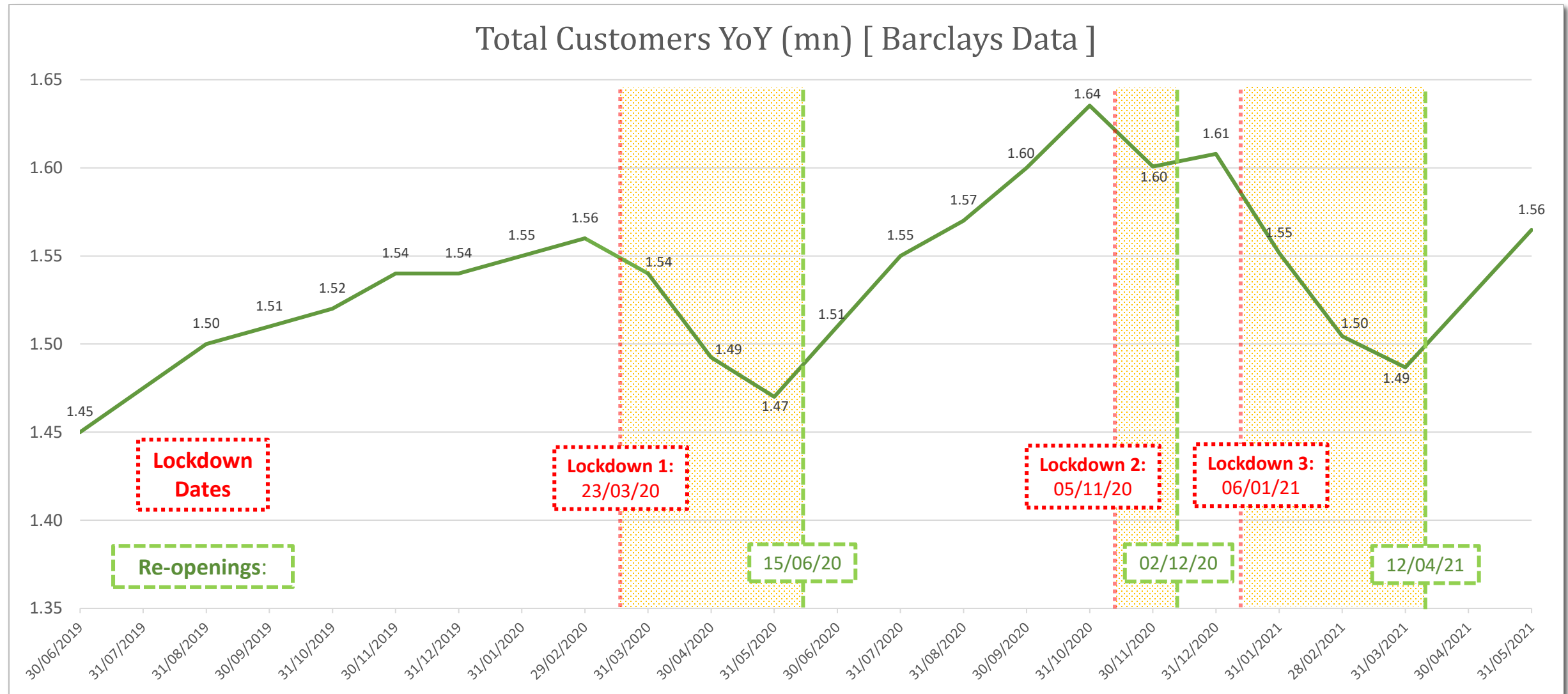


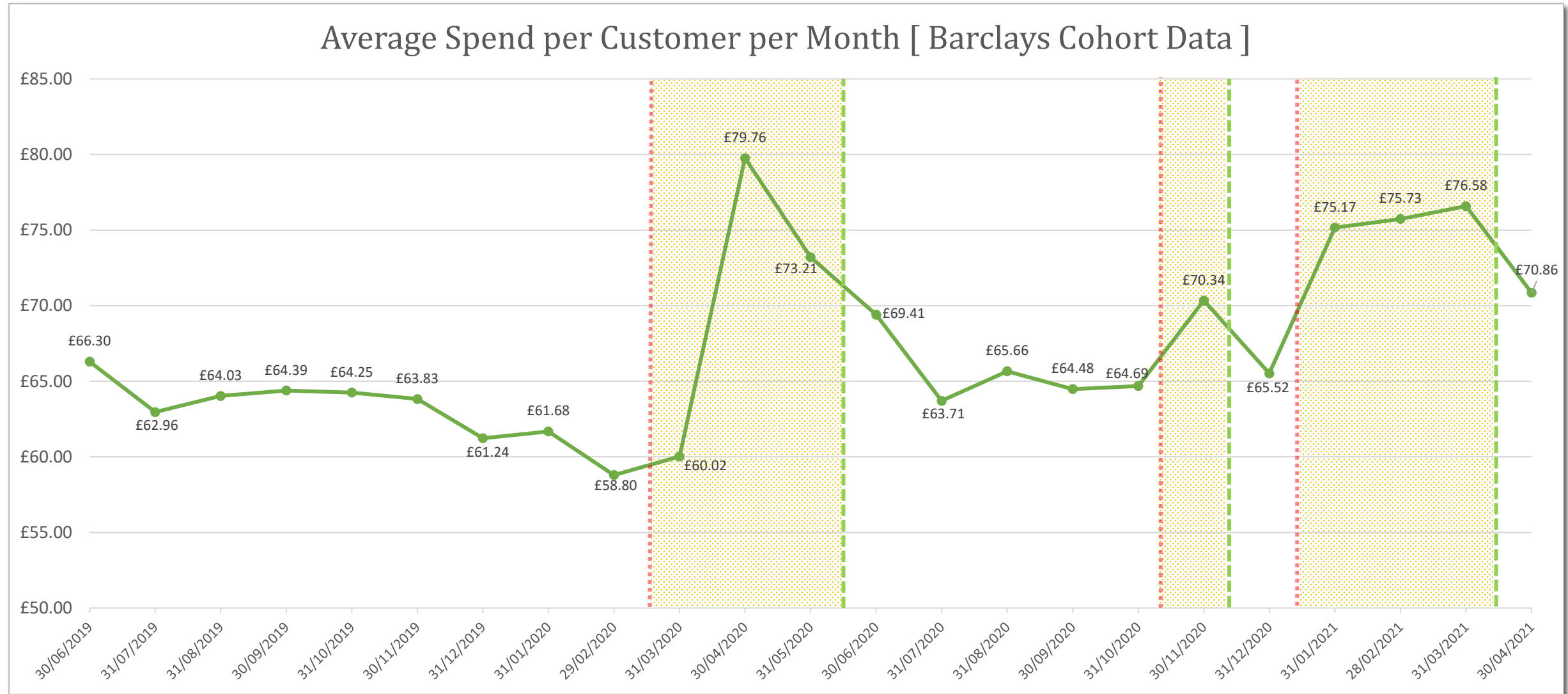


Investigating Brand Metrics

During Lockdown periods, Total