Analysis of Kroger Shopping Behavior

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Executive Summary

Coupon campaigns need to target
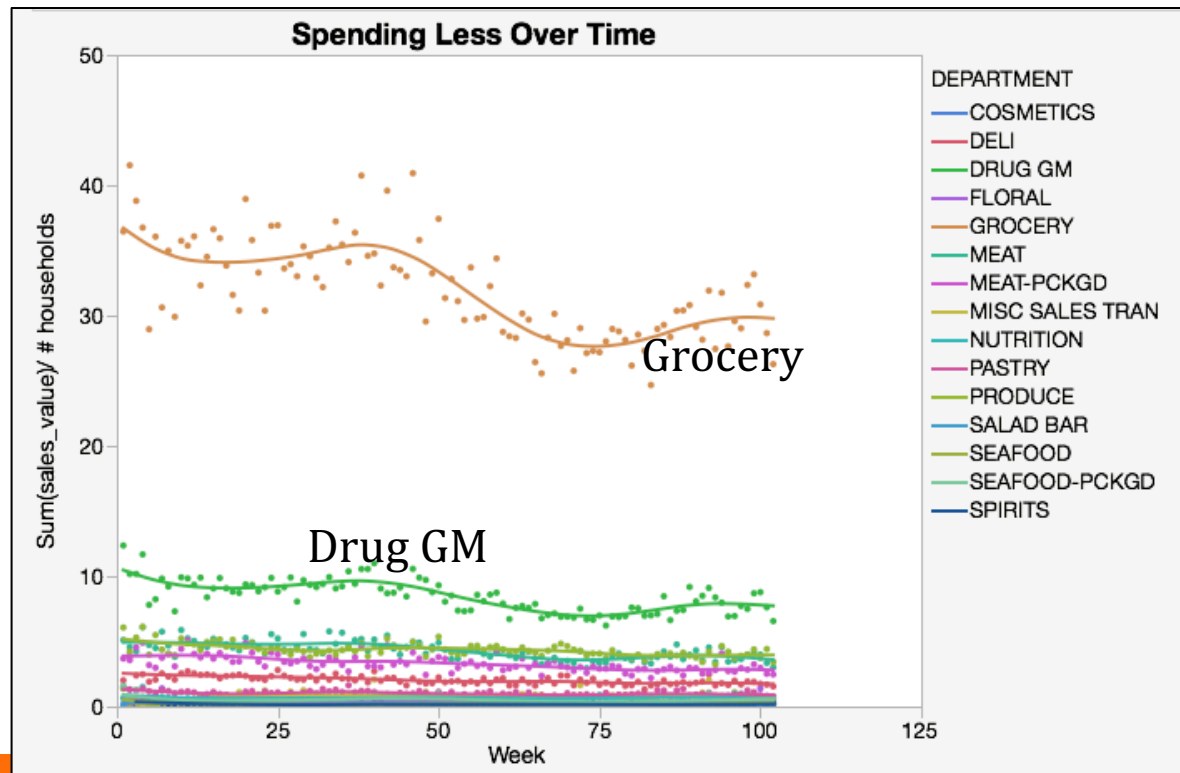
- Age 45-54
- Income $50-74K

