

# Food Retailer Analysis & Strategy

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## Project Title

**Business Case/Strategy Building for the “Foodcare” Project’s  
Guide Pillar**



# Project Objectives

Define Key Performance Indicators (**KPIs**) to be used

Measure **benefits of health initiatives** on business performance

Evaluate **alignment with health** and business **values**

Enhance **Data-Driven Decision Making** for **Healthy Products**

Promote Health Benefit Card Utilization for **Healthy Purchases**

# Techniques Used

## Data Collection & Cleaning

- Sourcing internal and external data from various warehouses
- Using SQL and Databricks to pull and process data
- Data cleaning and merging using Excel and Power BI

## Data Visualization

- Power BI for creating interactive dashboards
- Azure Maps for geocoding and map visualizations

## Analysis Tools

- Power BI
- Databricks
- SQL
- Excel

## Stakeholder Collaboration

Conducting interviews and collaborative sessions with key stakeholders

# Analysis Methods

## KPI Definition

Identifying and refining KPIs based on business objectives and data insights

## Data Storytelling

Creating narrative-driven dashboards to communicate findings effectively

## Trend Analysis

Using Power BI to identify and visualize trends in key metrics

## Correlation Analysis

Analyzing relationships between different data points to derive actionable insights

## Geocoding

Mapping data for spatial analysis and business case development

# Tasks and Progress

## Data Collection & Cleaning

Sourcing additional data, merging datasets with an 82% match on UPCs

## KPI Definition

Initial analysis to identify relevant KPIs, collaborative refinement with stakeholders

## Business Strategy

- Analysis of top products with Guiding Stars, higher margins, higher sales
- Creation of pitch dashboards for category managers

## Stakeholder Collaboration

Teams Involved:  
Core Data Analytics Team  
Health & Sustainability Team, GSO - Europe Leadership

### Activities:

- Building user personas and archetypes
- Developing map visualizations for the bio-composting project
- Presenting project findings and future steps

# Challenges Faced

## Data Integration

**Issue:** Merging data from two different reporting platforms with varying UPC (Universal Product Code) formats.

**Solution:** Developed a method to clean and align the UPCs, achieving an 82% match, which was crucial for accurate analysis.

## KPI Definition

**Issue:** Adapting traditional KPIs to fit the unique business requirements of the Foodcare project.

**Solution:** Conducted extensive literature reviews and stakeholder interviews to refine and tailor KPIs.

## Data Access & Security

**Issue:** Gaining access to various data sources and ensuring data privacy and security.

**Solution:** Worked closely with IT and data governance teams to ensure compliance and secure access to necessary data warehouses.



# Challenges Faced

## Stakeholder Engagement

**Issue:** Coordinating and aligning with multiple stakeholders across different departments and regions.

**Solution:** Regular meetings, collaborative workshops, and continuous communication to ensure all parties were aligned with project goals.

## Data Quality

**Issue:** Inconsistent and incomplete data from different sources, affecting analysis accuracy.

**Solution:** Implemented thorough data cleaning and validation processes, using tools like SQL and Databricks for efficient data handling.

## Tool Learning Curve

**Issue:** Adapting to new tools like Databricks and Azure Maps for data analysis and visualization.

**Solution:** Invested time in training and experimenting with these tools to leverage their full potential for the project.



# Results

**Analysis & Power BI Dashboards**

**Health Benefit Cards**

**Correlation Analysis**

**Top 40 Margin Earnings + Sales**

**Top 5 Selling Products**

**Contribution to Healthy Sales**

# Interpretation of Results

## Health Initiatives Impact


Quantified benefits  
of health initiatives  
on business  
performance

## Strategic Recommendations

Data-driven strategies for  
product placement and  
promotion

## Visual Insights

Enhanced  
decision-making  
capabilities with  
detailed visual  
dashboards



**The following slides are part of the strategy and analytics I curated for  
Foodcare's Guide Pillar**

# Foodcare®

## Activation Pillars



### Guide

We educate and incentivize shoppers & associates to make healthier choices.



### Curate

We offer the right assortment to support healthy choices.



### Nourish

We improve healthy food access and champion nutrition equity.

