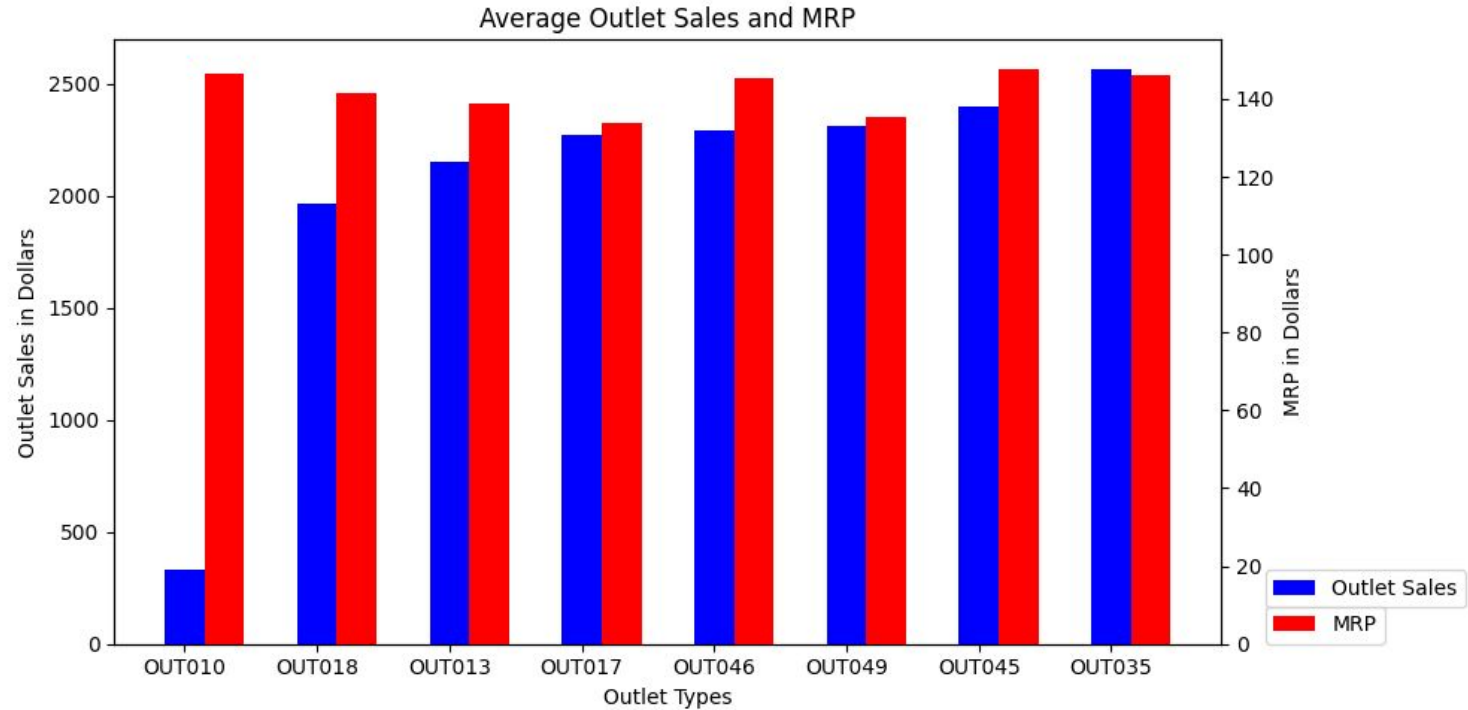


How To Increase Sales

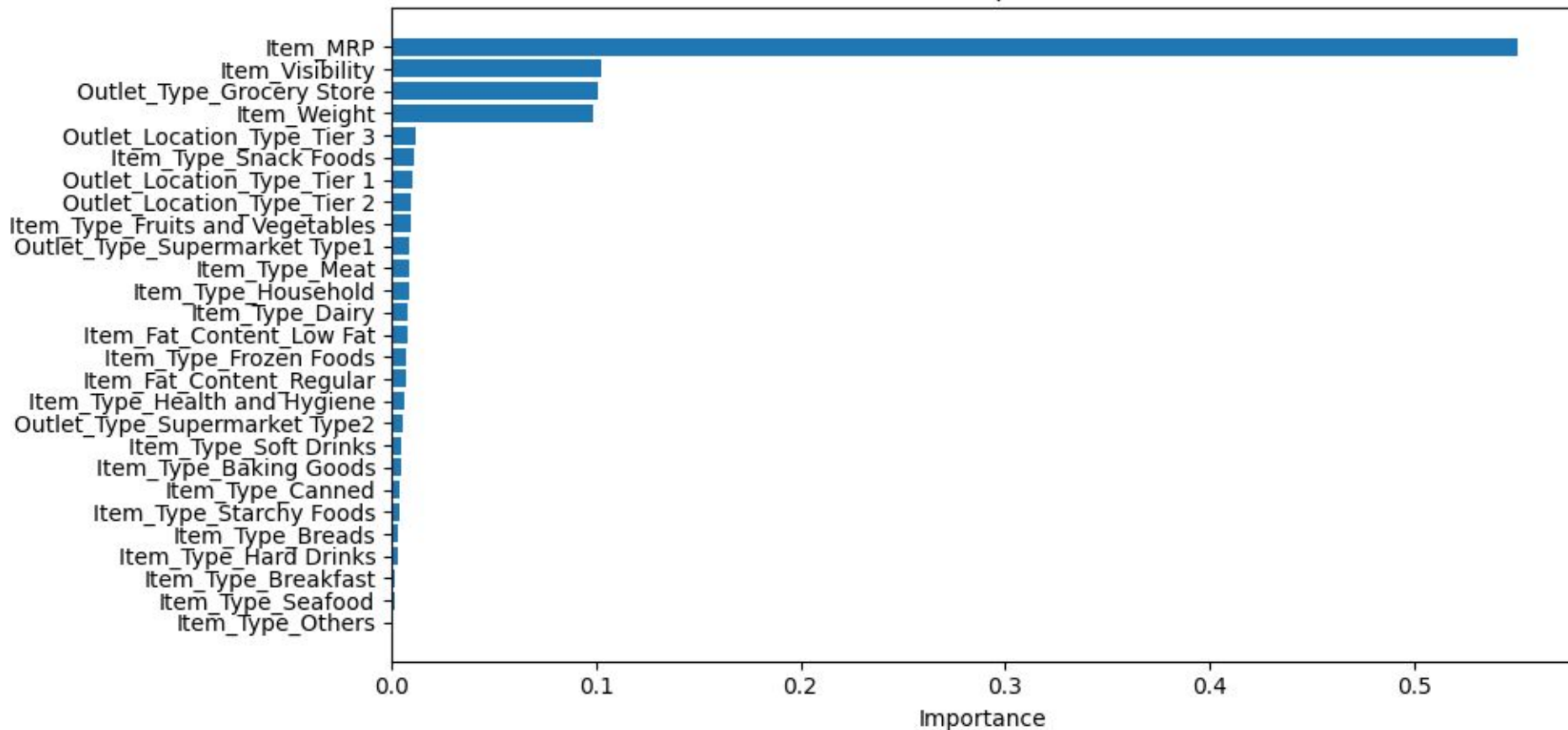
Agenda

- Trends we are seeing
- Starts
- Stops
- Talk about how to get even more from the data going forward

Grocery Needs to Pick Up the Slack



Feature Importance

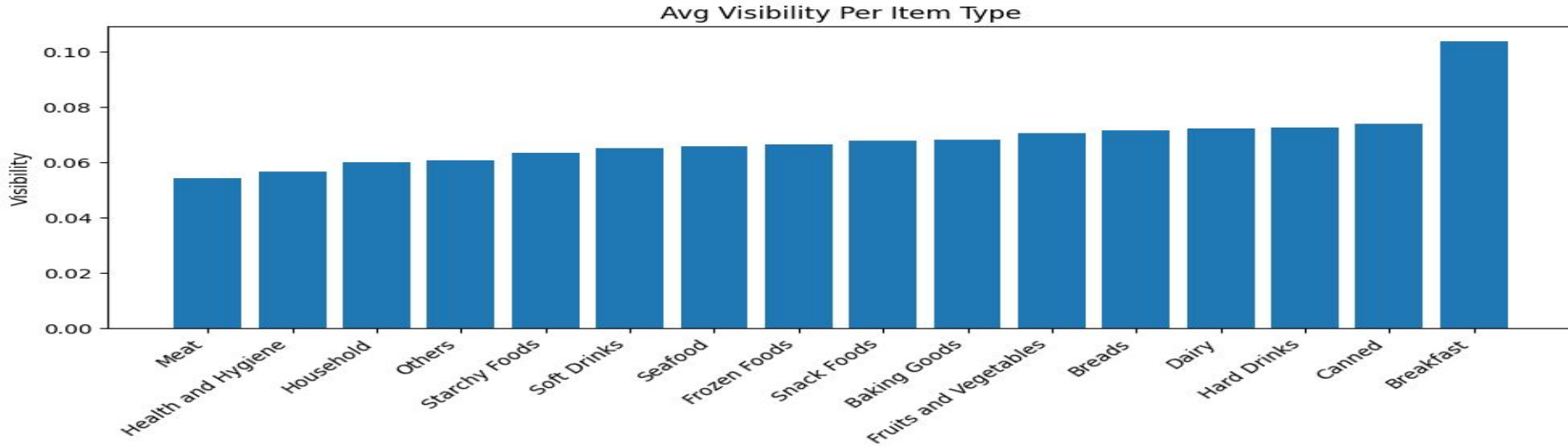


Start

- Focus on items with high MRP
- MRP has more influence on sales than every other feature combined
- Item Visibility matters
- Ensure that items taking up floor space are items with high MRP

Stop

- Grocery stores have the 3rd highest impact on sales but that impact is actually negative
- Find ways to limit Grocery store location
- Reduce visibility of items that have low MRP



Looking Towards the Future

- Improve Data reporting
- Incorporate costs into the Data
- Focus on Profit instead of Sales