

Driving Sales and Efficiency

Enhancing Grocery Store Operations

Flavorita stores in Ecuador

July 2024

Problem:

Many stores are **under-performing** in sales.

Solution:

Sales forecast help **predict** future demand accurately for grocery stores to maintain optimal inventory levels.

Analytical Goals

WHY: Quantity impact on grocery store sales

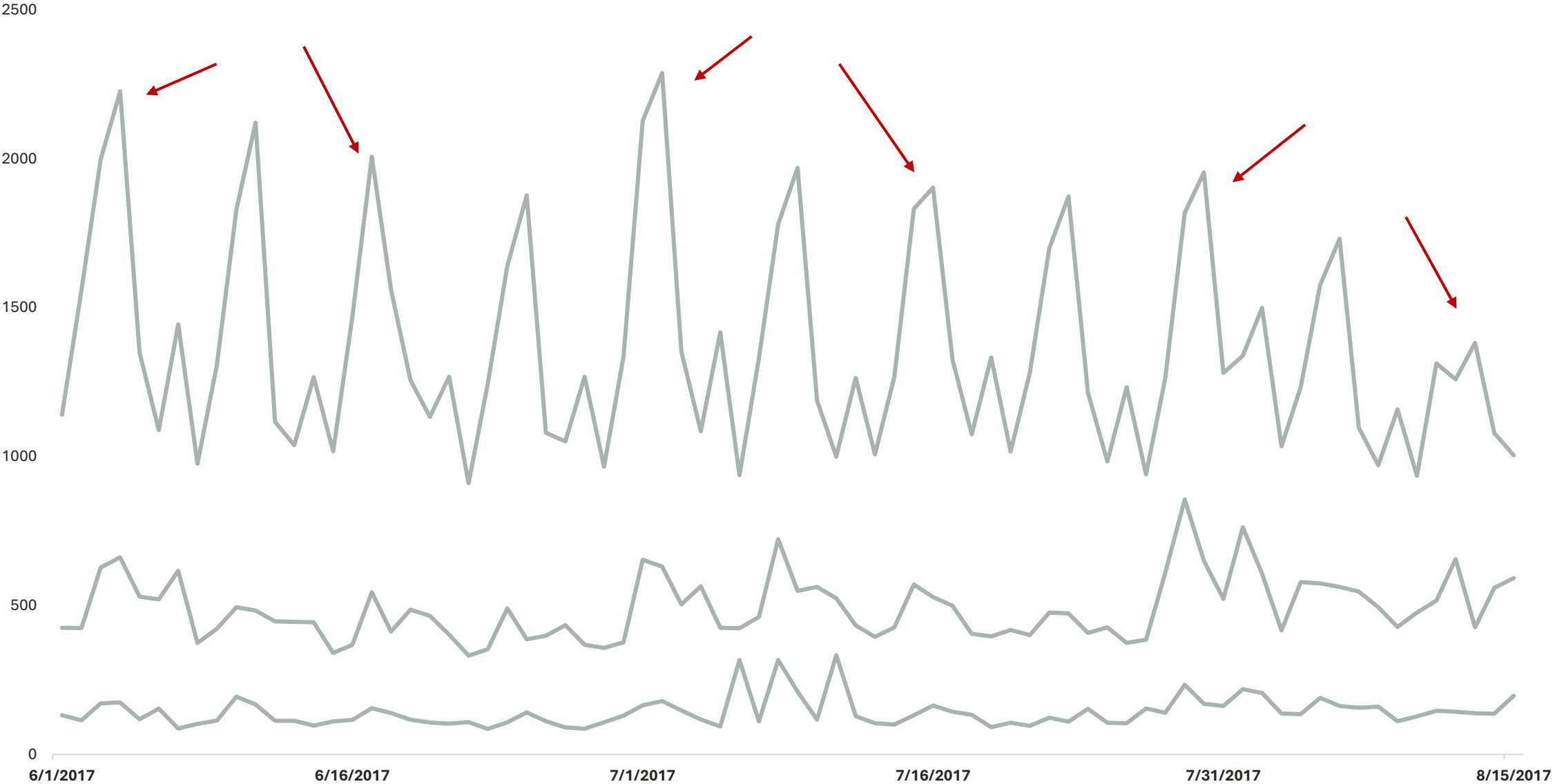
HOW: Identify patterns to find trends on customer behavior

