

# Mystery Meat Data Analysis & Visualization

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12/08/2022

Data: SPINS 2021.5-2022.5



# CONTENT

BUSINESS OVERVIEW

COMPETITION OVERVIEW

4P ANALYSIS:

- PRODUCT
- PLACEMENT
- PRICE
- PROMOTION

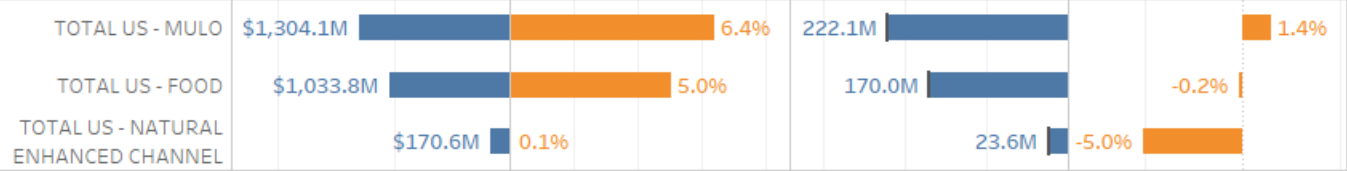
SUMMARY

TOWS(SWOT) ANALYSIS

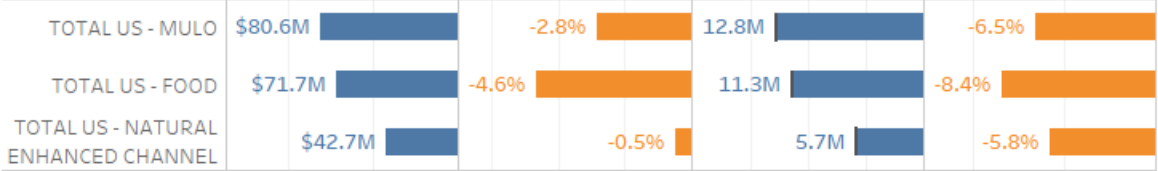
RECOMMENDATIONS

How Mystery Meat is doing on channels and retailers?

SPINS - Mystery Meat on Channels(2021.5.15-2022.5.15)



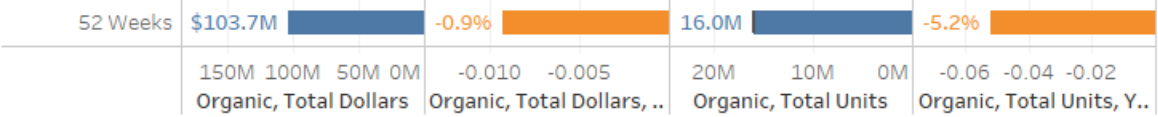
SPINS - Organic Mystery Meat on Channels (2021.5.15-2022.5.15)



