



451°

THE COMPLETE JOURNEY 2.0



Case Study Goals

WE WANT YOU TO GAIN EXPERIENCE WORKING WITH THE DATA WE USE DAILY

THIS IS:

- An opportunity to explore 84.51°/Kroger data
- An opportunity to investigate different business questions
- The chance to apply what you've been learning
- (Hopefully) Fun!

THIS IS NOT:

- An exercise in finding the “right” answer

The Data

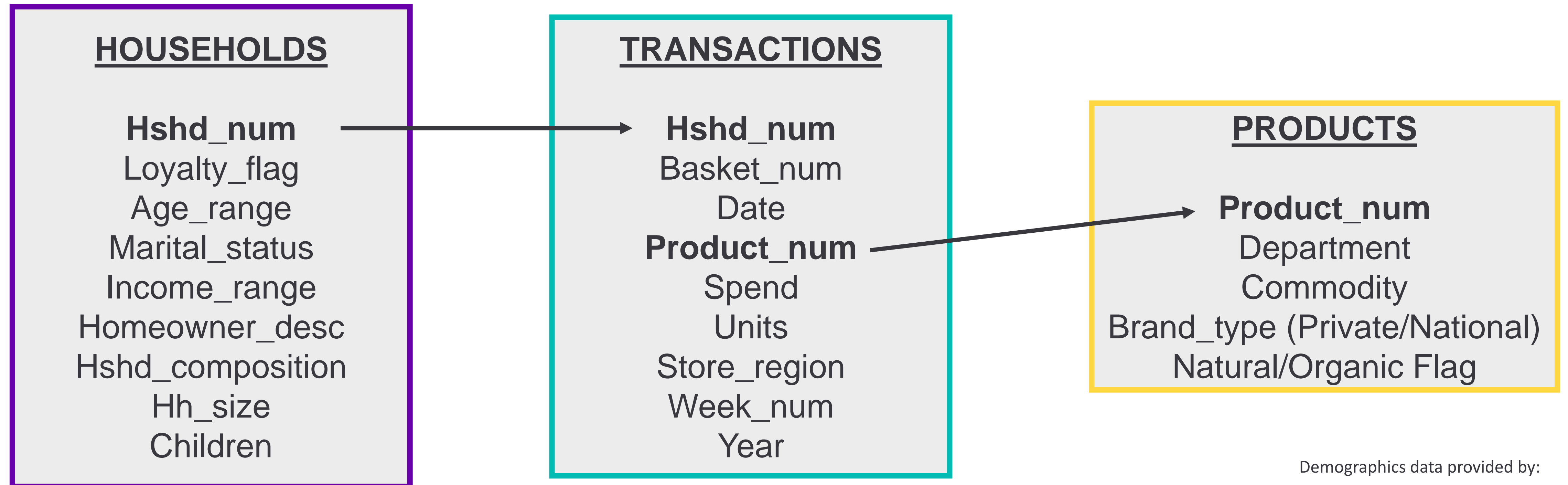
WHAT IS INCLUDED IN THE DATA SET?

- 5,000 (or 400 if sampled) households
- Transaction data for each household
 - 1/3/2016 – 12/30/2017
 - Spend
 - Products
 - Units
- Household demographics (if available for that household)
- Household Loyalty
- Product Information
 - Product Number
 - Department
 - Commodity
 - Private vs National Brand
 - Natural/Organic Product Flag
- Regional Information

Demographics data provided by:



WHAT TABLES ARE INCLUDED?



Demographics data provided by:



EXAMPLE DATA PULL FOR HH #0001

Linking the household, transaction, and products tables

Hshd_num	Basket_num	Date	Product_num	Department	Commodity	Spend	Units	Store_region	Week_num	Year	Loyalty_flag	Age_range	Marital_status	Income_range	Homeowner_desc	Hshd_composition	Hh_size	Children
0001	012542	12/22/2016	0325	Food	Snacks	3.99	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0412	Non-Food	Baby	22.97	3	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1204	Food	Baby	6.98	2	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0684	Food	Canned Goods	3.96	4	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1238	Food	Grocery Staple	3.65	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1751	Food	Grocery Staple	1.39	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1596	Food	Grocery Staple	6.98	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	3026	Food	Grocery Staple	1.29	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	9536	Food	Alcohol	12.99	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0184	Food	Dry Goods	3.54	1	West	51	2016	Y	25-34	Married	65-80K	N	Kids	4	2

Demographics data provided by:



A series of squares of various sizes and shades of purple and magenta are arranged along the left edge of the slide, creating a decorative border. Some squares are solid, while others are semi-transparent, and they vary in size from small dots to larger squares.

