Growing

nour

Team 4 ○ BUAD 312 Section 14925
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Meet the Team

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Business Overview

Mission: Make clean, intentional eating accessible—without compromising on taste and premium quality

Goals

- Expand Market Presence
- Strengthen + Build Brand Affinity
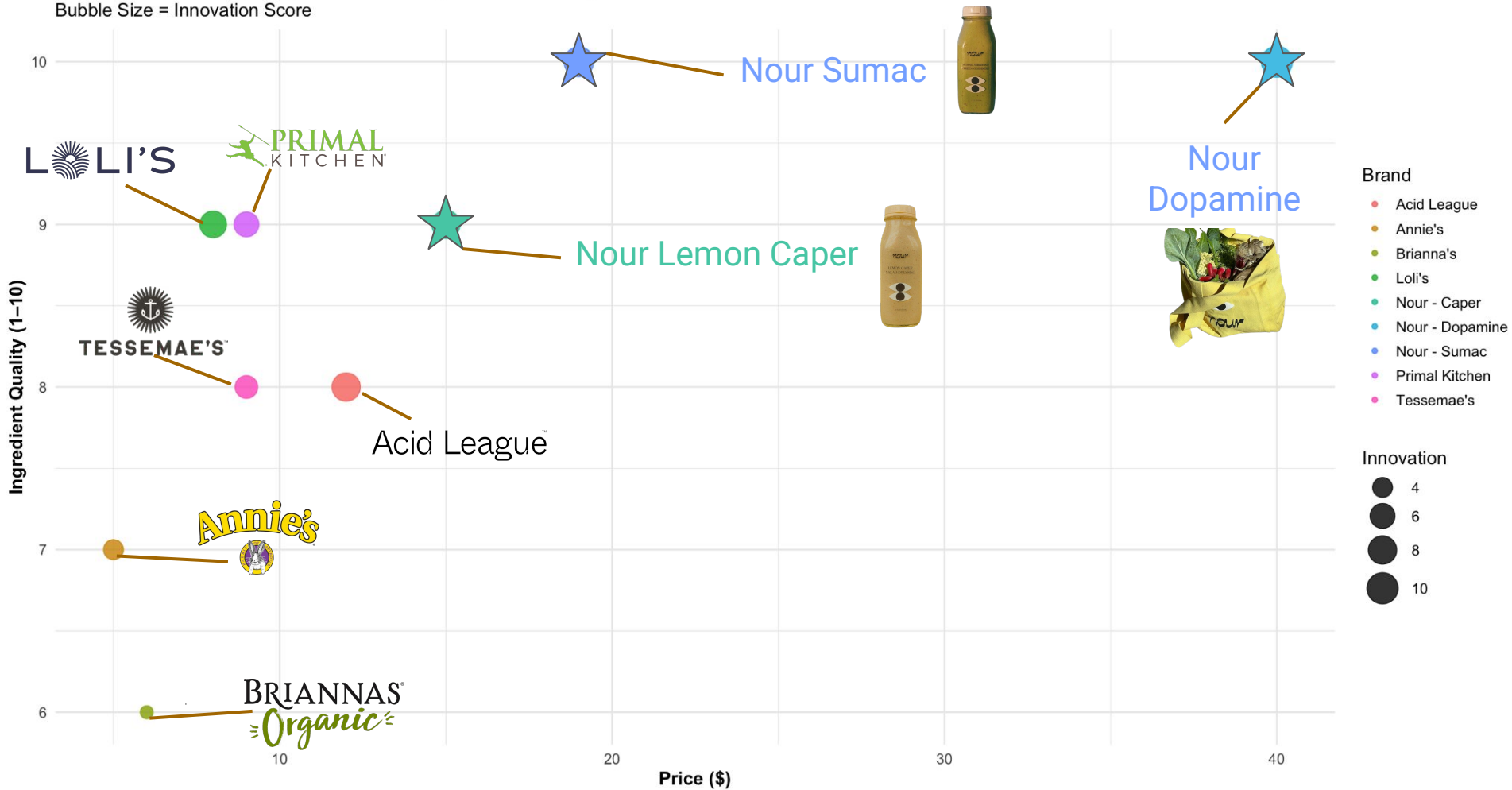- Drive Product Innovation
- Position as a Lifestyle Brand