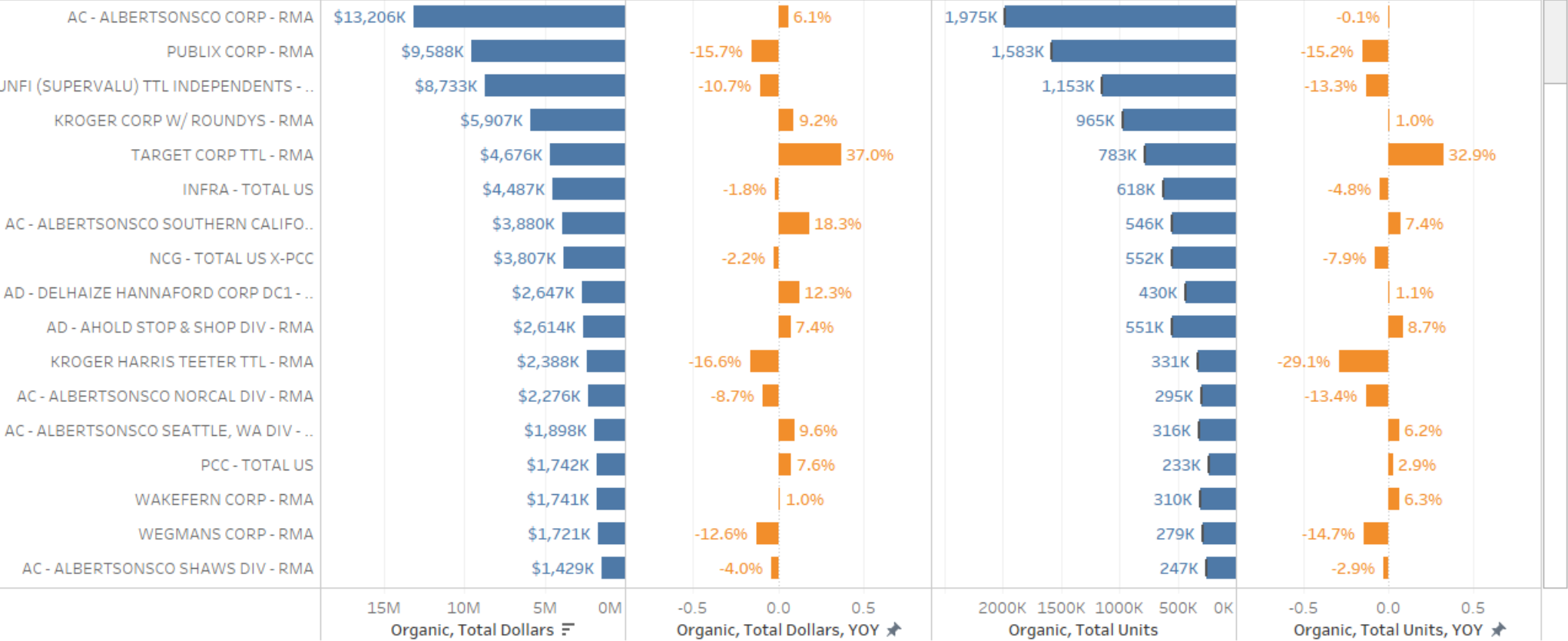
SPINS - Mystery Meat Retailers (2021.5.15-2022.5.15)



SPINS - Organic Mystery Meat Retailers (2021.5.15-2022.5.15)



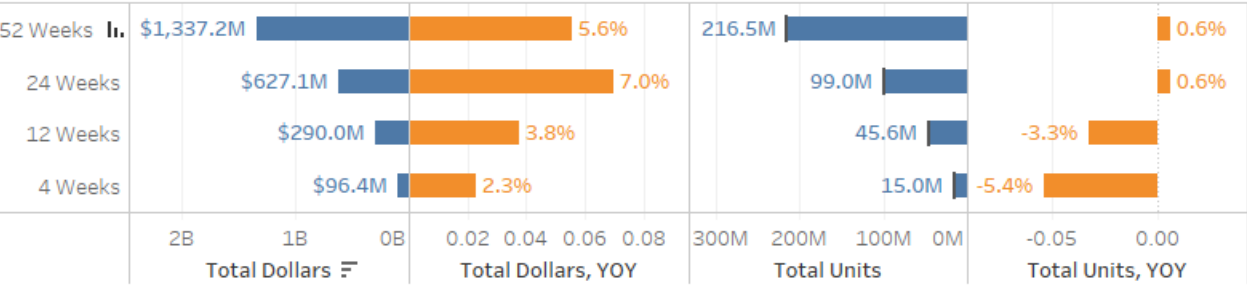
SPINS - Organic Mystery Meat TOP Retailer Accounts (2021.5.15-2022.5.15)



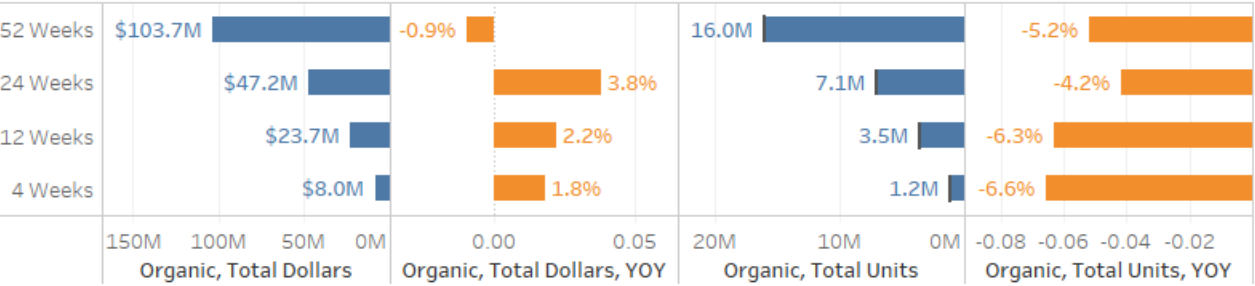
1. The total Mystery Meat dollar sales from all retailers were \$1,384M in last 52 weeks and 8% of it were organic ( \$118M ) ; And 25% of organic Mystery Meat (\$43M) came from Natural Channel.
- 2.Organic Mystery Meat selling twice better in MULO Channel than Natural channel.
3. Units sales decreased in total retailers, but dollar sales increased, price increased.
4. Organic Mystery Meat NO.1 selling account is AC\_ALBERTSONCO with 6% dollar sales increased; NO.2 is SPROUTS FARMER MARKET with16% dollar sales increased ; NO.3 is PUBLIX CROP.
5. Retailer WALGREENS BOOTS ALLIANCE(WBA) had +240% dollar sales increased.

