



Expansion Opportunity
for
brandefy

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Agenda

1. Context to Consider
2. Approach
 - ✱ **High number of products**
 - ✱ **High number of transactions**
 - ✱ **High price difference**
 - ✱ **Demographic significance**
3. Ranking of Results
4. Entering the Soft Drink Space
5. Next Steps





Context Keys to Expansion

brandefy

- ✱ Well established in “**Health and Beauty**”
- ✱ Looking for new categories to **expand**

Context to Consider:

- ✱ Purpose of app is to help consumers at **KEY DECISION POINTS**
- ✱ Another purpose of app is to help consumers **SAVE MONEY**
- ✱ Key market = **20-50 YEARS OLD**

Approach: Narrowing Down Departments

For the complete journey dataset, we focused on...

- ✱ Offering depth
- ✱ High # of purchases

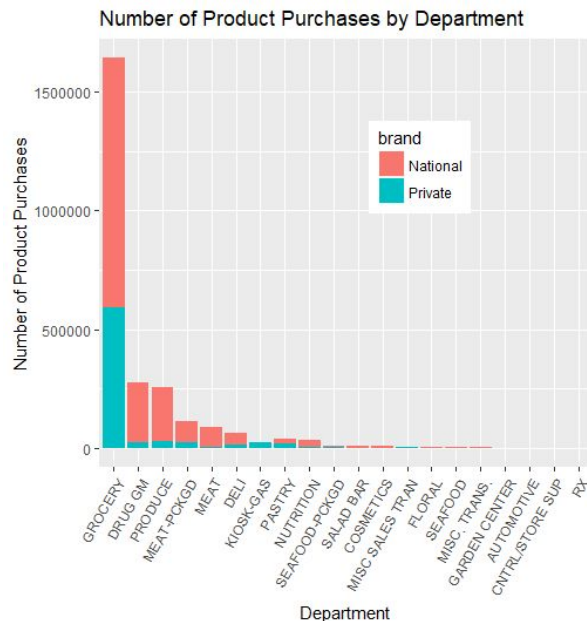
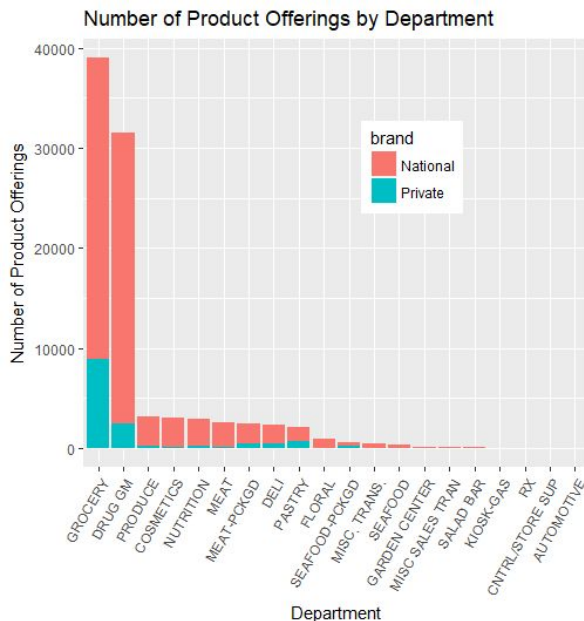


NEXT:

Use **same metrics** to narrow down specific commodities

In the broader department ... GROCERY WINS:

Over 1.5 million purchases + good private brand saturation



Approach: Narrowing Down Commodities

Narrowed down based on depth of offerings to...

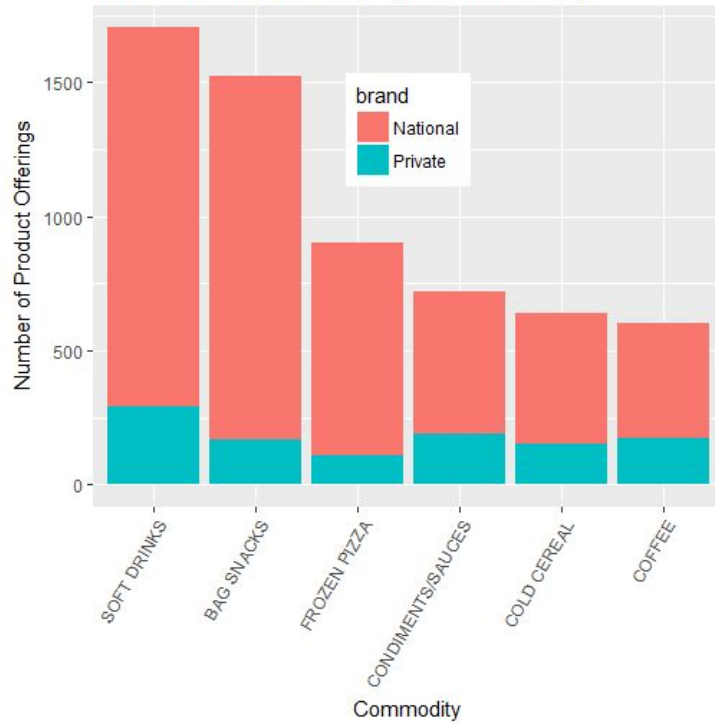
- * Bag Snacks
- * Coffee
- * Cold Cereal
- * Condiments
- * Frozen Pizza
- * Soft Drinks