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Business Growth & Industry

Market Positioning Map: Price vs. Ingredient Quality

Bubble Size = Innovation Score

Nour Sumac

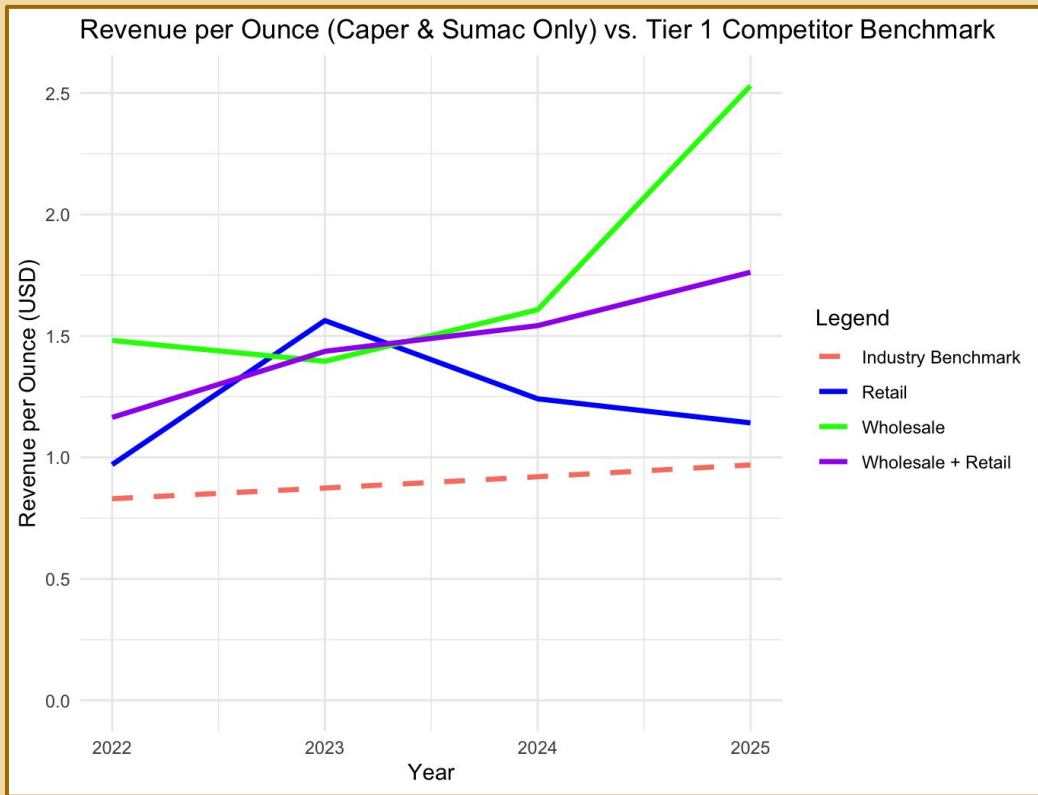Nour Dopamine

Nour Lemon Caper

Acid League

Brand
- Acid League
- Annie's
- Brianna's
- Loli's
- Nour - Caper
- Nour - Dopamine
- Nour - Sumac
- Primal Kitchen
- Tessemae's

Innovation
- 4
- 6
- 8
- 10

Ingredient Quality (1–10)

Price ($)

Comparison Metric - Revenue Per Ounce for Tier 1 Competitors

Brand	Bottle Size	Price	Price/Oz
Brianna's	12 oz	$5.85	$0.49
Annie's	8 oz	$5.99	$0.75
Erewhon	12 oz	$10.50	$0.88
Acid League	10 oz	$10 - $12	$1-$1.20
Primal Kitchen	8 oz	$8.89	$1.11
Side Dish	8 oz	$9.29	$1.16
Fody	8 oz	$7.49	$0.94
Gotham Greens	10 oz	$9.19	$0.92
Gyocha	6 oz	$9.99	$1.67
ORGANICVILLE	8 oz	$5.69	$0.71
Tessemae's	10 oz	$8.89	$0.89
Average Revenue/Oz (2025)		★ $0.97	

Revenue Per Ounce - Comparisons

Revenue per Ounce (Caper & Sumac Only) vs. Tier 1 Competitor Benchmark
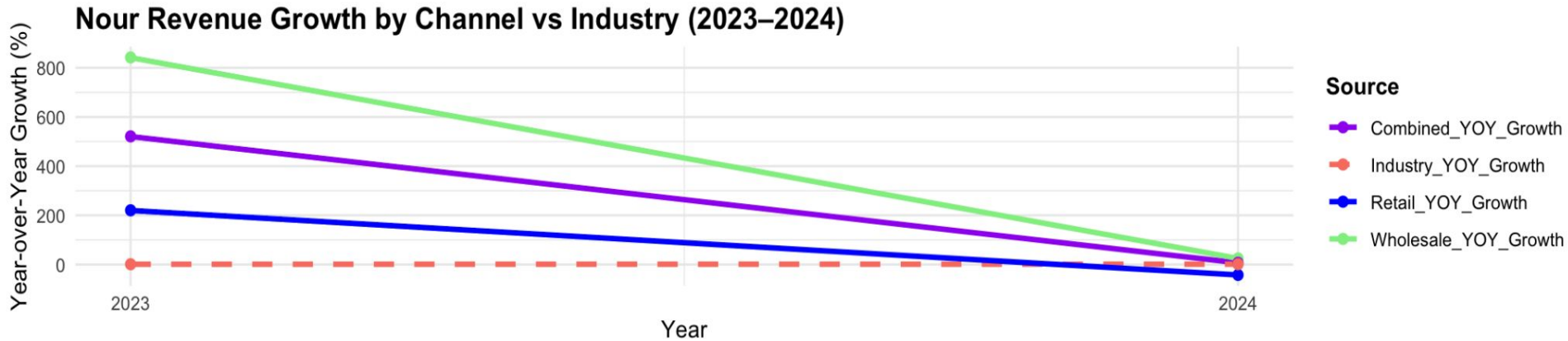
Legend:
- Industry Benchmark
- Retail
- Wholesale
- Wholesale + Retail

KEY INSIGHTS

- Nour outpaces industry RPO benchmark in all channels
- **Above industry benchmark:** even at retail's lowest (2025), Nour's products holds a ~30% premium Wholesale acceleration: drives premium growth
- **Steady combined channel increase in RPO:** indicates strengthening margins and brand equity

Nour Revenue Growth by Channel vs Industry (2023–2024)

Source
- Combined_YOY_Growth
- Industry_YOY_Growth
- Retail_YOY_Growth
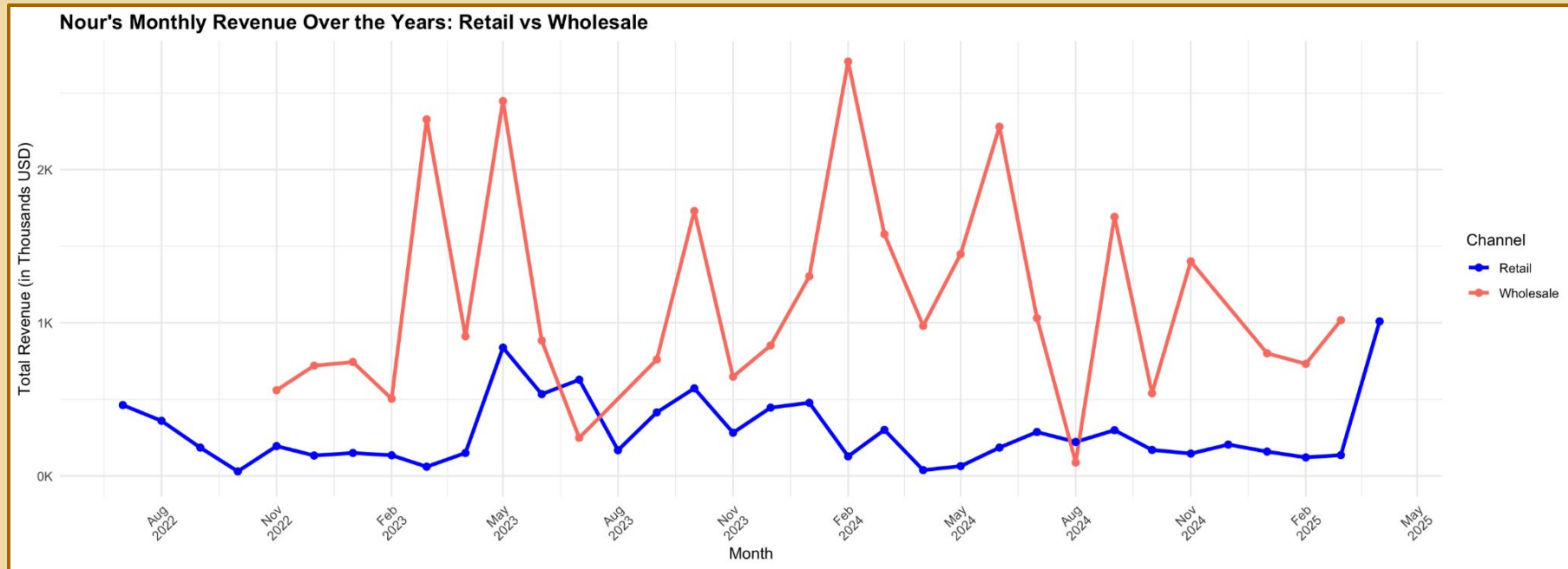- Wholesale_YOY_Growth