How is Mystery Meat doing on Brands?

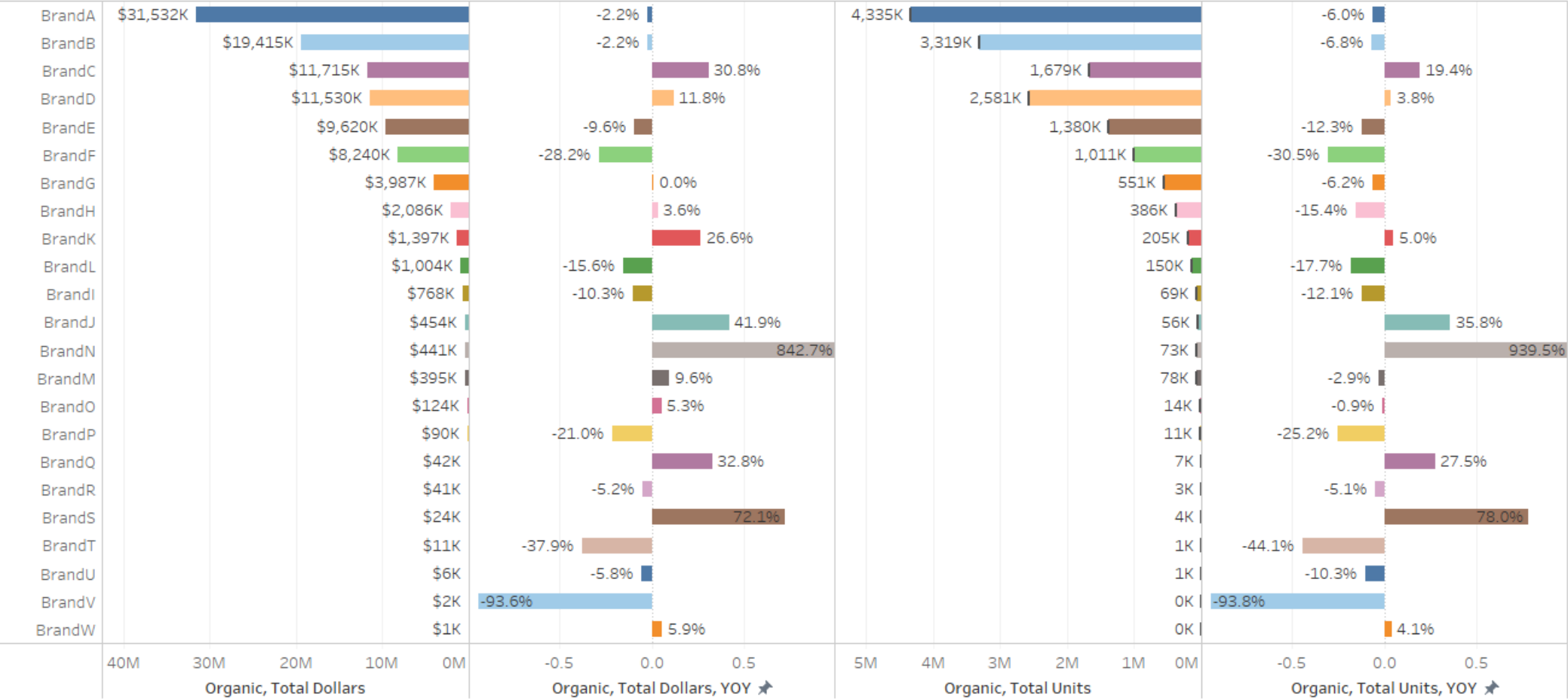
SPINS - Mystery Meat (2021.5.15-2022.5.15)