Customers (YoY) fell considerably.

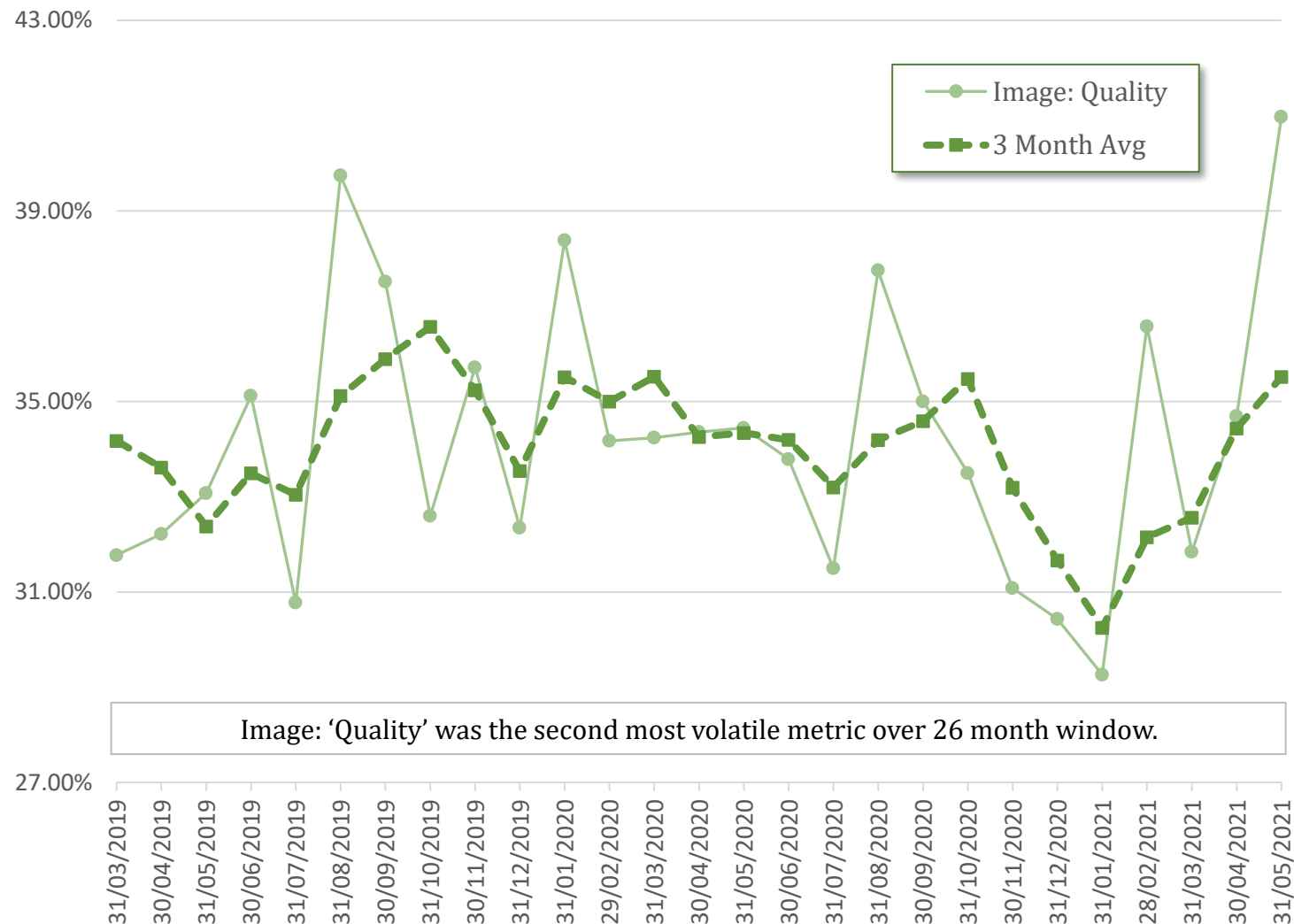


Meanwhile, during the same periods **Average Spend per Customer** soared.