KEY INSIGHTS

- Decline in revenue growth rate 2023-2024 highlights transition from rapid growth → consolidation
- Nour's YoY revenue growth far exceeded industry average in 2023 + 2024
- Wholesale = primary revenue driver

Monthly Revenue Over the Years - Wholesale vs. Retail

Nour's Monthly Revenue Over the Years: Retail vs Wholesale

KEY INSIGHTS

- Seasonality is stronger in wholesale
- Retail revenue is steady but shows strongest peaks in Q2 and Q3

Nour - SWOT Analysis

STRENGTHS

🍋 High average unit per order and revenue per ounce

🍋 Strong Repeat B2B and DTC Customer Base

🍋 Trend-aligned product-market fit and purpose-charged differentiation

🍋 Strong wholesale growth

WEAKNESSES

🍋 Lagging retail growth

🍋 Uneven product contribution

🍋 Complex supply chain for select products

🍋 Higher prices and production costs compared to competitors

OPPORTUNITIES

🍋 Seasonal launch timing and capitalization on peak revenue growth

🍋 Tailored retail expansion and product placement

🍋 Leverage off-season marketing

🍋 Data-Informed DTC Personalization

🍋 Building brand affinity

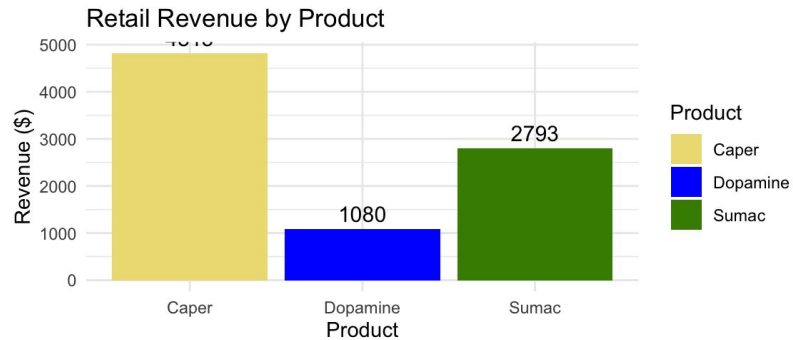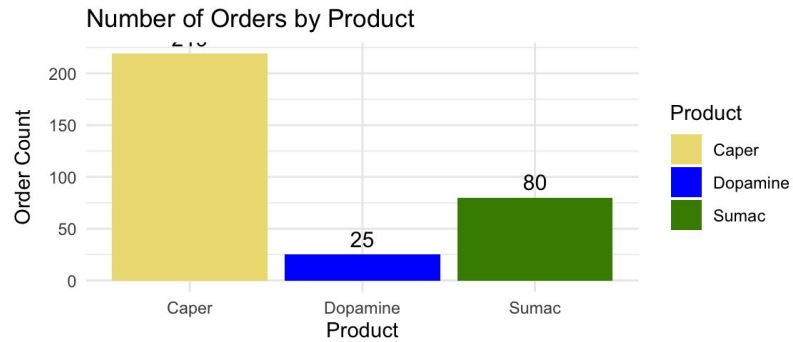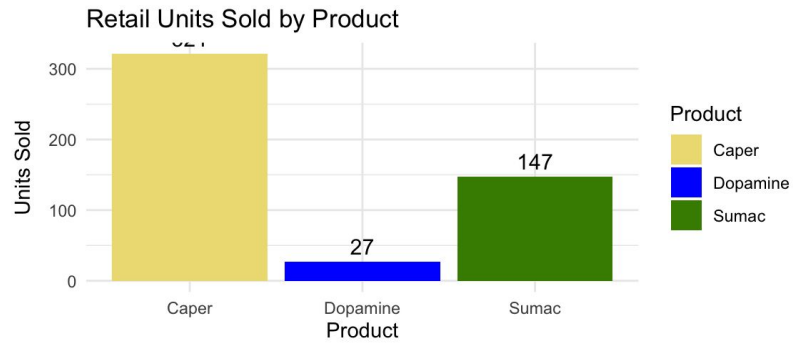## THREATS