Analytical Goals

WHY: Quantity impact on grocery store sales

HOW: Identify patterns to find trends on customer behavior

Average sales between Jun 1, 2017 – Aug 15, 2017

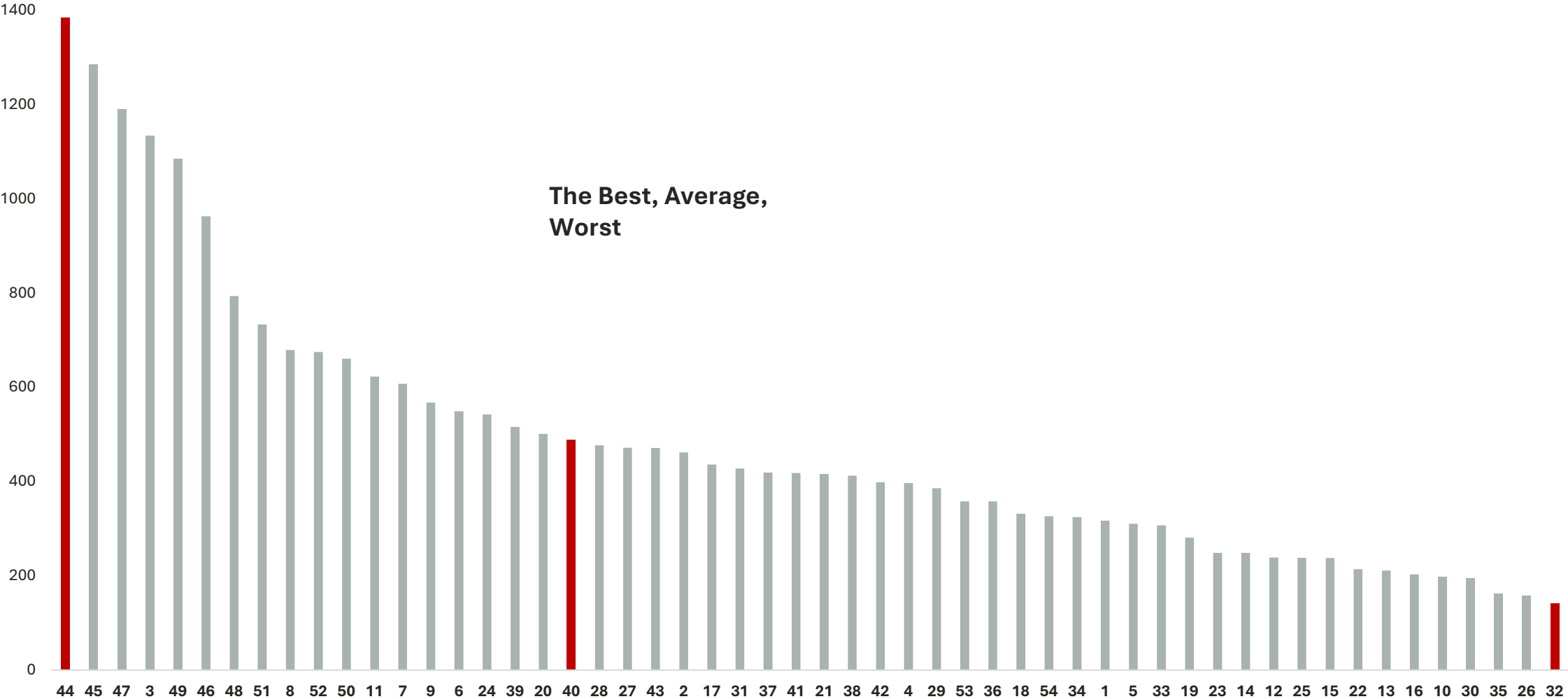


Source: Times series analysis displaying average sales made between top, medium, and worst stores in Ecuador from June 1, 2017-Aug 15, 2017



Source: Measured daily price of gasoline in Ecuador from June 1, 2017-Aug 31,2017