Throughout this time, BrandVue Metrics also saw strong fluctuations.

Image: 'Quality' Monthly Score



Definition of Metrics from BrandVue Survey Data

- ☐ **Brand Affinity:** Percentage of all respondents who are familiar with the brand and state they 'like' or 'love' the brand).
Q: How would you describe your opinion of the following retailers?
- ☐ **Brand Advantage:** Percentage of people stating that a retailer is 'one of the best' or 'better than most others'.
Q: What is your overall opinion of the following companies?
- ☐ **Consideration:** Percentage of respondents who say they would consider using a retailer in future.
Q: Please select all of the retailers you would ever consider shopping at.
- ☐ **Preference:** Percentage of respondents who say that a particular brand is their favourite (from the list of brands they would consider).
Q: And of the retailers you would consider using, which would you describe as your preferred retailers?
- ☐ **NPS:** The level of advocacy for the retailers by those that have been customers in the past 3 months (stated as a Net Promoter Score - the 'percentage of promoters' minus the 'percentage of detractors').
Q: Considering the retailers you have bought from, on a scale of 0-10 how likely would you be to recommend them to friends / family?
- ☐ **Image:** Prompted associations of a brand to a given image statement
Q: Which of the following retailers would you describe as [IMAGE STATEMENT]?
- ☐ **Net Buzz:** The score for Negative Buzz subtracted from the score for Positive Buzz. Net difference of percentages of those who have heard something positive/negative about each retailer in the last month.
Q: Which of the following retailers have you heard something positive/negative about in the last month?

Brand Metric (1M) Correlation Matrix

Date Range: 30/06/19 – 30/04/21.
Sources: BrandVue - brand metric data;
Barclays Cohort - average spend.

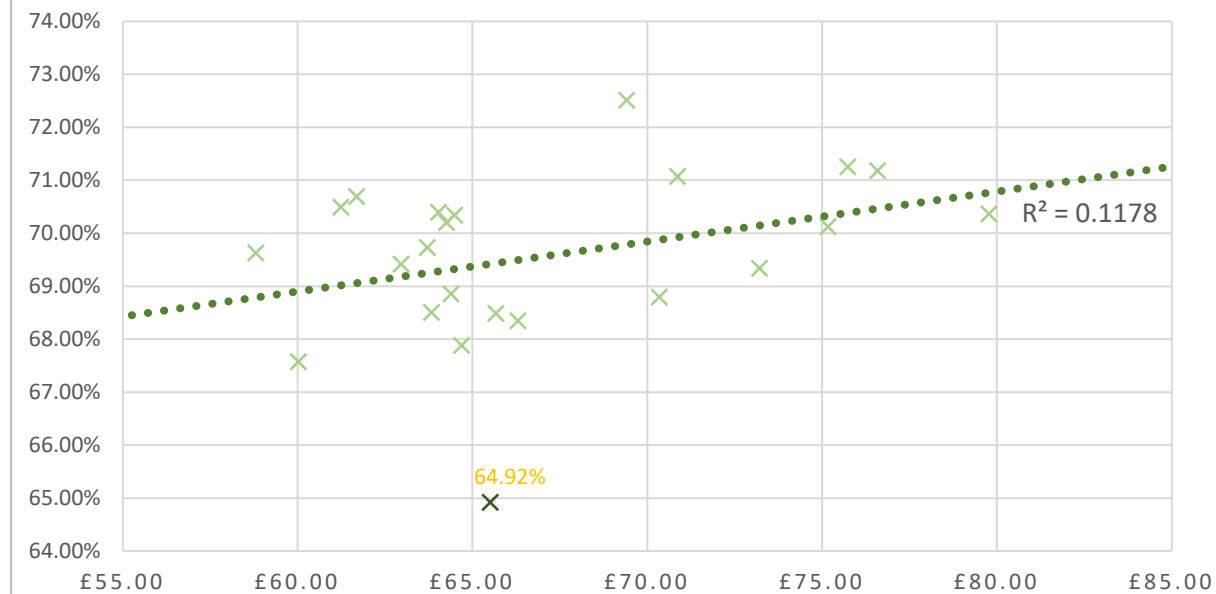
		Date Range:		Sources:		BrandVue - brand metric data; Barclays Cohort - average spend.		
Affinity	0.3432							
Advantage	0.3873	0.6492						
Consideration	0.1190	0.3948	0.2449					
NPS	0.3820	0.2864	0.4122	0.3252				
Preference	0.0181	0.4729	0.3371	0.7550	0.0978			
Net Buzz	-0.0735	0.3152	0.5663	0.5917	0.0968	0.6008		
Image: 'Good Value'	0.2016	0.2550	0.2673	0.0930	-0.1291	0.3147	0.3326	
Image: 'Quality'	-0.1835	0.1753	0.2641	0.0116	-0.2609	0.1916	0.3918	0.1934
	Average Spend	Affinity	Advantage	Consideration	NPS	Preference	Net Buzz	Image: 'Good Value'