🍋 Competitor innovation

🍋 High growth potential, but volatile profitability and demand swings

🍋 Emerging premium brand competitors

🍋 Shipping complexity for refrigerated products
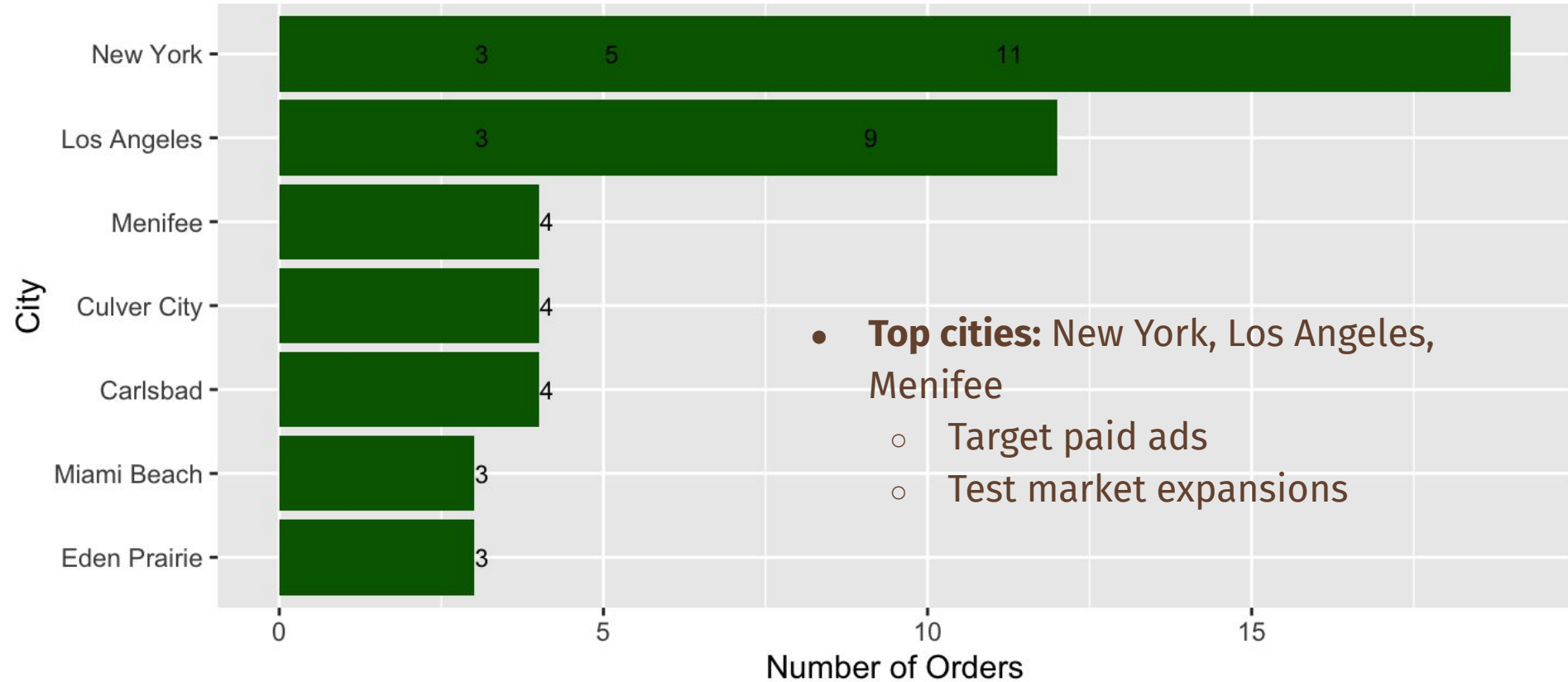
Consumer Segmentation & Behavior

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Top-Selling Products (Retail)

- **Caper**: 321 units sold | 219 orders | $4815 revenue
- **Sumac**: 147 units sold | 80 orders | $2793 revenue
- **Dopamine**: 27 units sold | 25 orders | 1080 revenue (Premium, high-margin)

Top 10 Cities by Retail Order Volume

- **Top cities:** New York, Los Angeles, Menifee
  - Target paid ads
  - Test market expansions

Linear Regression: Is Order Frequency a good predictor of Spend?

EQUATION

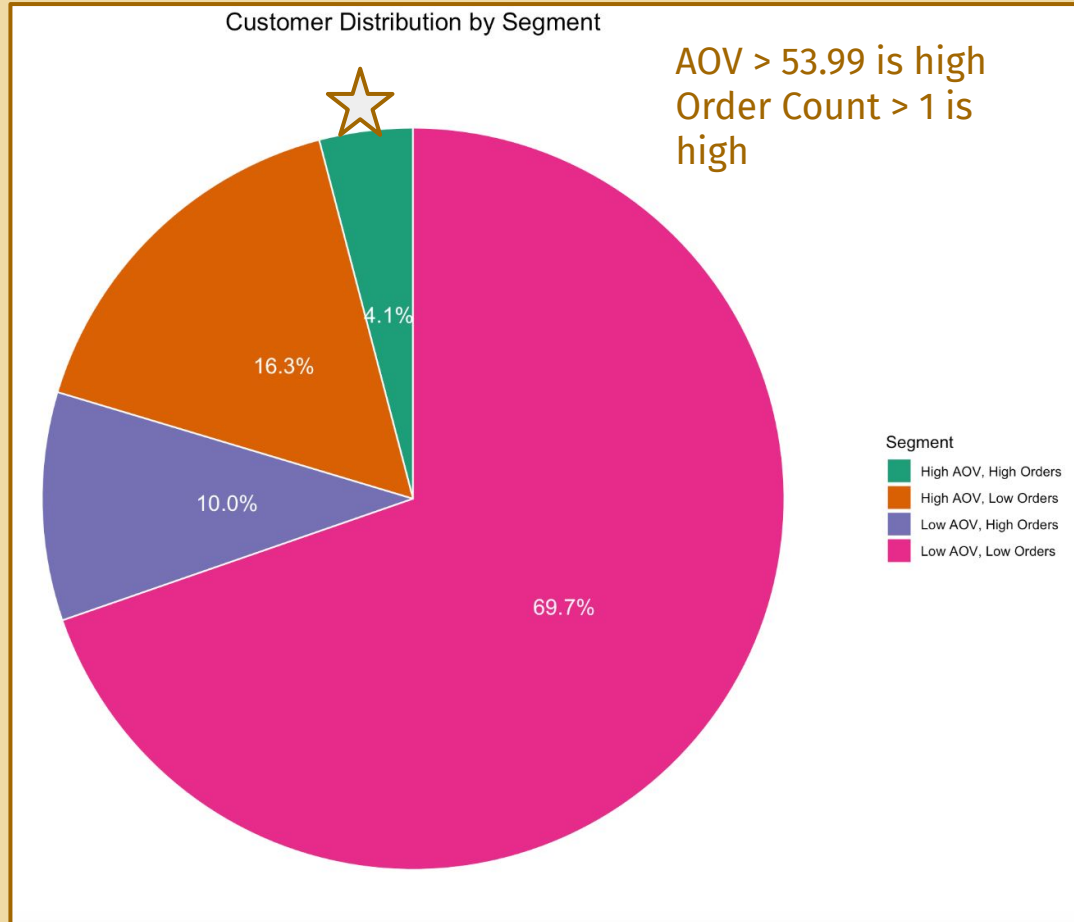Predicted TotalPaid =
304.80 + 121.74 × OrderCount

P - VALUE

$2.009e{-}05 < 0.05$

WHAT DOES THIS MEAN?