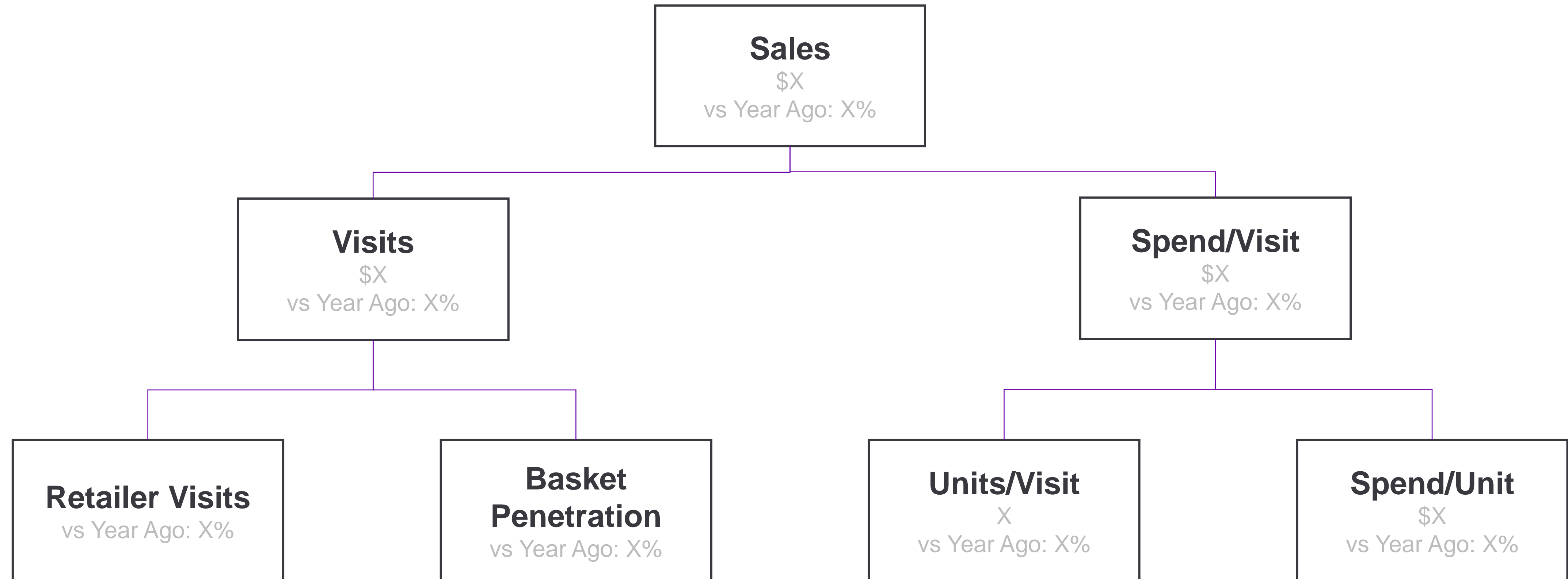
Questions to Explore

WHAT QUESTIONS CAN YOU EXPLORE?

- How does customer engagement change over time?
 - Do households spend less or more?
 - What categories are growing or shrinking with changing customer engagement?
 - How might we re-engage customers within the store? Or within a specific category?
- Which demographic factors (e.g. household size, presence of children, income) appear to affect customer engagement? How do they affect customer engagement with certain categories?

WHAT METRICS MIGHT YOU CALCULATE?

The metrics below could be provided for a commodity in the store



A series of squares of various sizes and shades of purple and magenta are arranged in a vertical column on the left side of the slide, creating a decorative border. The squares vary in opacity and size, with some being solid and others semi-transparent.

Any Questions?

WHO SHOULD I CONTACT WITH QUESTIONS?

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