Average sales made between
Jun 1, 2017 – Aug 15, 2017



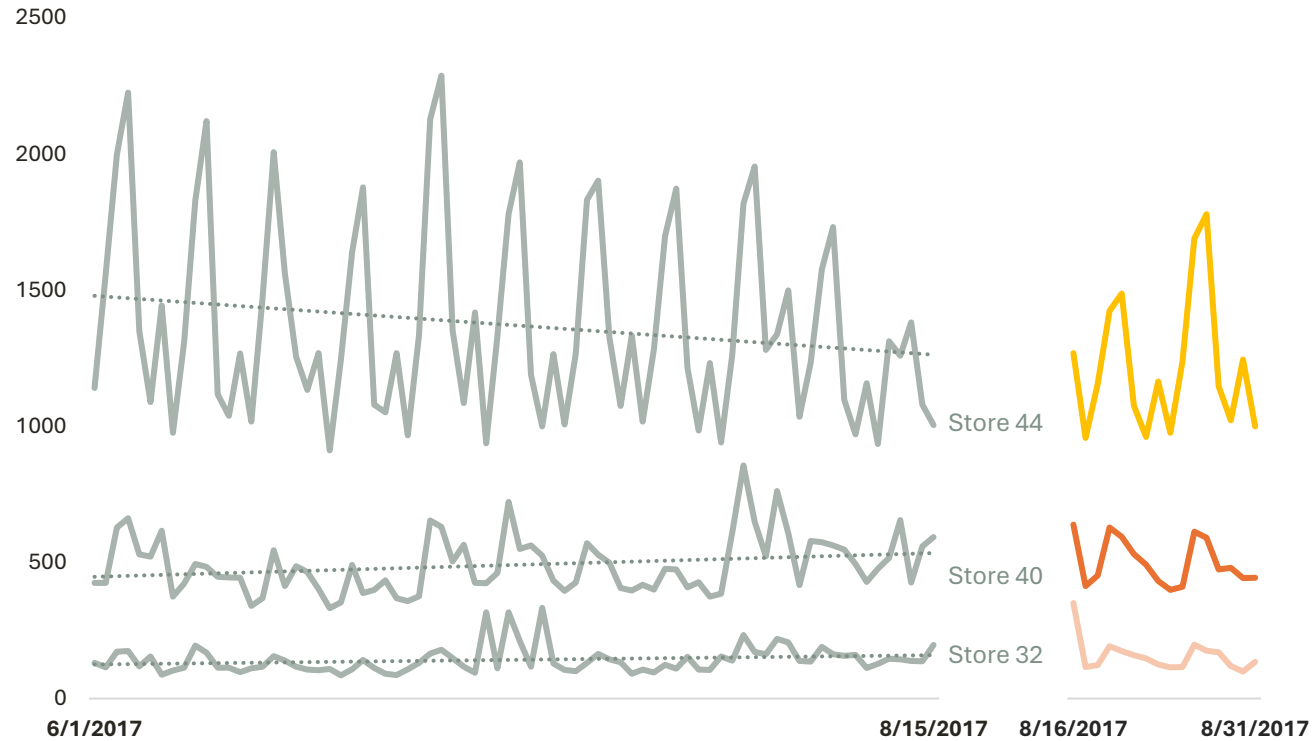
Source: Average sales made between 54 stores in Ecuador from June 1, 2017-Aug 15, 2017