Key ADUSA  
Enablers

Guiding Stars

Pharmacy

eCommerce  
Capability

Loyalty

Commercial  
Activation

Human  
Resources

# Foodcare<sup>®</sup>: empowering healthier living for customers, associates, and their communities through a “Food is Medicine” lens



## Guide

Educating and incentivizing shoppers and associates to make healthier choices



## Curate

Offering the right assortment to support healthy choices



## Nourish

Improving healthy food access and championing nutrition equity

### Guide Priorities:

1. Enhance **Data-Driven Decision Making** for **Healthy Products**
2. **Promote** Health Benefit Card Utilization for **Healthy Purchases**
3. Educate **Associates and Customers** on the Benefits of Healthier Choices



# Guiding Stars - GS

## Guiding Stars on Shelf Tags





# GUIDE PILLAR

## Problem

Decision-makers for healthy food shelving and selling may lack comprehensive data points.

Hindering their ability to make fully informed decisions about promoting and selling GS rated products.

## Analysis & Power BI Dashboards

Health Benefit Cards

Correlation Analysis

Top 40 Margin Earnings + Sales

Top 5 Selling Products

Contribution to Healthy Sales

## Forward Steps

Collaborate with end users to improve functionalities

Collect customer data points for identifying populations that can be targeted as a low hanging fruits

Enable Foodcare® to have its separate live dashboards and giving access to relevant stakeholders



# Business Use Case

A new category manager in a brand's **Grocery & Frozen Department** lacks insight into our numbers and finds the reports overwhelming. He is tasked with:

1. Do InComm **Health Benefit cards** boost our Healthy sales and how much of the sales is from the grocery department?

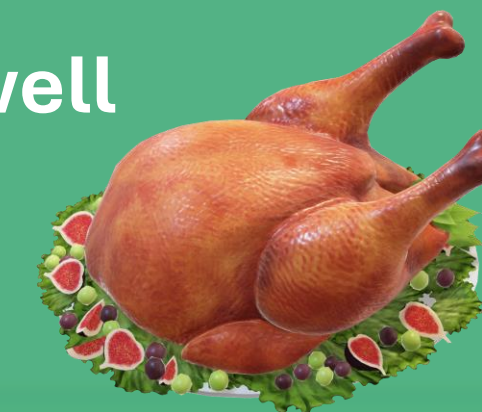
**Health benefit  
card**

2. Determining the Grocery Department's **contribution to healthy sales**

3. Addressing **low OB sales** in the **Frozen Department** with suggestions to boost sales



4. Developing **bundling strategies for recipes** from grocery department that include high-margin, decent-priced, GS-rated products that are not selling well



5. Increasing healthier options at **checkout lanes**



## Challenges identified include:

- High perceived cost of healthy foods.
- Customer preference for familiar, indulgent foods over healthier alternatives in Grocery, Meat Departments.

# Health Benefit Cards Dashboard

Health benefit  
card

→ Do our Health Benefit cards **boost** our Healthy Sales?

InComm Food Lion May  
2024

ALL

F & B

Total \$  
Captured by  
InComm

\$422.77K

Sum of Sum of Spend

\$383.06K

Sum of Sum of Spend

\$ for  
UPC's

matched

\$356.45K

Sum of Sales (\$)

\$351.55K

Sum of Sales (\$)