Customer engagement decreases the most in

- Grocery
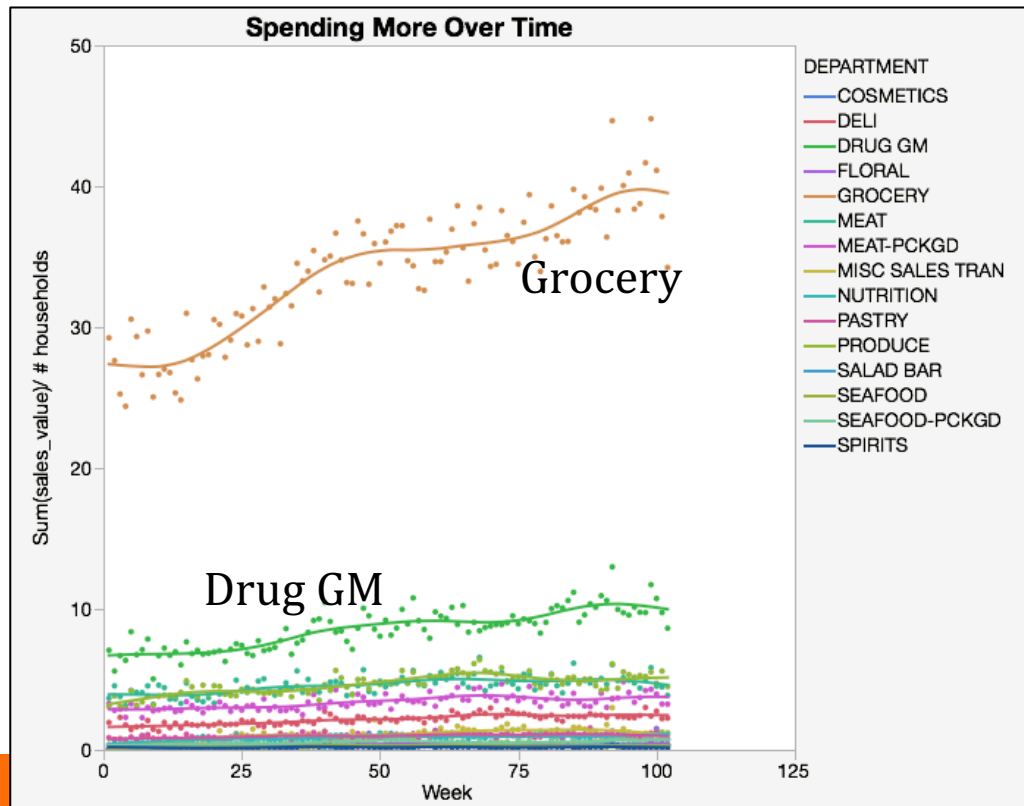- Drug GM

Customer Spending Trends

Customers who spent less

- Grocery down $8/ week
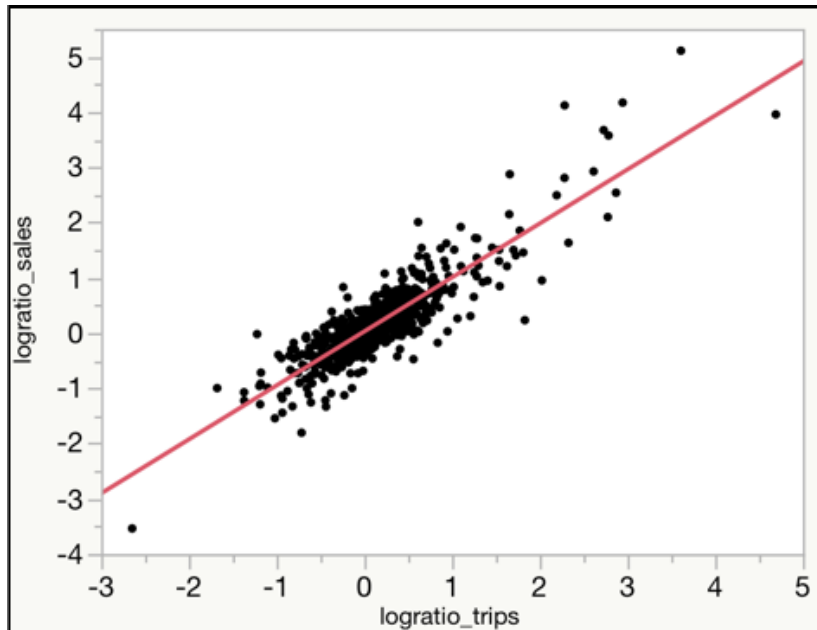- Drug GM down $3/ week