Analytical Goals

WHY: Quantity impact on grocery store sales

HOW: Identify future insights with historical data

The Best, Average, Worst

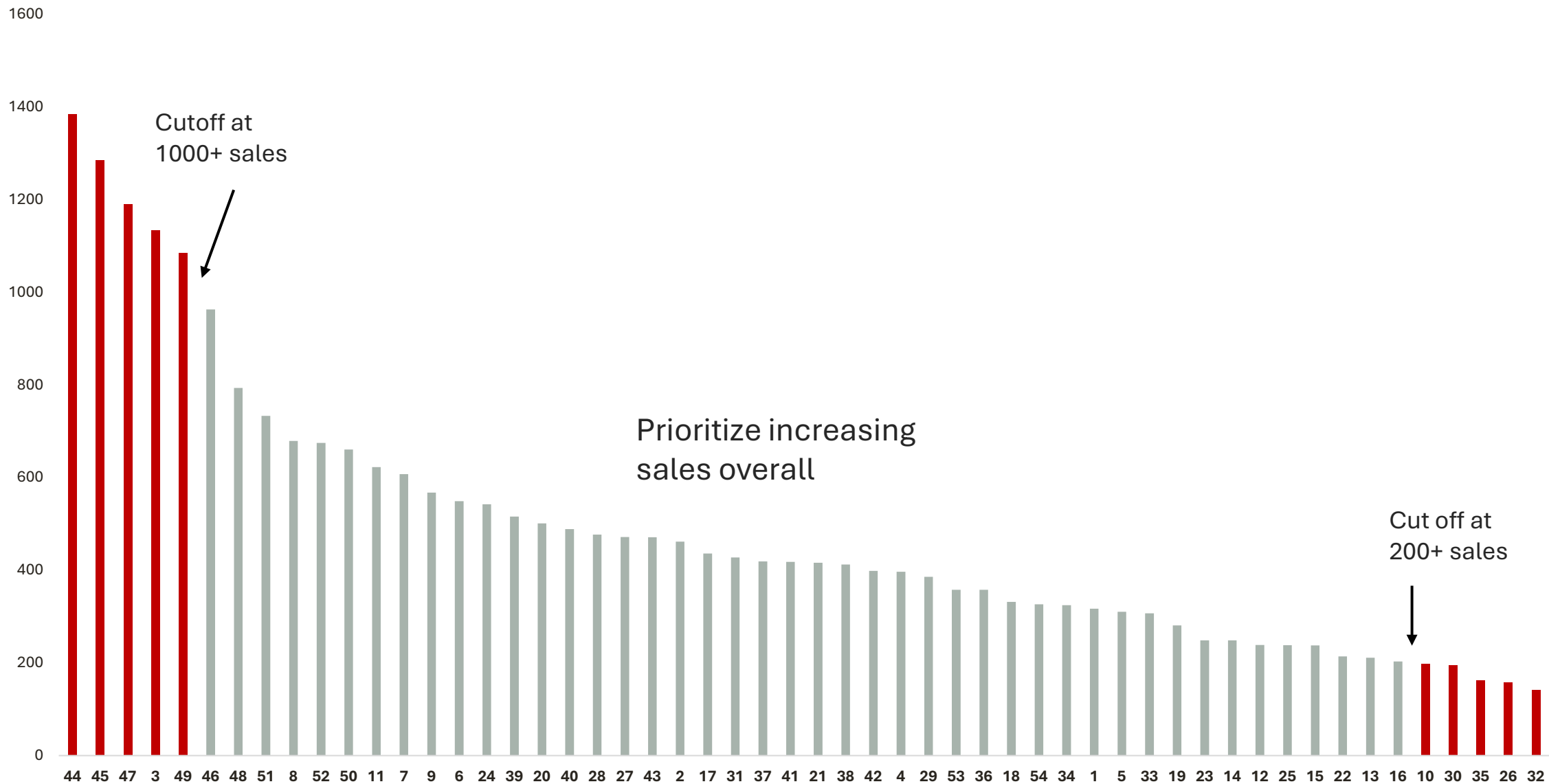


Short-term projected sales

Expecting two high performing peaks