17.70%

% UPC's didnt match

\$656.47

Avg \$ / Store

\$414.19

Avg Healthy \$ / Store

\$271.97

Avg OB Healthy \$ / Store

87.16%

OB Health Sales of  
F&B % Of Known  
UPC Total

75.85%

Health Sales of F&B %  
Of Known UPC Total

Healthy Sales

0 Star

1 Star

2 Star

3 Star

OB

\$175.15K

\$25.81K

\$5.21K

\$67.66K

\$102.28K

TS

\$266.66K

\$84.89K

\$11.76K

\$87.63K

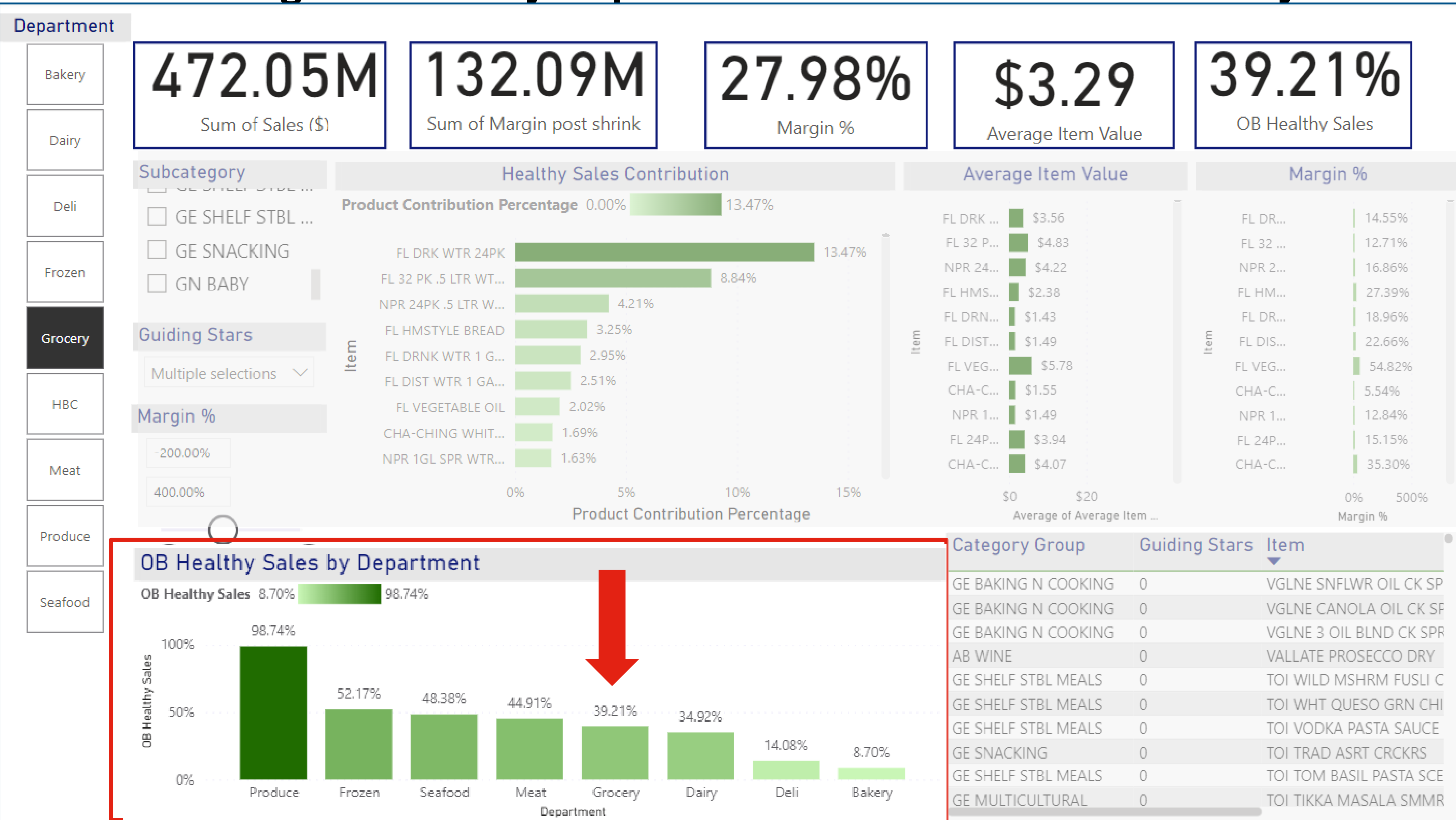
\$167.26K

- 87% Healthy  
Sales – F & B  
Total Store

- 75% Own Brand  
sales

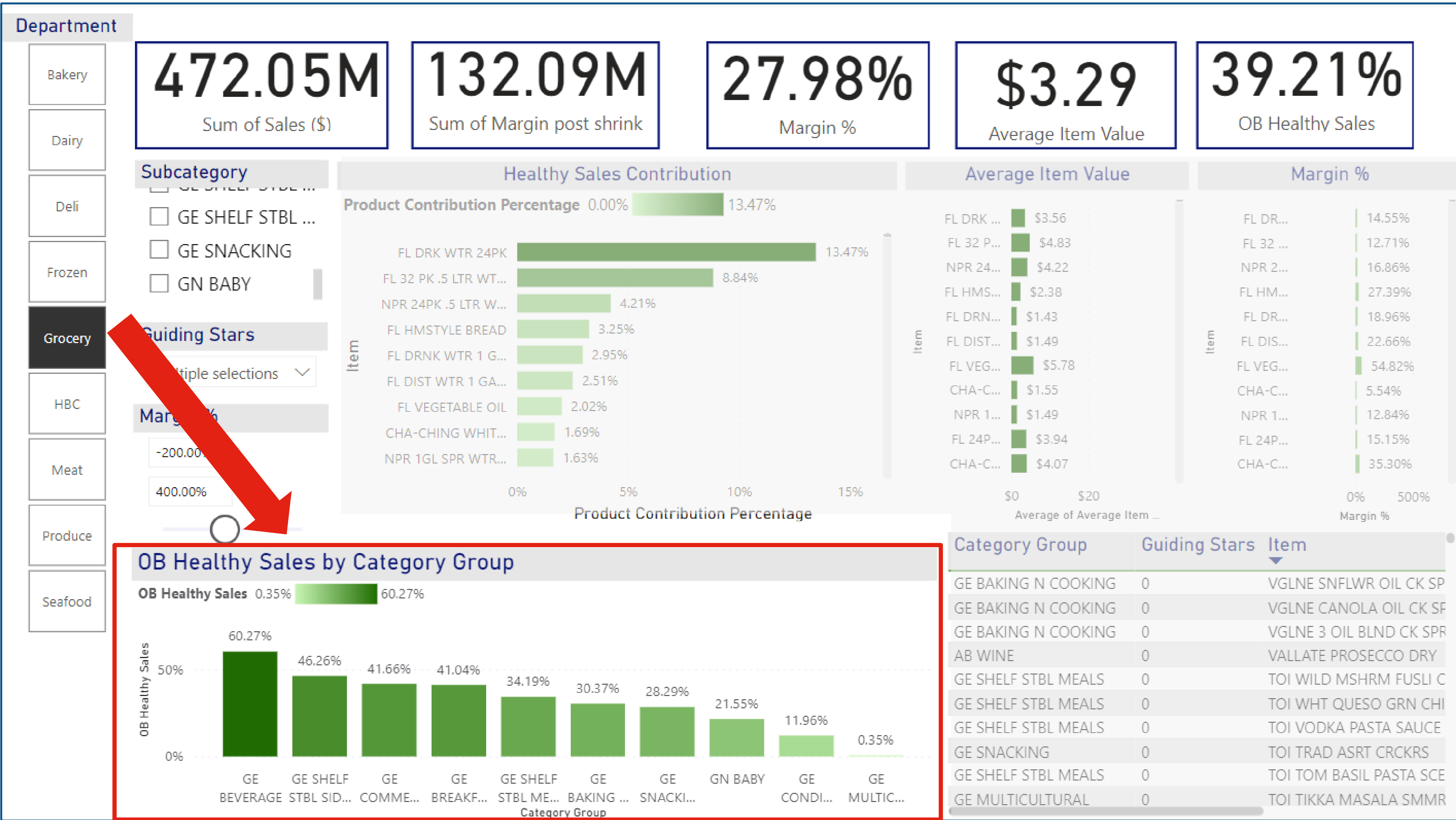
# Contribution to Healthy Sales Dashboard