- Higher order frequency = higher total spend

- Supports your hypothesis

- Nour should focus on customers who order more often

Segmentation of Customers by average order value (AOV) and order volume

Customer Distribution by Segment

AOV > 53.99 is high
Order Count > 1 is high

Segment
- High AOV, High Orders
- High AOV, Low Orders
- Low AOV, High Orders
- Low AOV, Low Orders

4.1%
16.3%
10.0%
69.7%

High AOV, High Orders
- Top-tier loyal customers
- Frequent, high-spending buyers
- Action: Reward loyalty, offer VIP perks

High AOV, Low Orders
- Big spenders, infrequent visits
- High value per purchase
- Action: Send post-purchase nudges, offer return incentives

Low AOV, High Orders
- Frequent, low-spending shoppers
- Likely price-sensitive
- Action: Promote bundles, minimum spend rewards

Low AOV, Low Orders
- Low engagement, low value
- Often one-time buyers
- Action: Target with welcome offers, product education

Repeat Purchase Rate by Product
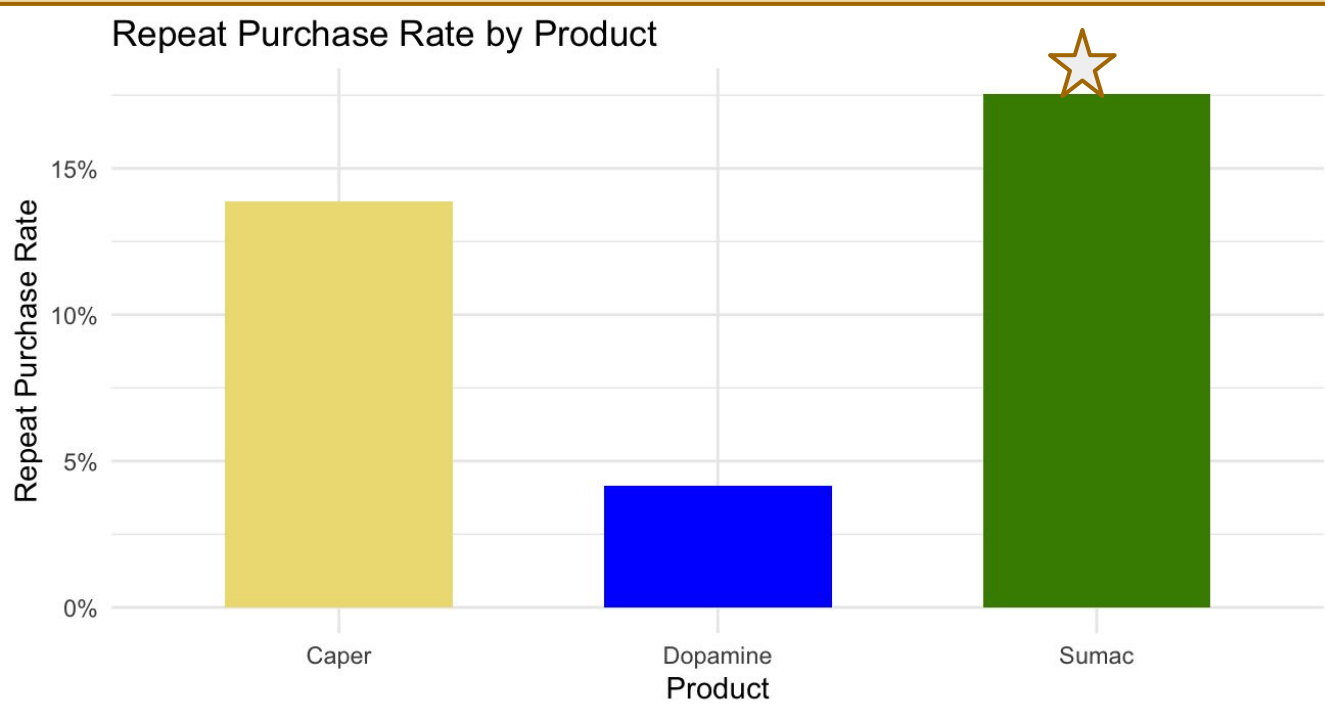
Sumac – Highest Loyalty (18%)
- Use as anchor in bundles
- Add to gift sets / starter kits
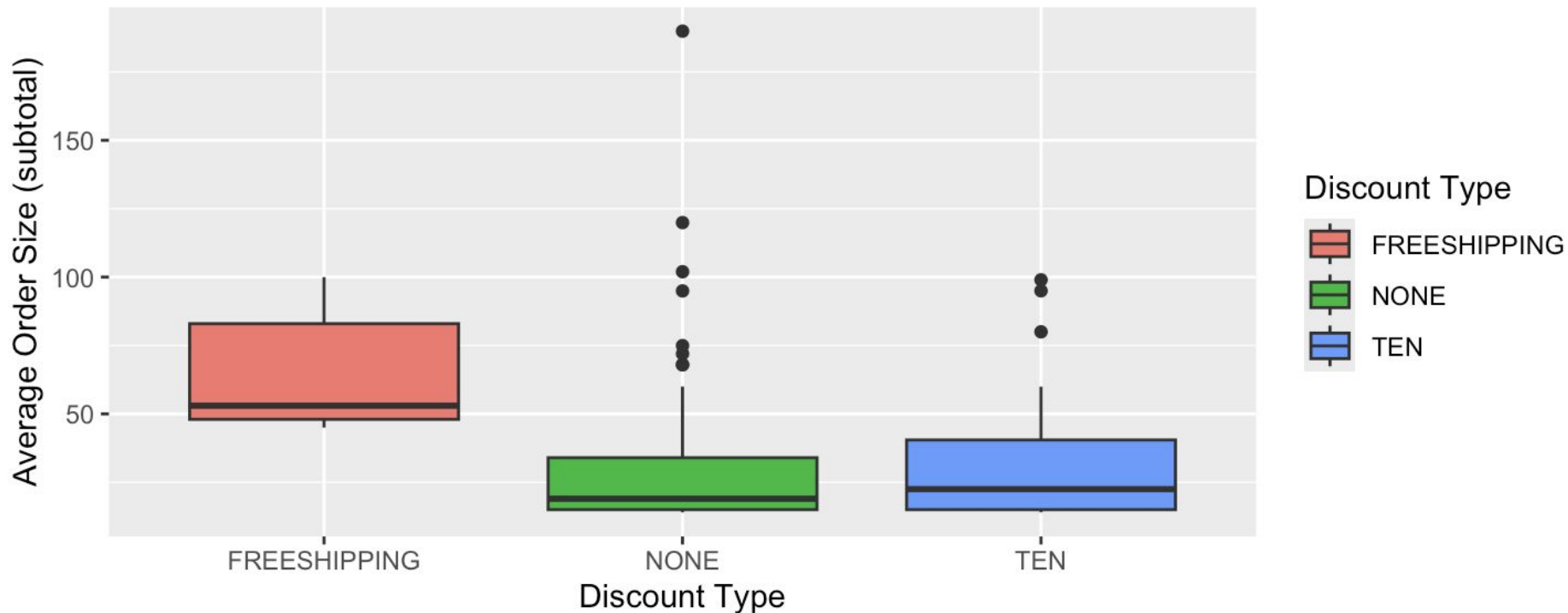- Promotional push
- Free samples on retail orders