Customers who spent more

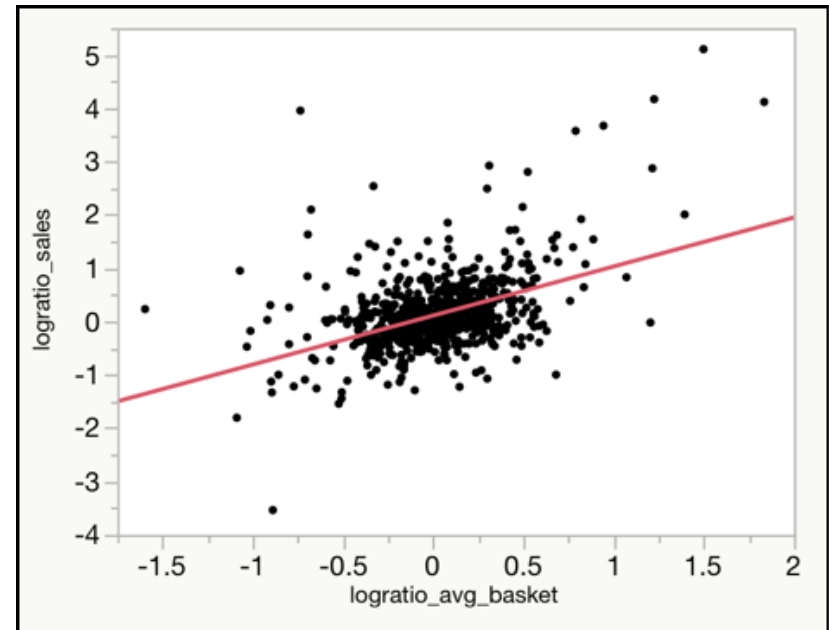- Grocery up $14/ week
- Drug GM up $5/ week

Influence of Trips vs Basket Size

- Trips have more influence on changes in sales/week

Change in Sales Vs Change in Trips per Week
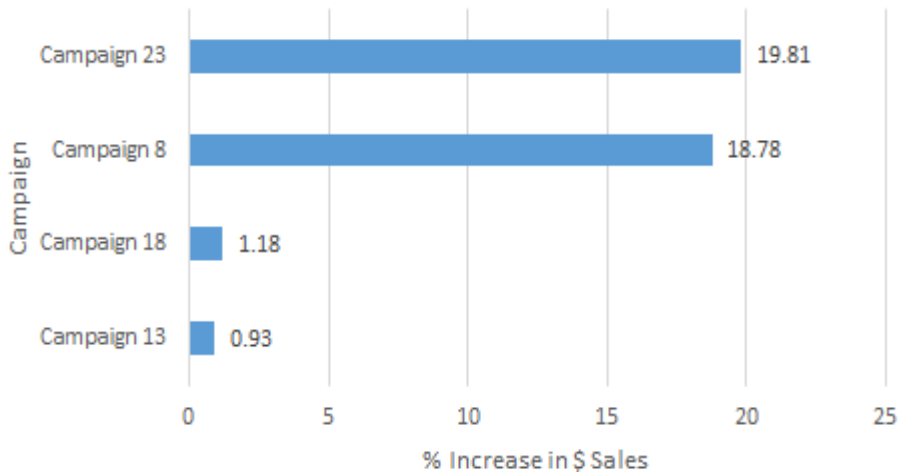
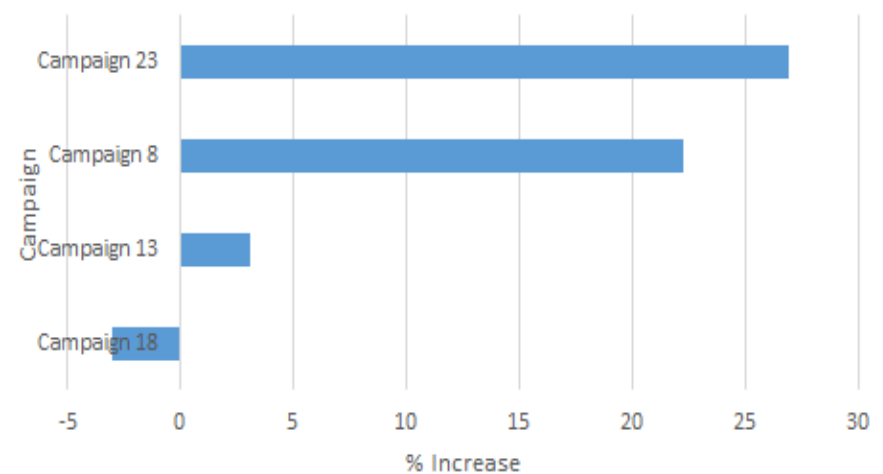Change in Sales Vs Change in $ per Basket