## → Determining the Grocery Department's contribution to healthy sales



# Contribution to Healthy Sales Dashboard

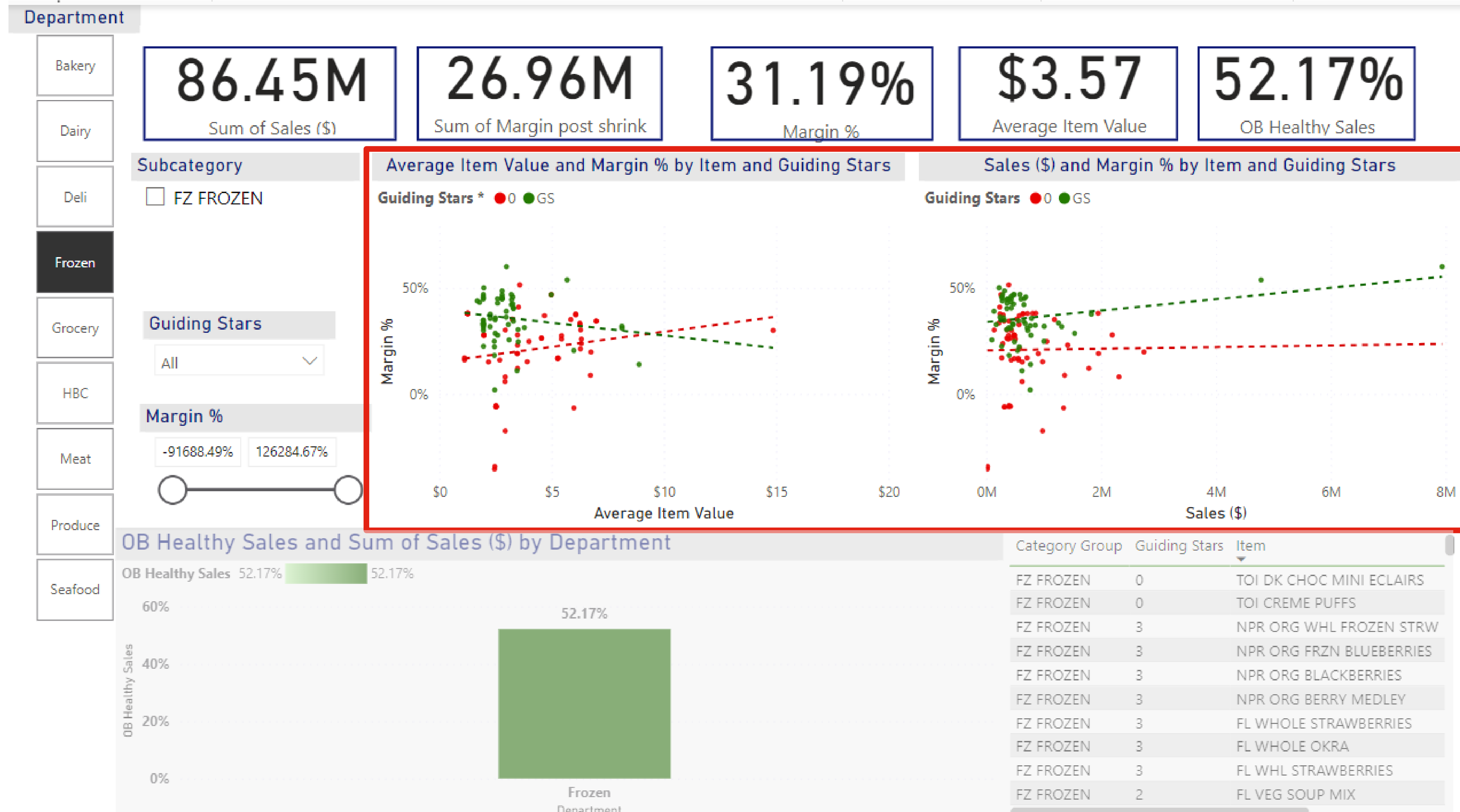
→ Determining the Grocery Department's contribution to healthy sales