Average Spend per Customer per Month vs Brand Advantage, Brand Affinity (1M)

AVG SPEND vs BRAND ADVANTAGE (1M)



SPEND PER CUSTOMER vs BRAND AFFINITY (1M)

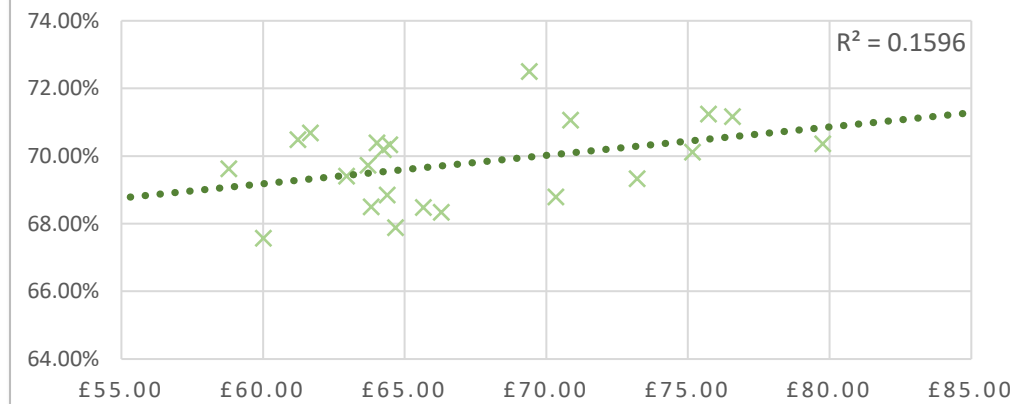


Brand Affinity, Brand Advantage and NPS were identified as the three metrics which were each most highly correlated to **Average Spend per Customer**.



- Brand Affinity Variance: 2.89213×10^{-4}
- Brand Advantage Variance: 6.40116×10^{-4}
- Brand Affinity Range: 8.19%
- Brand Advantage Range: 11.62%

SPEND PER CUSTOMER VS BRAND AFFINITY* (1M)
(EXCLUDING 64.92% OUTLIER)

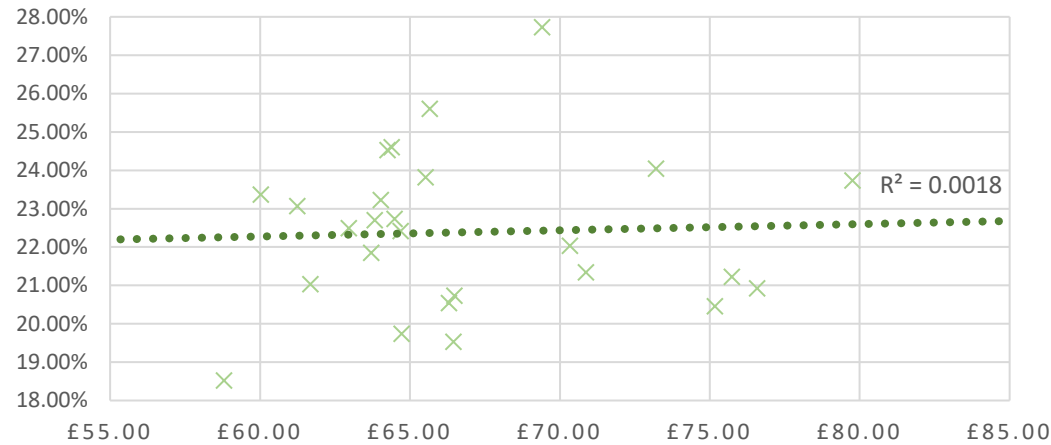


Average
Spend
per
Customer

VS

Image

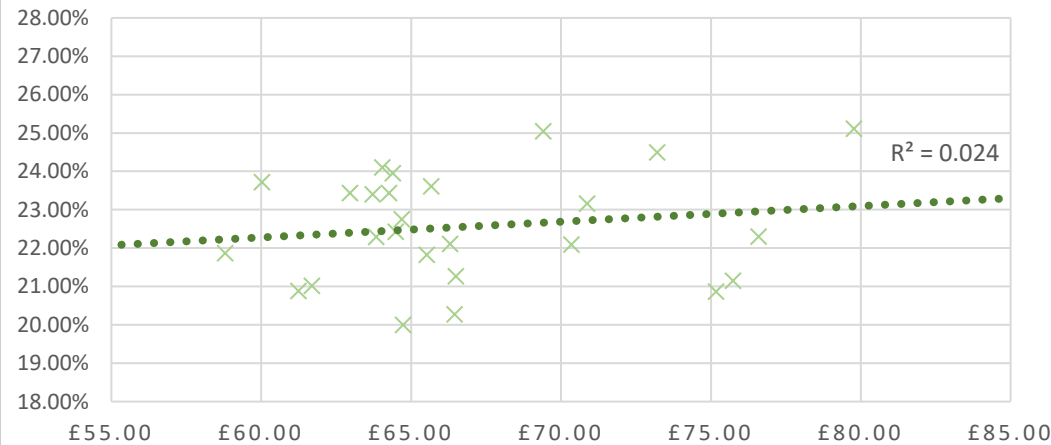
AVG SPEND vs IMAGE: 'GOOD VALUE'