SPINS - Organic Mystery Meat (2021.5.15-2022.5.15)



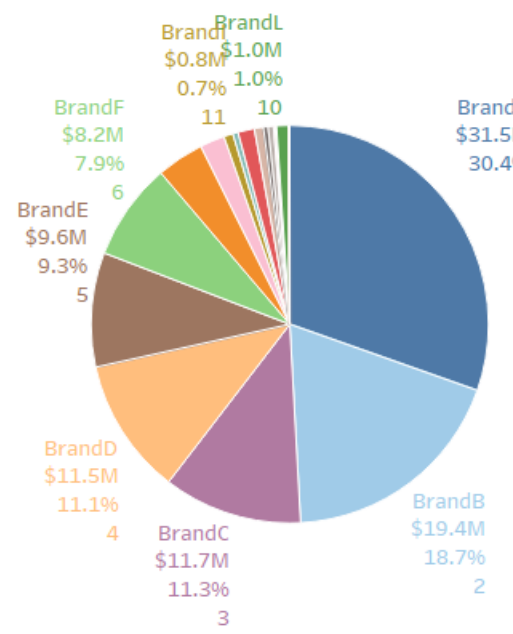
SPINS - Organic Mystery Meat Brands (2021.5.15-2022.5.15)



- 1. Mystery Meat total market dollar sales is \$1,384M (GBF \$420M, sausage \$1,143M) with 5.6% increased ;
- 2. Organic Mystery Meat total market dollar sales is \$118M with 0.3% increased vs a year ago; Organic Mystery Meat is price increasing.
- 3. BrandL Mystery Meat total market dollar sales is \$1M with -31.5% decreased vs a year ago; in total organic brands rank No.12.
- 4. The big organic Mystery Meat Brand grower are BrandJ(+91%), BrandN (+843%) .

# How's our competition overview?

SPINS - Organic Mystery Meat Brands Market Share FROM All Retailers (Dollars)



SPINS - Top 15 Organic Mystery Meat Brands FROM All Retailers ( 2021.5-2022.5)