Caper – Boost Repurchase (14%)
- Bundle discounts
- Focus promotions in Q1/Q2
- Position as core product

Dopamine – Rethink Strategy (4%)
- Very low stickiness
- Consider offering free tote over minimum retail purchase

Average Order Size (subtotal) by Type of Discount Given

KEY INSIGHTS :
- Free shipping increases order size significantly
- Outliers for "TEN" may be explained by the "spend more to save more" phenomenon
- Half of the outliers in "NONE" are repeat customers → those who have loyalty to the brand are less impacted by discounts

Hypothesis Test: Does Discount Type Have a Significant Effect on Average Order Size?

"Free Shipping" vs "Ten"

NULL HYPOTHESIS

There is no difference in the average subtotal when offering a "free shipping discount" vs "ten" discount.

ALTERNATE HYPOTHESIS

The average subtotal is larger when you offer a free shipping discount vs "ten" discount.

RESULTS

P-value : 0

	Lower	Upper
Confidence Interval :	15.2	43.6

"Ten" vs None

NULL HYPOTHESIS

There is no difference in the average subtotal when offering a "ten" discount vs no discount at all.

ALTERNATE HYPOTHESIS

The average subtotal is larger when you offer a "ten" discount vs no discount.

RESULTS

P-value : 0.005

	Lower	Upper
Confidence Interval :	1.79	28.4

Linear Regression: How can we expect the average subtotal to change between different discount types?

EQUATION	P - VALUE	WHAT DOES THIS MEAN?
"FREE SHIPPING": Subtotal = $ 62.81	**< 2e-16**	• Offering free shipping leads to the largest average subtotal
"TEN": Subtotal = 62.81 - 26.76 → $ 36.05	**1.76e -05**	• Without free shipping order size decreases
"NONE": Subtotal = 62.81 - 34.55 → $ 28.26	**< 2e-16**	○ Reduces by ~27 with "TEN" discount
OVERALL	**< 2e-16**	○ Reduces the most (~35) with no discount

How Purchasing Tote Bag Influences Order Size (subtotal
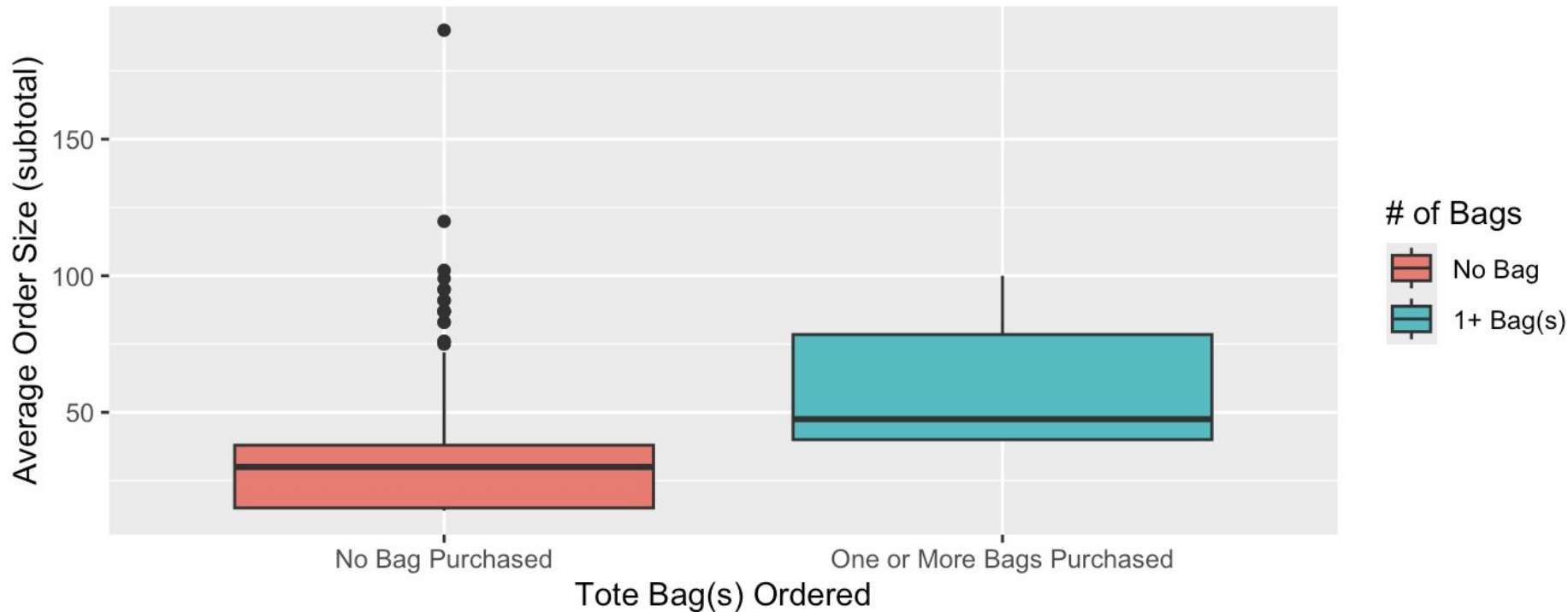
KEY INSIGHTS :
- Those who order one or more bags have a bigger order size
- Outliers represent those who did not order tote but still placed large orders
  - Potential opportunity to create meaningful consumer-brand relationships with outlying customers