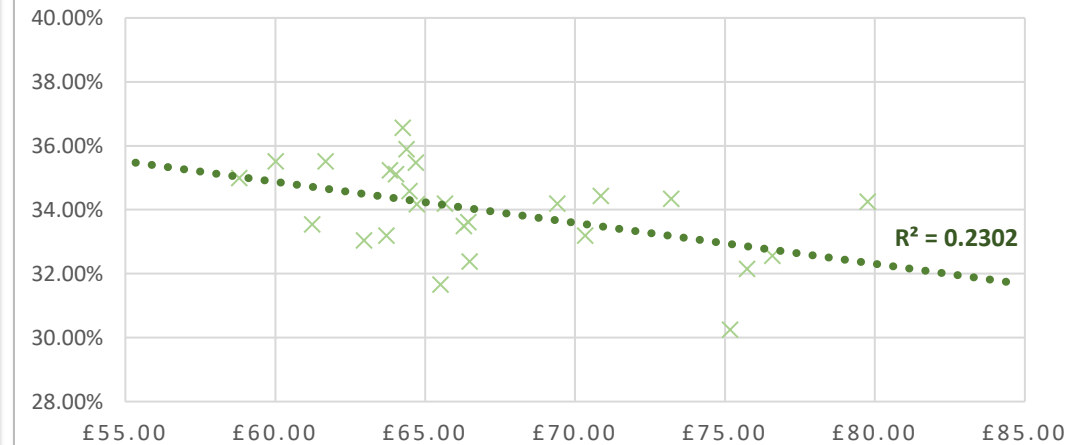
AVG SPEND vs IMAGE: 'QUALITY'



AVG SPEND vs IMAGE: 'GOOD VALUE' (3M)



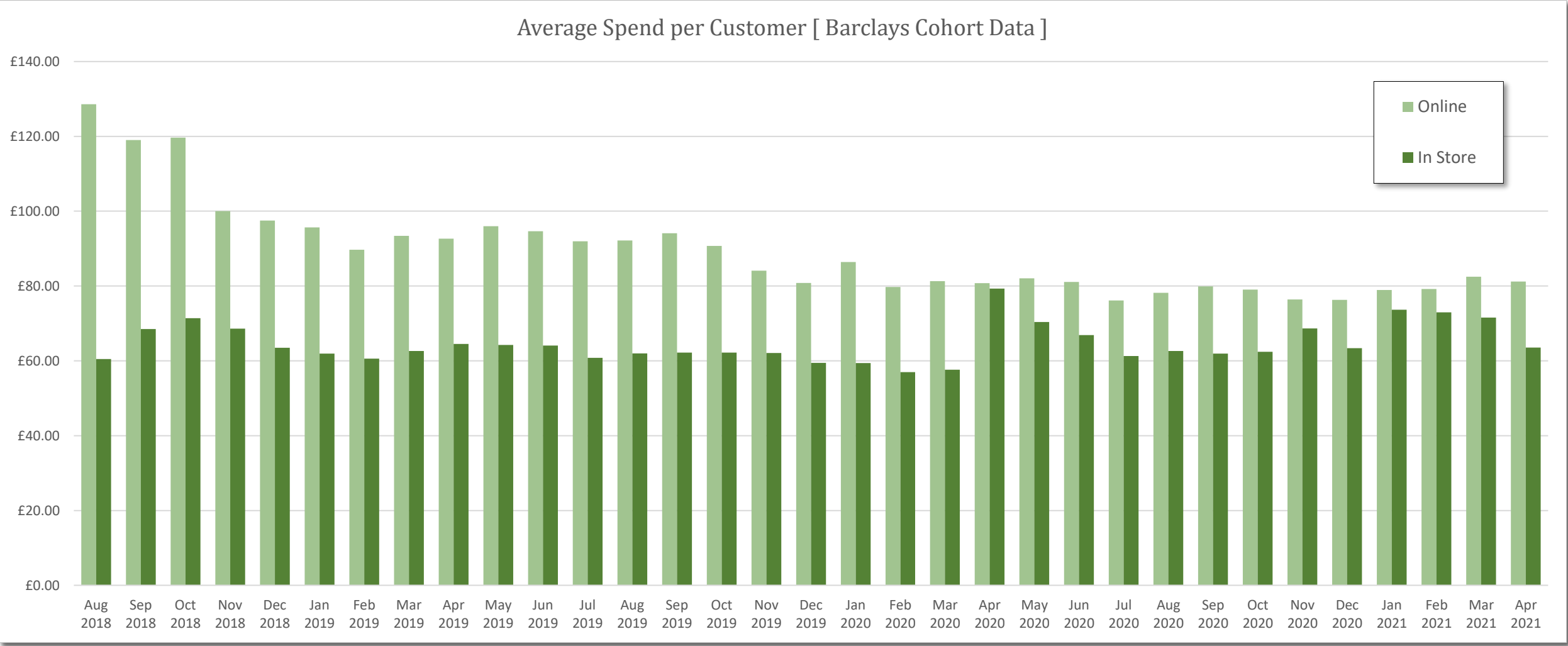
AVG SPEND vs IMAGE: 'QUALITY' (3M)



- Regarding Image, 3M moving averages are more strongly correlated to Average Spend in a given month.
- This suggests a **potential latency period for perception of Image on impacting consumer habits.**
- Interesting observation – Image: 'Quality' is negatively correlated with average spend!