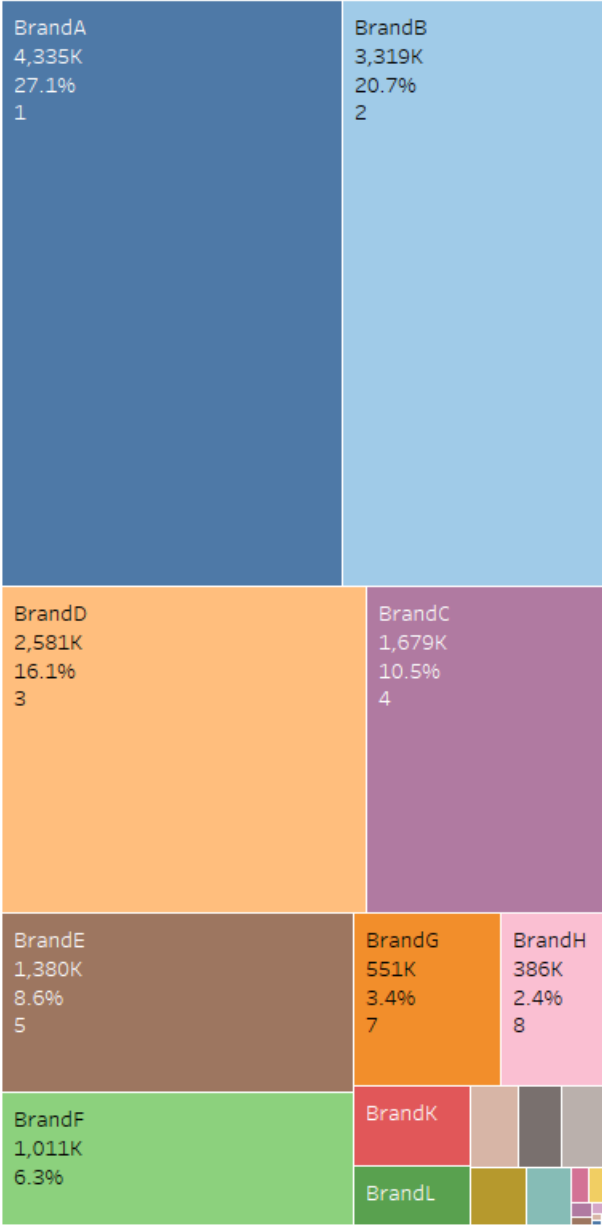
Brand	Total Dollars	Total Dollars, YOY	Total Units	Total Units, YOY	Avg. ARP	Avg ARP, YOY	% Promo Uints	% Promo Units, YOY	Avg % ACV	Avg. % ACV, YOY
BrandA	31,532K	-2%	4,335K	-6%	\$7.68	\$0.04	13.3%	-1.1%	39.8	1.2
BrandB	19,415K	-2%	3,319K	-7%	\$5.67	\$0.04	38.6%	-0.3%	27.8	2.1
BrandC	11,715K	31%	1,679K	19%	\$7.53	\$0.08	28.3%	-5.5%	36.0	0.2
BrandD	11,530K	12%	2,581K	4%	\$4.75	\$0.09	38.2%	-3.7%	50.0	1.0
BrandE	9,620K	-10%	1,380K	-12%	\$9.13	\$0.02	16.3%	-5.6%	24.4	-2.3
BrandF	8,240K	-28%	1,011K	-30%	\$8.10	\$0.04	16.8%	5.3%	19.0	-2.9
BrandG	3,987K	0%	551K	-6%	\$7.25	\$0.06	14.7%	7.3%	44.6	2.2
BrandH	2,086K	4%	386K	-15%	\$6.36	\$0.09	14.3%	-1.5%	19.5	-1.1