# Correlation Analysis Dashboard



→ Addressing low OB sales in the Frozen Dep with suggestions to boost sales



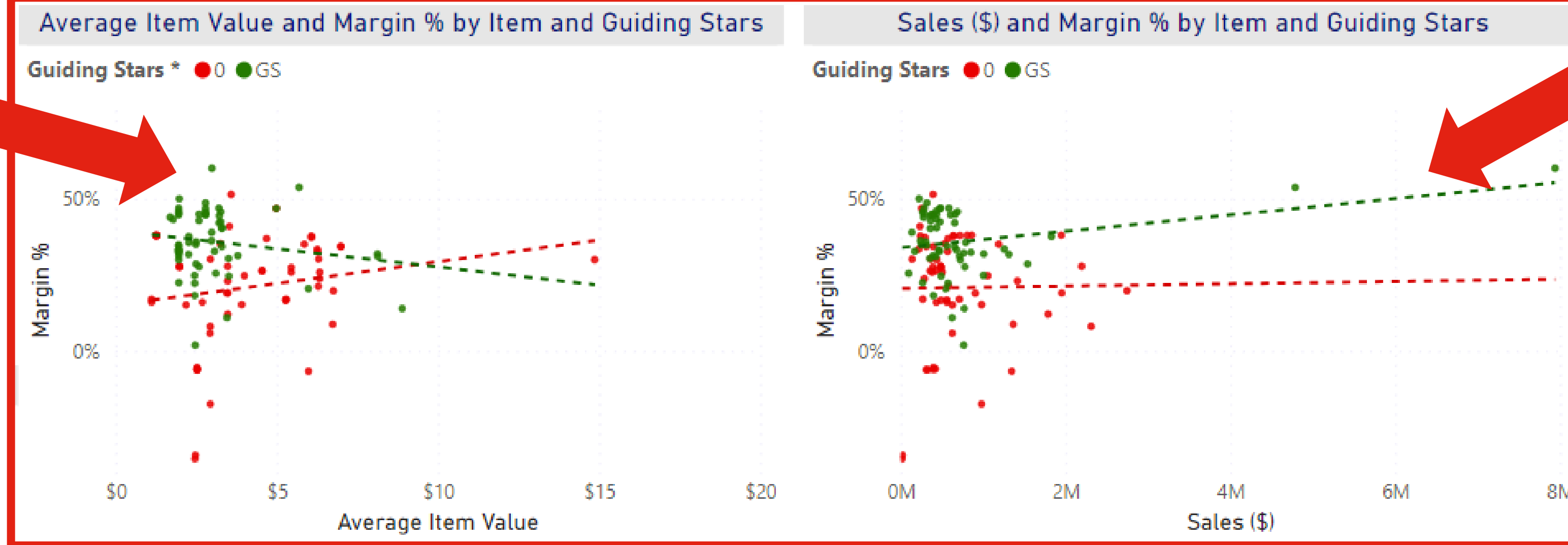


# Correlation Analysis Dashboard



→ Addressing low OB sales in the Frozen Dep with suggestions to boost sales

Green dots (GS items) generally, cluster around higher margins but have lower average item values compared to red dots (non-GS items).



Green dots (GS items) show an upward trend in margin percentage with increasing sales.

## Recommendations

### 1. Promote GS Items More Aggressively

Despite having lower average item values, GS items maintain higher margins. Promoting these items can drive profitability.

### 2. Bundling Strategies

Create value bundles that include GS items with higher-priced non-GS items to increase overall sales while maintaining profitability.

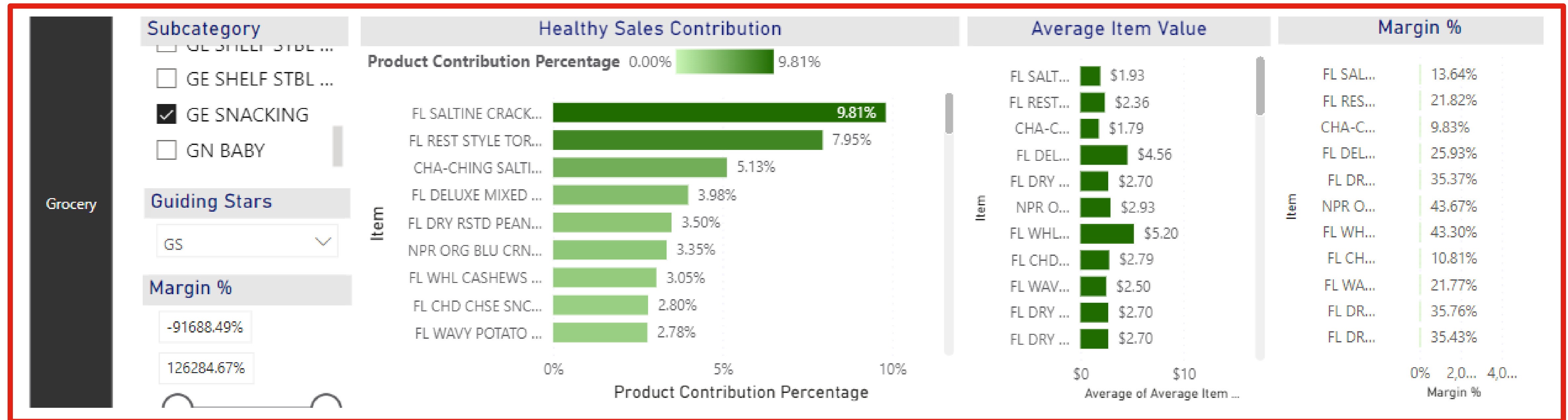
### 3. Highlight the Value of GS Items

Use marketing campaigns to educate customers on the nutritional benefits and cost-effectiveness of GS items.