Understanding the negative correlation with Image: ‘Quality’

Observation: average spend per customer is universally higher online than in-store.



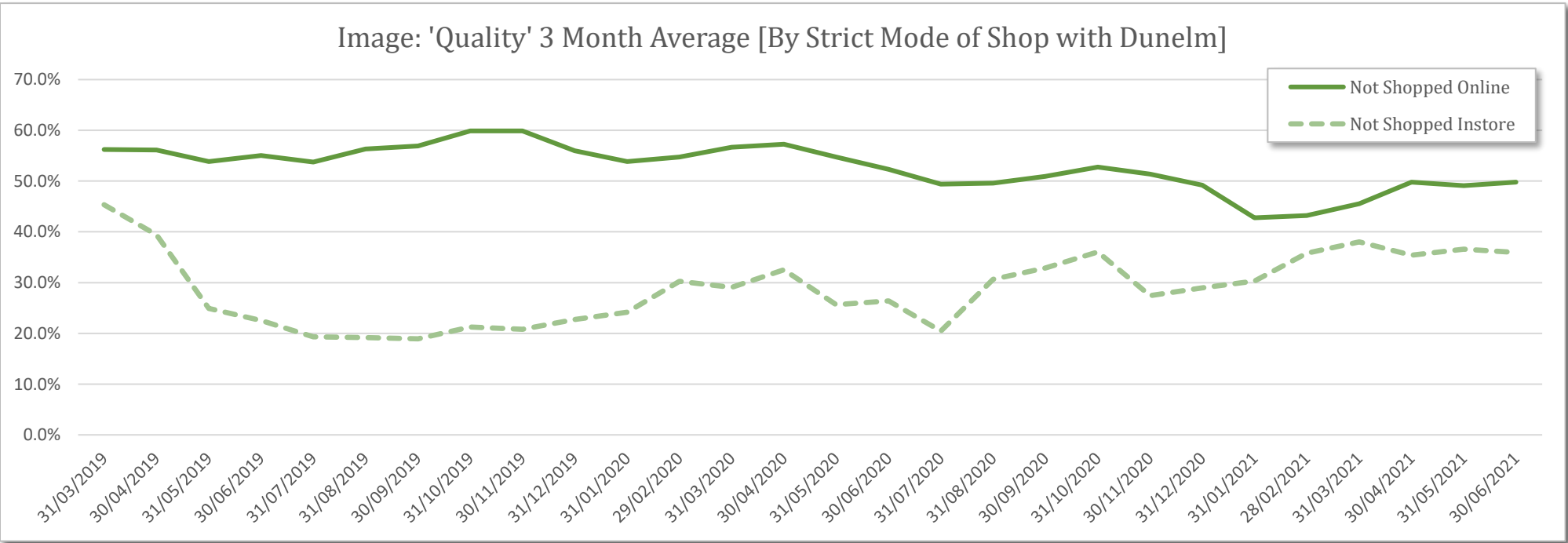
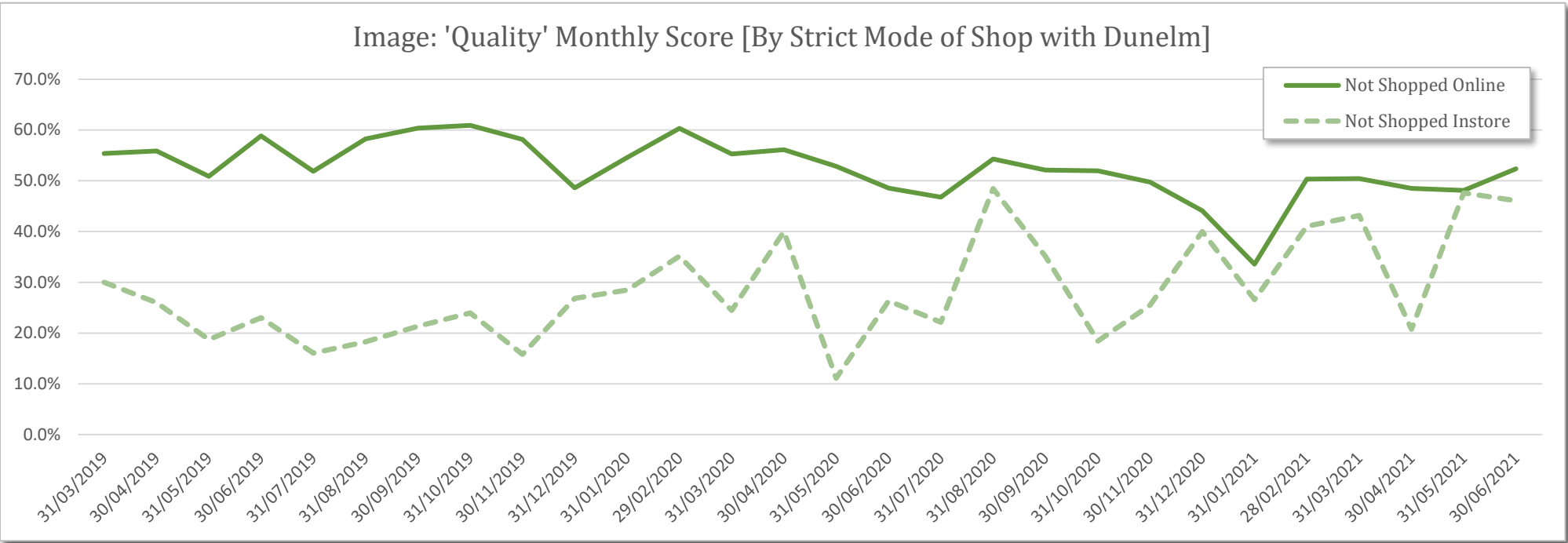
Perception of Quality: In-Store vs Online

Context:
○ Filtering all survey responders, by those who *have not shopped in-store with Dunelm this year* and those who *have not shopped online with Dunelm this year*.

