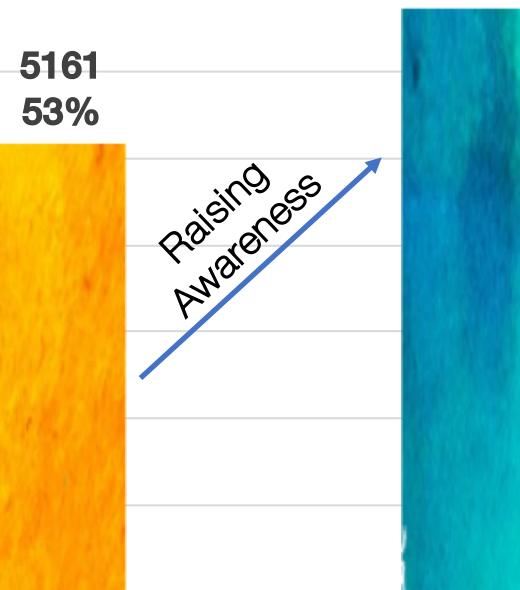


Number of Purchase

**6720**  
69%

**5161**  
53%

Raising Awareness



For customers who chose more than one attributes as "N-", one more survey question should be asked: "Among all the attributes you have chosen, which attribute is the key barrier?"

# Size of Prize

How many Units of Item-X per week will be sold? - We can not answer this question base on the survey data. We need more information to determine this question.

However, the number would be estimated with below assumptions and more data.

## Assumptions:

- Customers with endpoint in E1, E3, E5 will buy respectively 5, 3, 1 units per week.
- Wegmans has a total customer population of **X / week**

## Estimation:

- Total Consumption base on Sample:  $3263(E1) * 5 + 1898(E2) * 3 + 1559(E3) * 1 = 23568$
- Consumption per Customer:  $23568/9721 = 2.42$
- Total Size of Prize:  $2.42 * X$



# Q & A

# Appendix

```
1 rm(list=ls())
2 setwd("C:/Users/lin_x/OneDrive/Desktop/Simon/MKTG Research/Wegmans")
3 df <- read.csv("Survey Data FINAL.csv")
4
5 #a. What percentage of customers have a concern with attribute "M"?
6 a <- sum(df$M=="N-")/nrow(df)
7 print(a)
8 # 7.0%
9
10 # b. What percent of those who have a concern will never purchase?
11 b <- nrow(df[df$FOLLOWUP == "Less" | df$FOLLOWUP == "No Change",])/nrow(df[df$M == "N-",])
12 print(b)
13 #43.5% of those who have concern with attribute "M"
14
15 #c. What percent of customers could we persuade using a marketing message?
16 c <- nrow(df[df$FOLLOWUP=="More",])/nrow(df[df$M == "N-",])
17 print(c)
18 #15.5% of those who have concern with attribute "M"
19
```

# Appendix

```
21 # 1. Is attribute "M" a major barrier to purchase?  
22  
23 df1<-as.data.frame(df[which(df$EndPoint=="E2" | df$EndPoint == "E4" | df$EndPoint=="E6"),])  
24 df1[df1$C != "N-" & df1$C != "P+",]$C <- NA  
25 df1[df1$M != "N-" & df1$M != "P+",]$M <- NA  
26 df1[df1$V != "N-" & df1$V != "P+",]$V <- NA  
27 df1[df1$E != "N-" & df1$E != "P+",]$E <- NA  
28  
29 #C  
30 nrow(df1[!is.na(df1$C) & is.na(df1$M) & is.na(df1$V) & is.na(df1$E),])/nrow(df1)  
31 #49.2% of customers who have a concern with any attribute have concern with attribute "C"  
32  
33 #M  
34 nrow(df1[!is.na(df1$M) & is.na(df1$C) & is.na(df1$V) & is.na(df1$E),])/nrow(df1)  
35 #18.9% of customers who have a concern with any attribute have concern with attribute "M"  
36  
37 #V  
38 nrow(df1[!is.na(df1$V) & is.na(df1$C) & is.na(df1$M) & is.na(df1$E),])/nrow(df1)  
39 #13.1% of customers who have a concern with any attribute have concern with attribute "V"  
40  
41 #E  
42 nrow(df1[!is.na(df1$E) & is.na(df1$C) & is.na(df1$M) & is.na(df1$V),])/nrow(df1)  
43 #3.0% of customers who have a concern with any attribute have concern with attribute "E"  
44  
45 #Therefore, attribute M is not a major barrier to purchase.
```

# Appendix

```
47
48 # 2. a. What percentage of customers should be expect to try the it,
49 # assuming we can raise awareness of its existence?
50 nrow(df[which(df$EndPoint=="E1" | df$EndPoint == "E3"),])/nrow(df)
51 # 69.1%
52 --
```