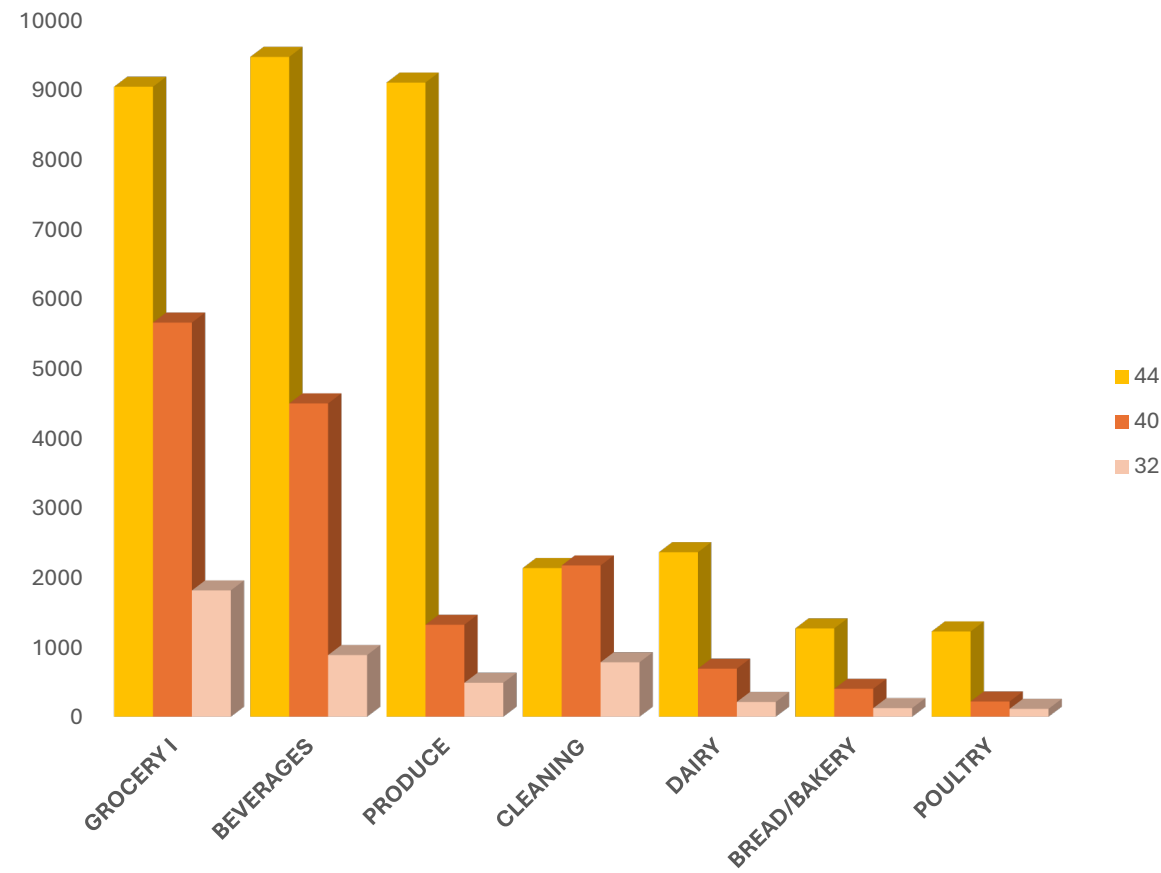
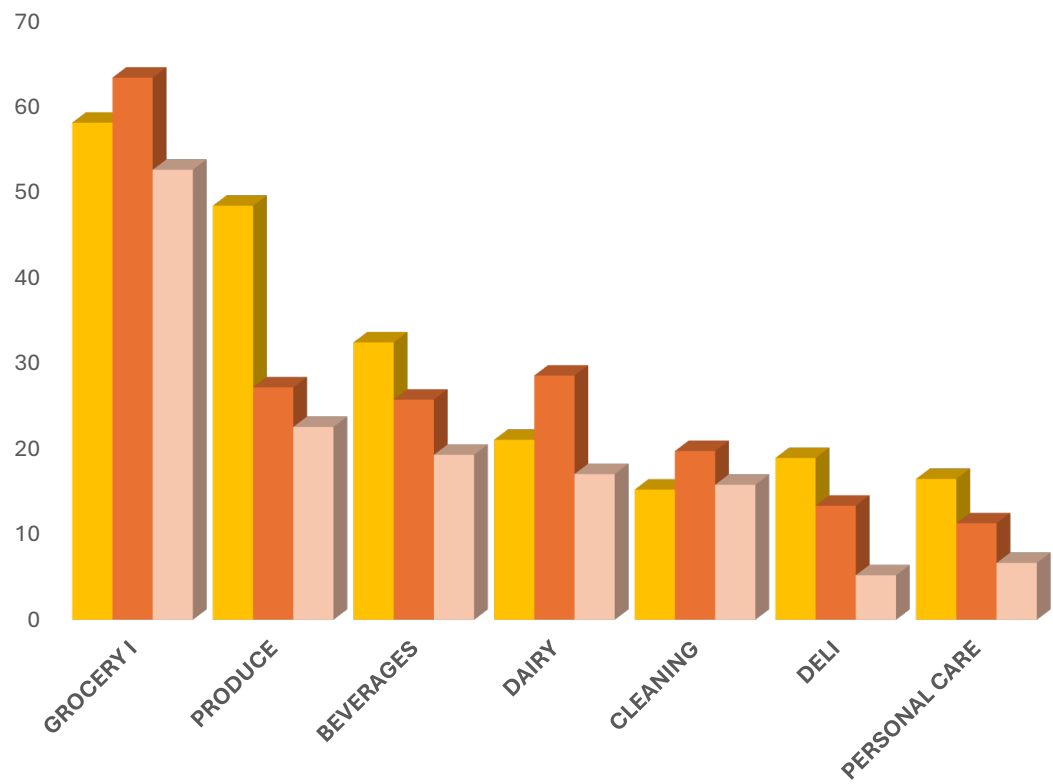
Source: Times series analysis displaying average sales made between top, medium, and worst stores in Ecuador from June 1, 2017-Aug 15, 2017