# Contribution to Healthy Sales Dashboard



→ Bundling strategies for recipes from grocery department that include high-margin, decent-priced, GS-rated products



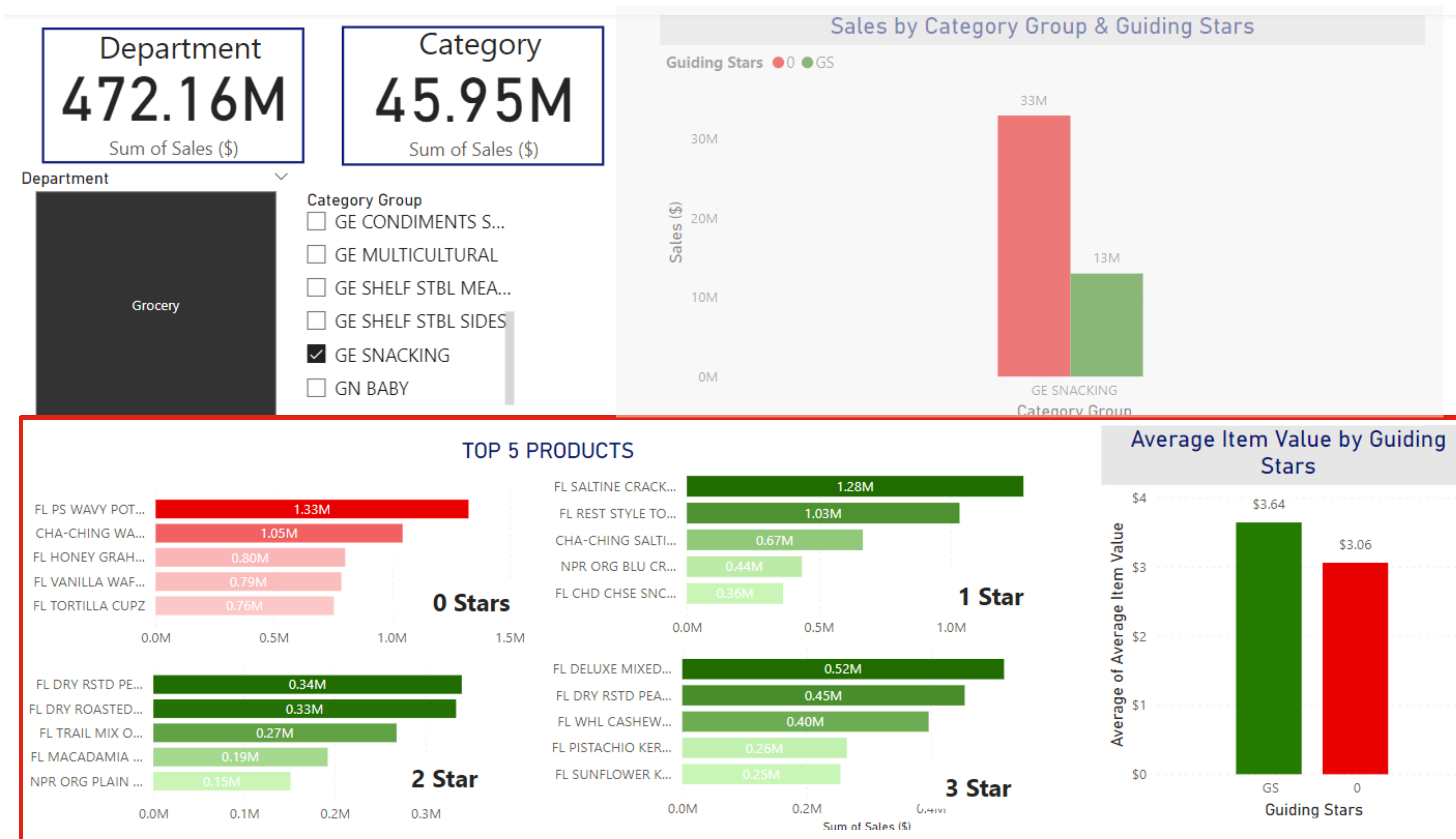
SCAN ME

Ingredients for a  
Guiding star recipe  
selected for the  
criteria



# Top 5 Selling Products Dashboard

➔ Increasing healthier options at checkout lanes