Coupons

Coupon Campaign Effectiveness

- Type A, Type B and Type C
- Campaigns 23(B) and 8(A) had the highest percent increases in product sales and quantity sold
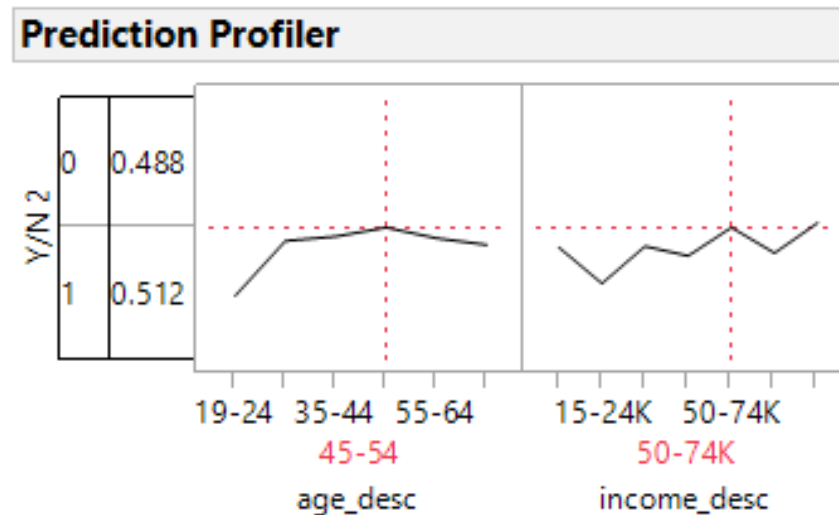

% Increase in $ Sales

Campaign	% Increase in $ Sales
Campaign 23	19.81
Campaign 8	18.78
Campaign 18	1.18
Campaign 13	0.93

% Increase in Quantity

Coupon Usage

- Who's redeeming a coupon?
    - Income level: $50,000 – 74,000
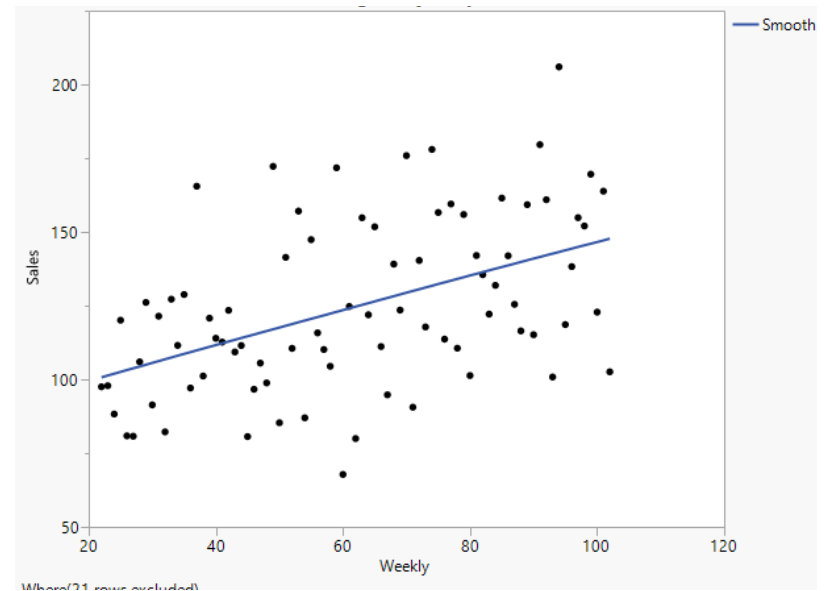   - Age: 45 - 54

Recommendations

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Highest Category

- Beef: $180/week
- Soft Drinks: $167/week
- Milk: $124/week
- Cheese: $118/week

Growth Potential

Milk Sales Among Likely Coupon Users

Milk sales increasing for likely coupon users

Questions?