Observation:
○ Those who *have not shopped in-store* consistently have a **lower perception of quality** than those who *have not shopped online*.

Conclusion:
This may help us understand why average spend per customer is negatively correlated with responders' valuation of quality.

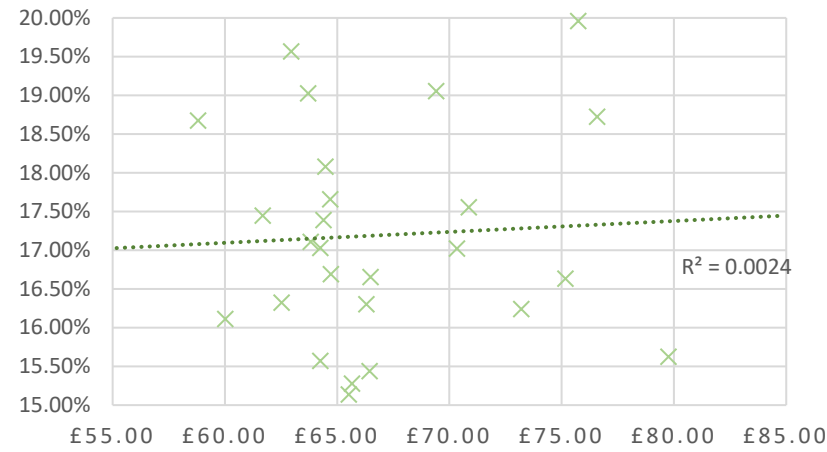
Insight:
○ Actions taken to improve brand image, should be directed towards web-facing/online platform.



AVG SPEND VS CONSIDERATION (1M)



AVG SPEND VS PREFERENCE (1M)



AVG SPEND VS NET BUZZ (1M)



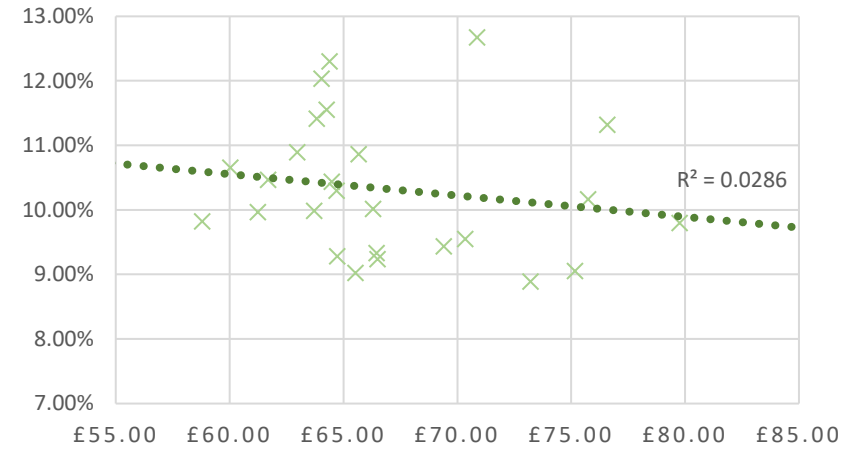
AVG SPEND VS CONSIDERATION (3M)



AVG SPEND VS PREFERENCE (3M)