NEXT:
Evaluate potential
categories based on
key criteria

➡ **1. # of Transactions**

➡ **2. Price Differences**

Number of Product Offerings by Commodity



Number of Purchases

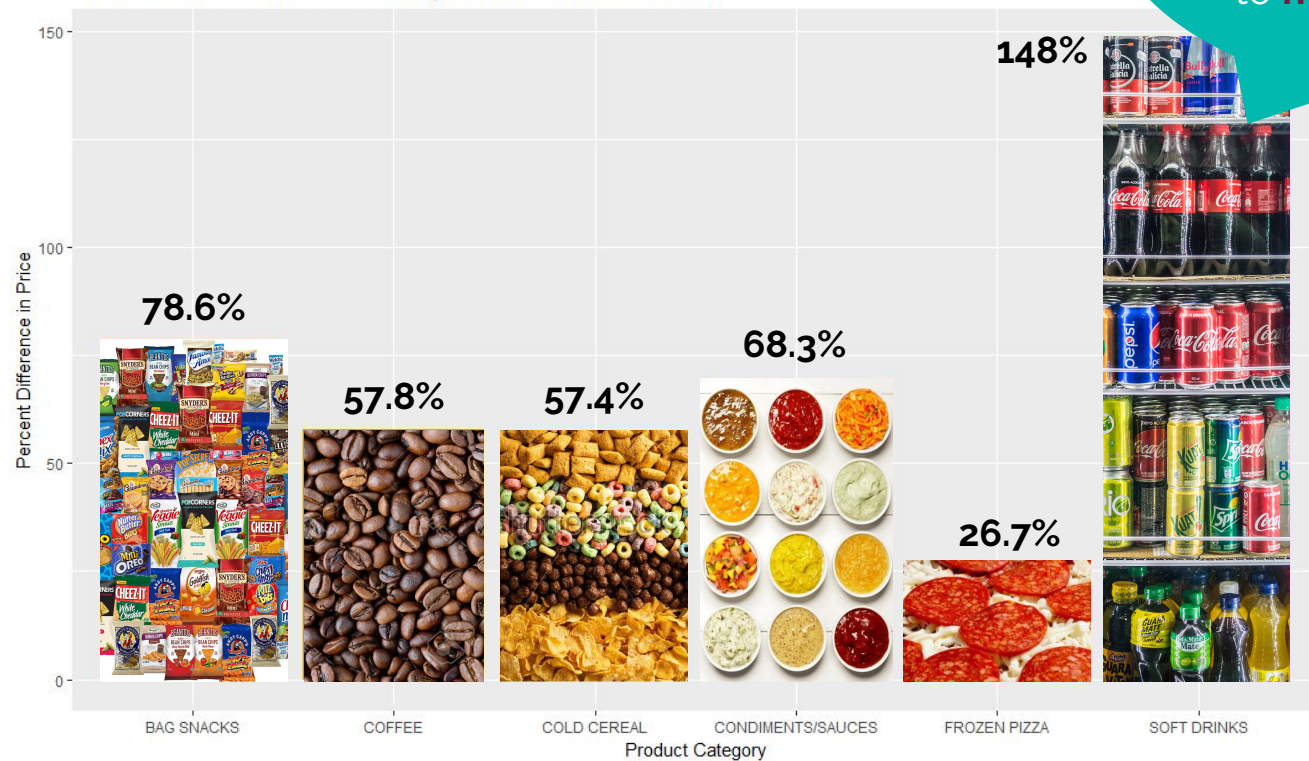


App informs shoppers at key decision points, pick a category that shoppers are buying often to **maximize decision points.**

Price Differences

App should save shoppers money, so pick a category with a large price difference to **maximize potential savings.**