Linear Regression: How does a tote bag influence order size?

| EQUATION	P - VALUE	WHAT DOES THIS MEAN?
No Tote Subtotal = $ 32.36	**< 2e-16**	- The standard average order size (subtotal) with no tote is ~30 - Offering a tote bag increases the order size by ~24 - Offering a tote also help build stronger consumer-brand relationships
Tote Subtotal = 32.26 + 24.12 → $ 56.38	**1.15e -06**	
Overall	**< 1.147e -06**	

May 2023 - Yuzu Zaatar Launch
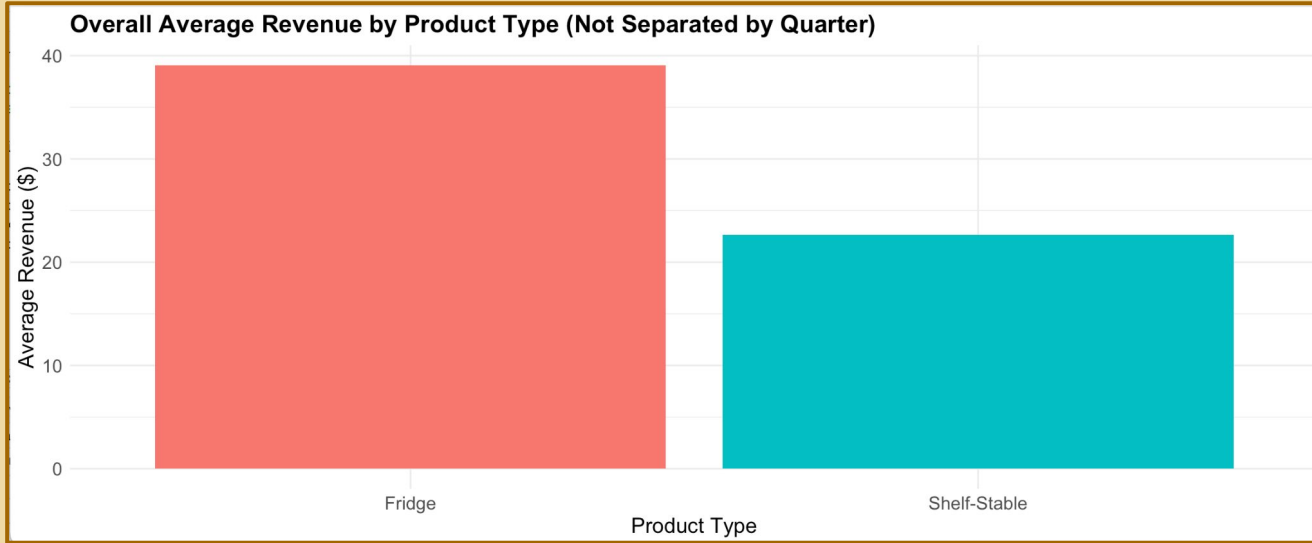

Monthly Transactions - Retail 2023

Yuzu Zaatar Launch
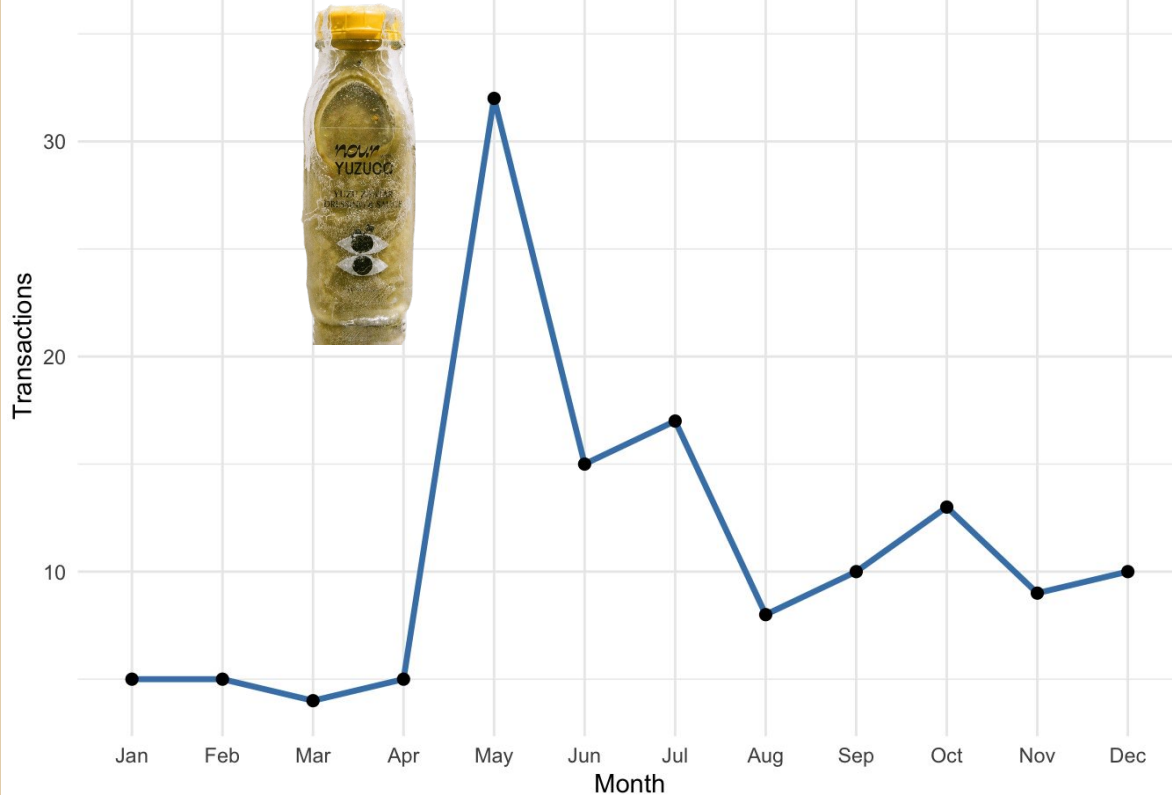
KEY INSIGHTS:

- Yuzu Zaatar collaboration with Yuzu Co = success!
- Large spike in retail orders May 2023
- Strong customer support
- Affinity for culturally resonant flavors

YUZUCO™

Fridge vs. Non Fridge - What type of product?