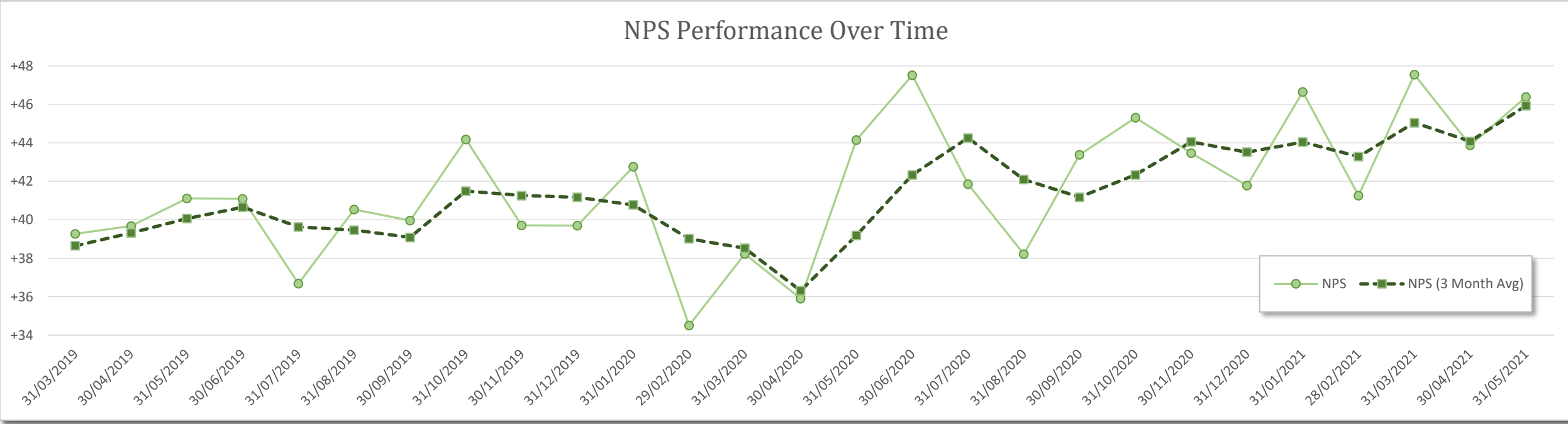
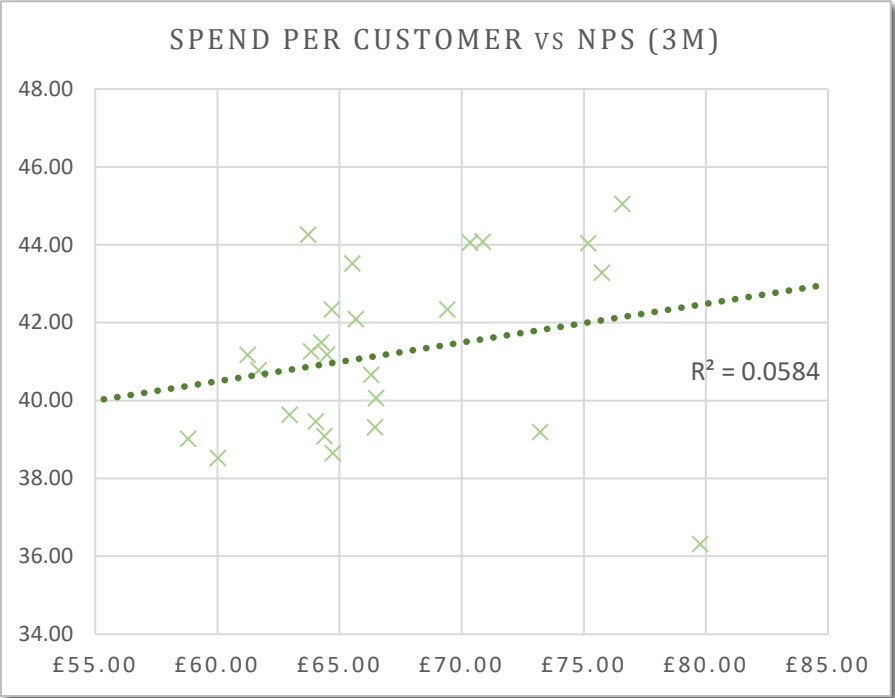
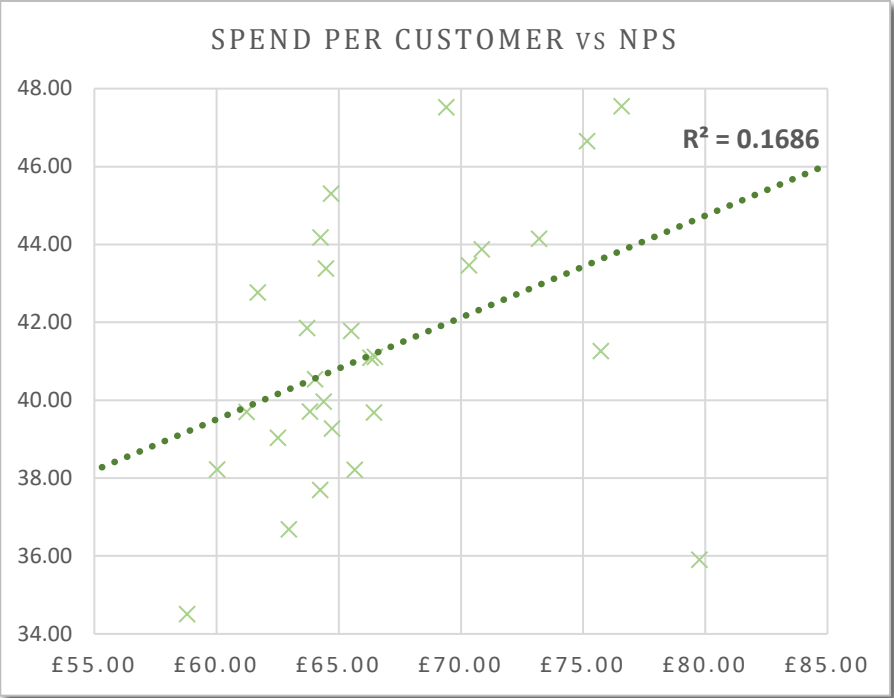
AVG SPEND VS NET BUZZ (3M)



Weaker Correlations: $R^2 < 0.03$
 \Rightarrow Other metrics are stronger predictors.

Brand Net Promoter Score

- Despite being the most volatile metric, **NPS** demonstrated one of the **strongest** correlations to average spend per customer.
- The correlation using Monthly score is substantially stronger than that of using the moving 3M average.



BRAND AFFINITY vs ADVANTAGE, NPS