Thus, we should **increase customer incentives** during periods of rising sales.

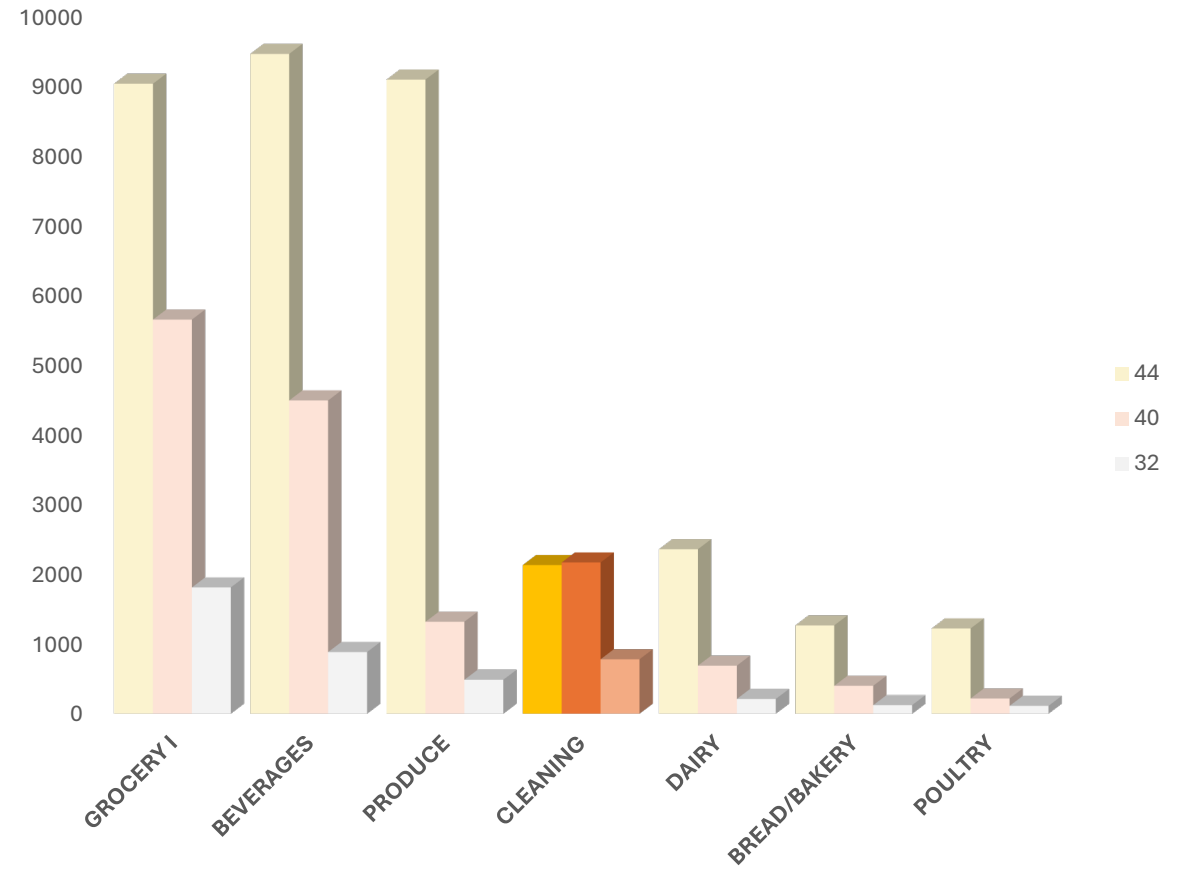
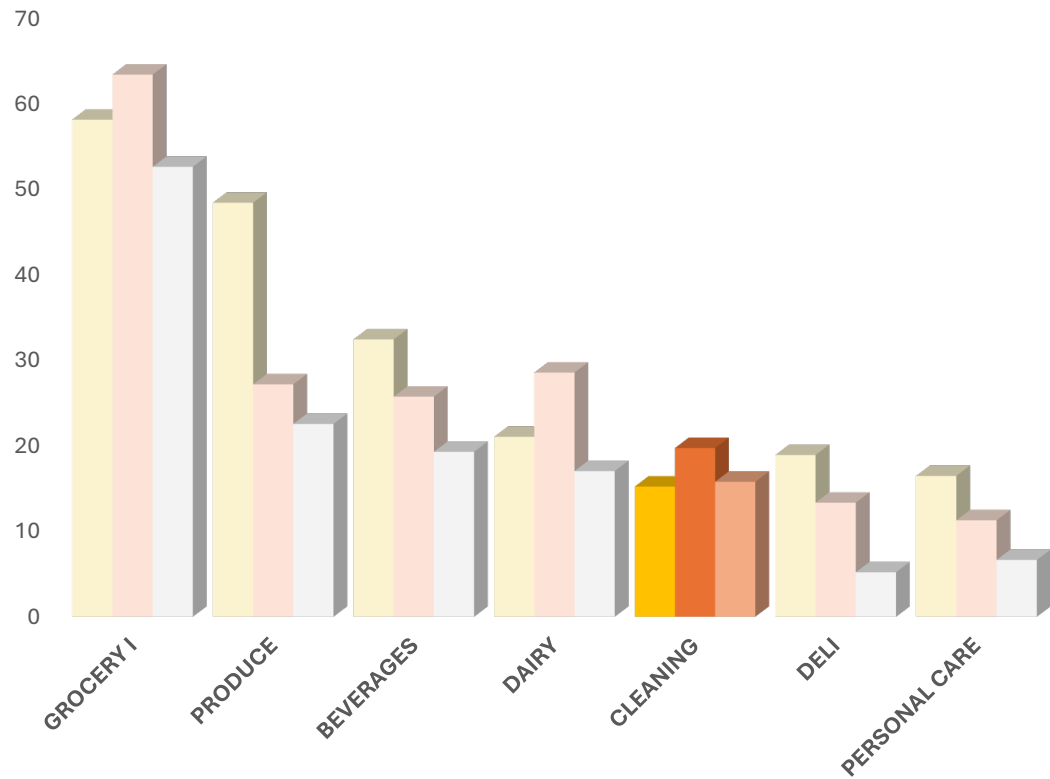


Source: Average sales made between 54 stores in Ecuador from June 1, 2017-Aug 15, 2017

Products on promotion and sales



Source: Projected data on average products to promote and sales made in relation from Aug 16, 2017-Aug 31, 2017



Source: Projected data on average products to promote and sales made in relation from Aug 16, 2017-Aug 31, 2017

Thus, we should promote **products lacking behind** to boost customer interactions and inventory allocation.

Summary *WHY:* Gas price ↑ and product promotions ↑ influences customer sales ↓ ↑

HOW: Promote immediate products that are lagging (cleaning products)

Prioritizing what is most essential to customers

Further Exploration for v2

What is the impact of having more staff/ increasing customer service?

What is the impact of self-service checkout vs staff checkout?