Overall Average Revenue by Product Type (Not Separated by Quarter)

Average Revenue ($) vs Product Type (Fridge, Shelf-Stable)

*average revenue refers to per order in this case

KEY INSIGHTS:

- Refrigerated products = major revenue contributor
- Push strategic promotion and build customer loyalty to Sumac

Refrigerated SKU's drive higher average units per order

Approach:
- **Extract retail data for top order volume cities of LA and NYC**
- **Create** linear regression model predicting average units per order based on if product is refrigerated or shelf-stable

Predicted Average Units Per Order = 0.98 + 1.30(Refrigerated Product)

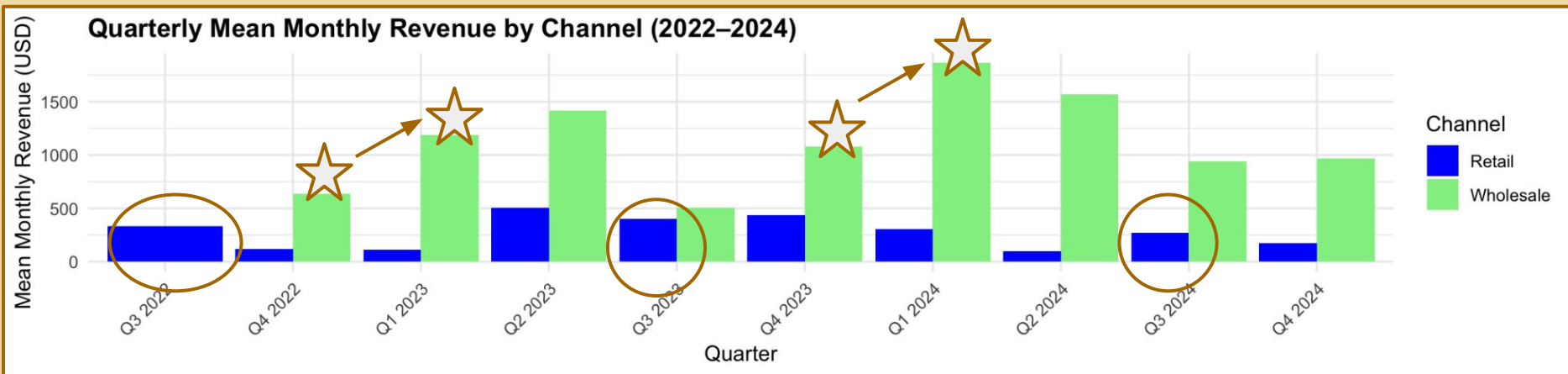*Refrigerated Product = 0 if shelf-stable

P-Value ≅ 0 (<0.05)

95% Confidence Interval: On a 95% confidence level, there is statistical evidence that product refrigeration requirements has an impact on average units per customer order.

IMPLICATIONS:

- Emphasize promotion on Sumac and future refrigerated products
- Incentivize multi-item orders via refrigeration-based promotions
- Inform new product development mix

When is the Right Time to Launch?

Quarterly Mean Monthly Revenue by Channel (2022–2024)

Y-axis: Mean Monthly Revenue (USD) — 0, 500, 1000, 1500
X-axis (Quarter): Q3 2022, Q4 2022, Q1 2023, Q2 2023, Q3 2023, Q4 2023, Q1 2024, Q2 2024, Q3 2024, Q4 2024

Channel: Retail (blue), Wholesale (green)

INSIGHTS:

- Holiday to new year growth: observed jump in growth transitioning to new year
- Strong seasonal B2B demand: consistent strong Q1 wholesale performance
- Peak retail performance Q2/Q3

IMPLICATIONS:

- Gradual, channel-tailored product launches
- Delay DTC availability until Q2-Q3
- Take advantage of pre-orders to balance revenue flow and gauge demand
- Marketing effort boost or past product reintroduction during lagging retail quarters

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Further Considerations & Research

Limits to Current Analytics

1

🍋 Limited granularity in customer behavior data (e.g. reorder rates, cart abandonment, DTC site activity)
🍋 Assumptions in seasonality models
🍋 Inability to track wholesale promotional cycles
🍋 New product launch impact analysis limited to May 2023

Desired Data

2

🍋 Customer-level DTC data
🍋 Channel-specific marketing calendar
🍋 Product-level profit margin data
🍋 Wholesale partner-level ordering patterns

Future Opportunities

3

🍋 Refine pre-launch strategy
🍋 Evaluate supply chain complexity for larger scaling
🍋 Invest in advanced customer segmentation/analytics tools as brand grows
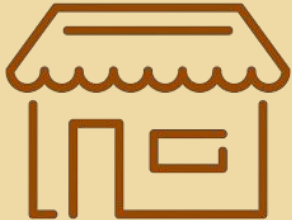🍋 Annual revisit of competitor RPOs, pricing tiers, and emerging trends

Business Recommendations

Channel-Specific & Gradual Product Launch

Brand Affinity Strategy

Offsetting Seasonal Retail Decline

Targeted Regional Growth & Strategic Retail Placement

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Channel-Specific & Gradual Product Launch

Brand Affinity Strategy

Offsetting Seasonal Retail Decline

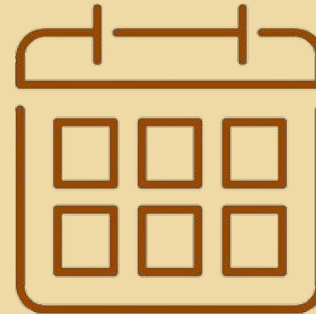**Targeted Regional Growth & Strategic Retail Placement**

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Targeted Regional Growth & Strategic Retail Placement

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Thank you!

Appendix