# Top 40 Margin Earnings + Sales Dashboard

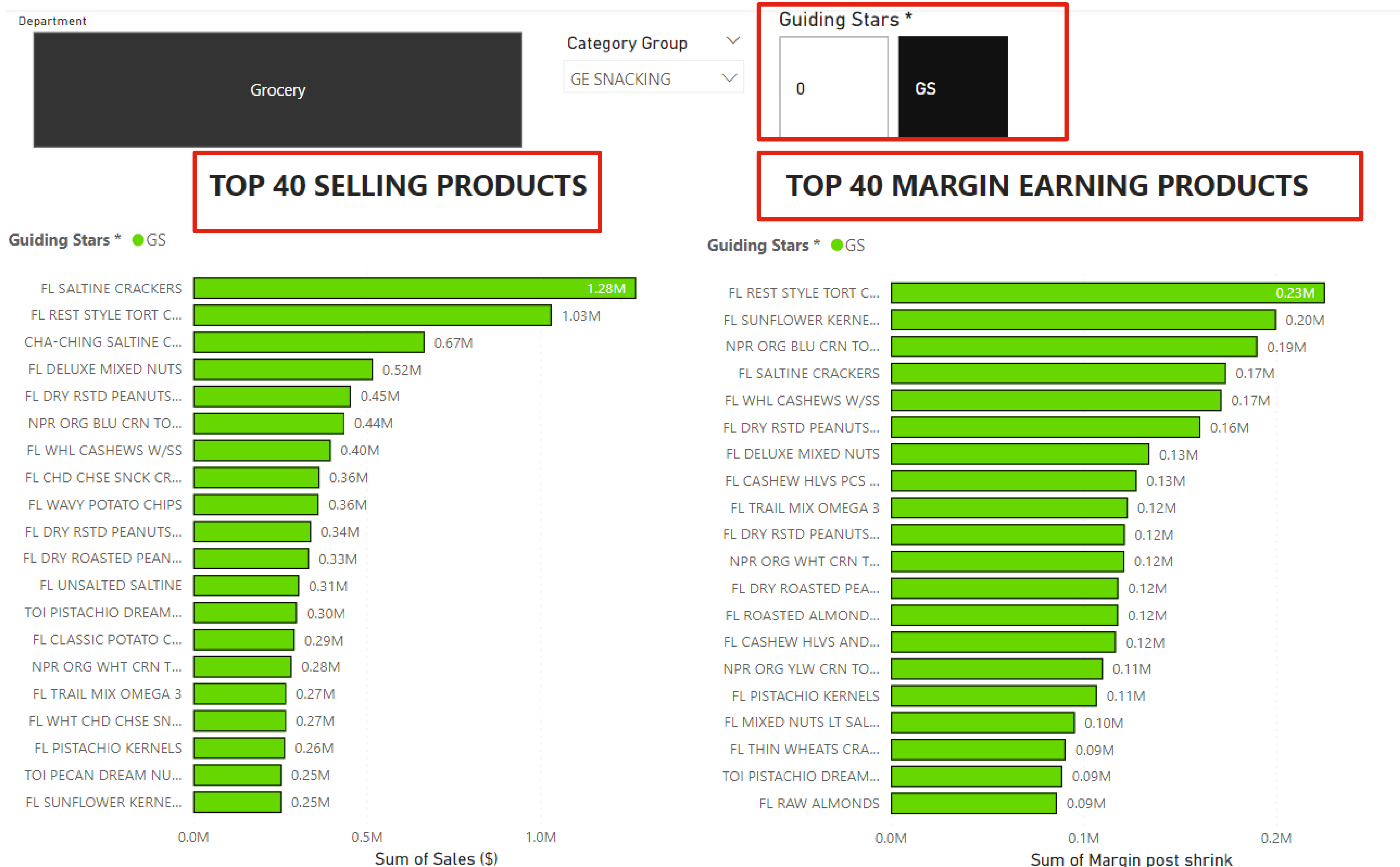


→ Increasing healthier options at checkout lanes



# Top 40 Margin Earnings + Sales Dashboard

→ Increasing healthier options at checkout lanes





# GUIDE



**These dashboards have a lot of use cases for decision makers to incentivize and educate more customers to improve the health quotient of their baskets.**