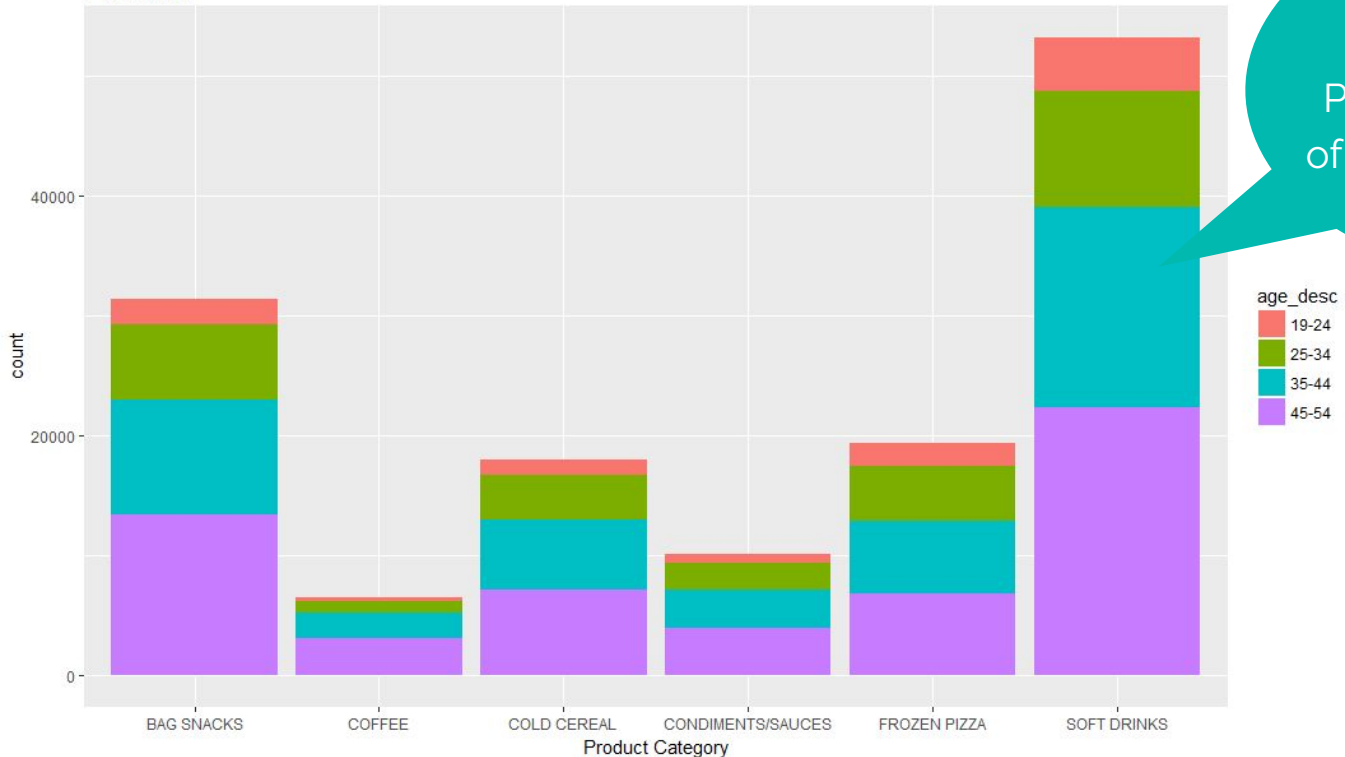
Private Label Prices are Far Less Expensive than National Brand





Breaking Down the Demographics

People Ages 35-54 Make Up the Majority of Purchases



Target demographic =
20 - 50 years old...
People in the later half
of that group are **buying**
a lot of soft drinks!



Soft Drinks Tops the Rankings

Based on the criteria of # of purchases, price differences, and demographics, we generated the following ratings:

1) Soft Drinks

- 2) Bag Snacks
- 3) Frozen Pizza
- 4) Cold Cereal/Condiments
- 5) Coffee



Highest # of purchases

Biggest price diff = Bigger savings

Popular in target demographic





Other Reasons to Enter Soda Space

Soft Drinks = a non-alcoholic drink, especially one that is carbonated

The soda space fits the current *brandefy* model because:

Variety of products = Soda, Sparkling Water, Iced Teas ... which means

- Large # of potential **comparison opportunities**
- **Trend protection** (if people drink less soda, still need comparisons for sparkling water)
- Easily definable **driving metrics** = taste, ingredients, color, carbonation, etc.

Next Steps

- ✱ Focus on adding content regarding **soft drinks**
 - ★ Explore movements into bag snacks + frozen pizza
- ✱ Look for datasets with **better gender data**:
 - ★ Not having significant gender data limited our study.





Questions?

