

**Project Title:** AWG Brands' New Item Performance Based on Participation in AWG Programs (AIM, AIM Autoship, and One Source)

### **Problem Statement:**

Integrating new AWG Brands products into AWG member retailer stores presents a significant challenge. Initially, these items often suffer from limited distribution and insufficient buy-in. Without a concerted distribution effort, this can result in an item perpetually underperforming or eventually being discontinued. AWG Brands employs various internal programs to promote new items to AWG member retailers, with the goal of establishing them as permanent products on shelves. The effectiveness of these programs in driving the adoption of these new items warrants evaluation.

### **Project Overview:**

The goal is to evaluate how new item sales perform across different stores based on the stores' participation in AWG programs. This analysis will inform marketing and sales strategies for optimizing new item rollouts and promotional campaigns. Additionally, this analysis will help answer the question: is enrollment in Autoship, One Source, and / or AIM beneficial to new item adoption.

### **Store Groups to Evaluate:**

- Stores not participating in AIM or One Source
- Stores participating in AIM, One Source (OS), and Autoship
- Stores participating in AIM only (not in OS or Autoship)
- Stores participating in AIM and OS but not Autoship
- Stores participating in AIM and Autoship but not OS
- Stores on One Source (not in AIM)

### **Evaluation:**

- New Item Autoship Program and One Source Program participation by item
- New Item Store Purchases & store distribution
  - During promotional campaigns (first 30 & 60 days of launch)
  - Repurchases after 60 days
  - Purchase alignment with promotional periods after launch
- New Item Performance when included in Autoship and/or One Source Program versus when not included

### **Data Requirements from AWG:**

- AWG Brands' new item details, launch dates, introductory promotion timing and details

- Program participation status for each store (AIM, One Source, None) via program store lists
  - Program join dates will need to be evaluated to align with AWG Brands program participation
- Store purchases for new items (initial and repurchases) via AWG purchase rakes
- AWG Brands item inclusion in AIM Autoship and One Source Program
  - Item inclusions begin date
  - List of items and scope of time included
- Promotional calendar with timing and details of new item promotions

### **Project Deliverables:**

- A summary of new item sales performance across store groups based on program participation
- Impact of AIM Autoship and One Source Program on initial and repeat purchases of new items
- Sales performance of AWG Brands new items when included in Autoship and/or One Source Program objectives versus no participation