BrandK	1,397K	27%	205K	5%	\$7.59	\$0.10	12.5%	3.5%	32.3	-3.7
BrandL	1,004K	-16%	150K	-18%	\$6.98	\$0.04	23.2%	2.3%	23.0	-0.1
BrandI	768K	-10%	69K	-12%	\$11.66	\$0.09	25.0%	3.6%	21.4	-1.2
BrandX	754K	-17%	86K	-22%	\$8.03	\$0.06	9.1%	-2.7%	27.2	-10.1
BrandJ	454K	42%	56K	36%	\$7.83	\$0.06	3.8%	0.3%	29.8	-3.5
BrandN	441K	843%	73K	940%	\$5.90	\$0.08	5.2%	-16.8%	46.2	19.2
BrandM	395K	10%	78K	-3%	\$5.52	\$0.05	33.8%	6.0%	36.3	-0.9

Market Avg : Top 15 Organic Mystery Meat Brands FROM All Retailers

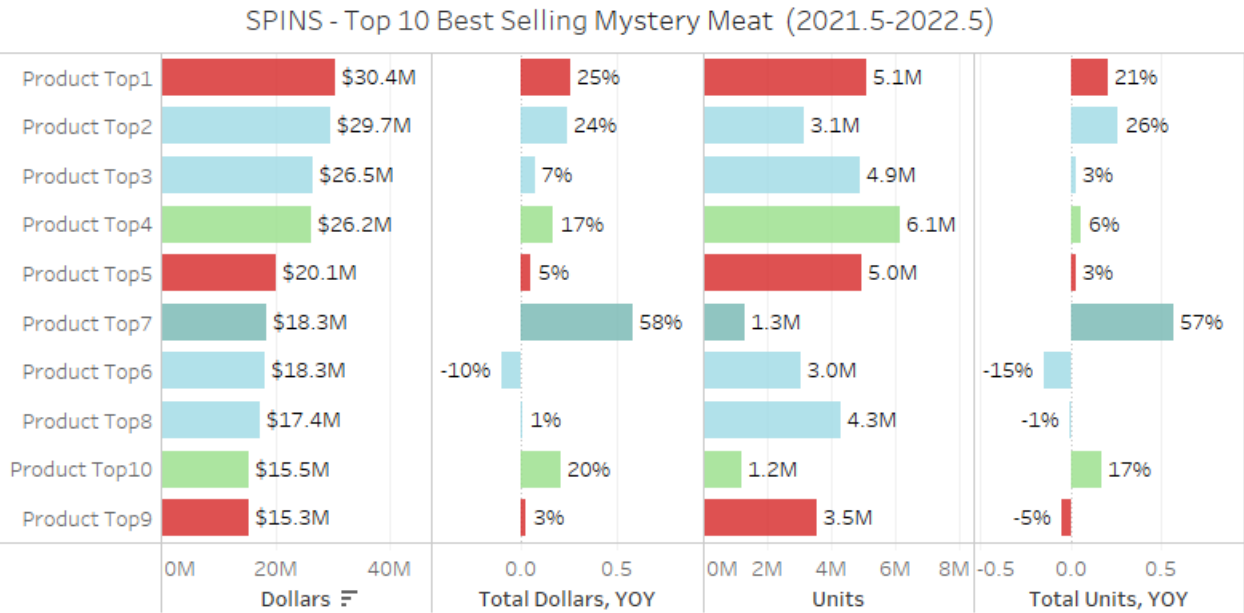
Total Dollars	Total Dollars, YOY	Total Units	Total Units, YOY	Avg. ARP	Avg. ARP, YOY	% Promo Uints	% Promo Units, YOY	Avg % ACV	Avg. % ACV, YOY
\$103.3M	-1%	16.0M	-5.2%	\$7.69	\$0.05	24.8%	-0.7%	31.1	-0.6

- 1. The No.1 Organic Mystery Meat brand is BrandA with31 % of market share; Top 15 brands contributing 98% of market.
- 2. BrandL dollar sale rank #12 with 0.4%(\$1.1M) market share,unit sales rank #11, Avg ARP( \$6.94 ); Units sold on promo is 21%; Avg % ACV(23%).
- 3. BrandI Avg ARP( \$11.47 ), way higher than the Top15 brands market Avg ARP(\$7.68); Units sold on promo is 19%, lower than top 15 brand Avg(24%); Avg % ACV(26%) lower than the 15 brand Avg(32%);

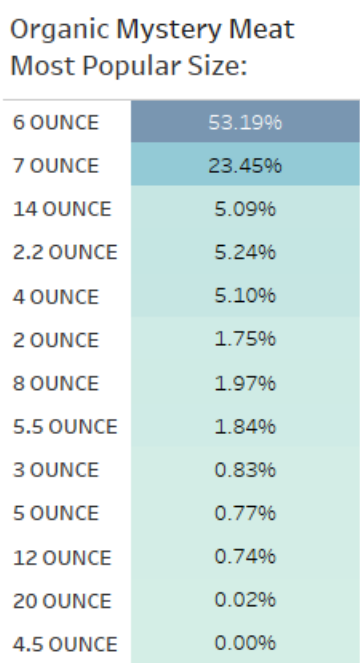
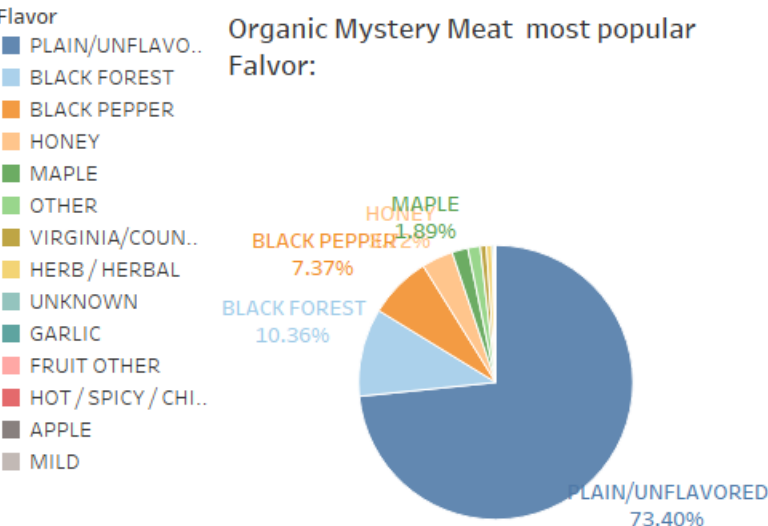
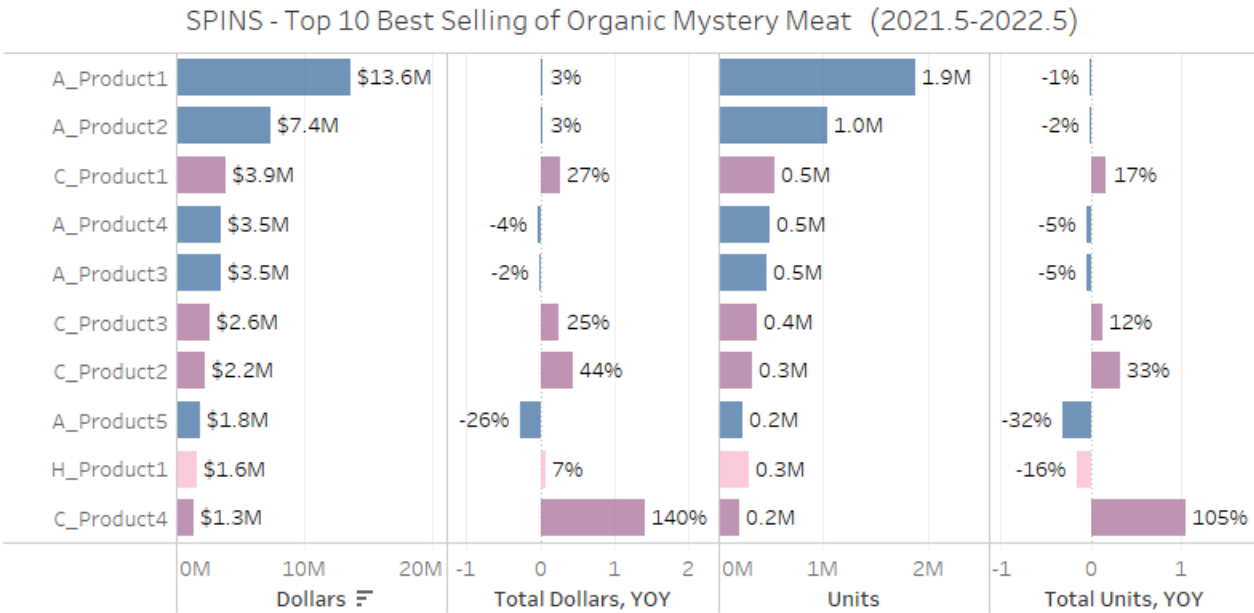
SPINS - Organic Mystery Meat Market Share FROM All Retailers (Units)



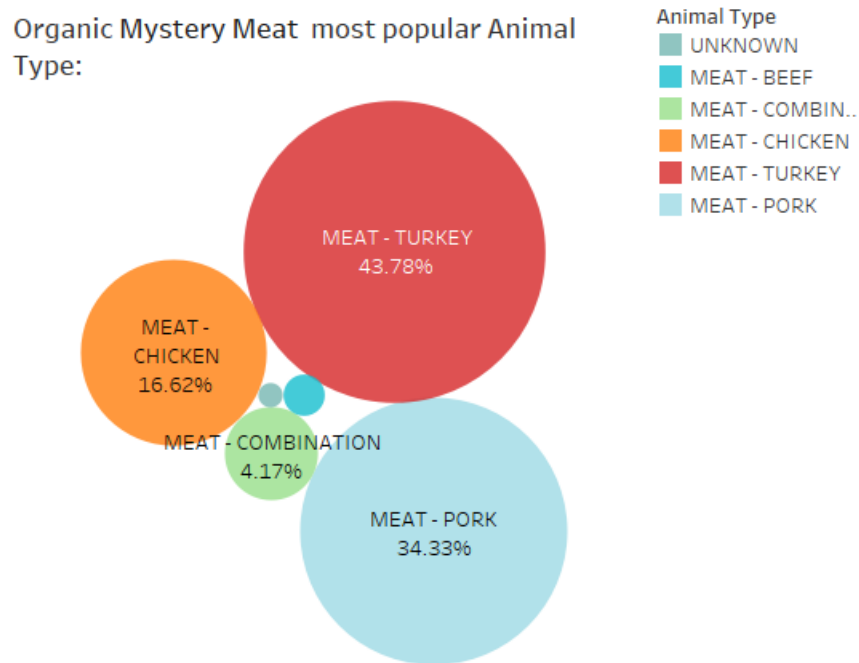
Which are the best-sellers?



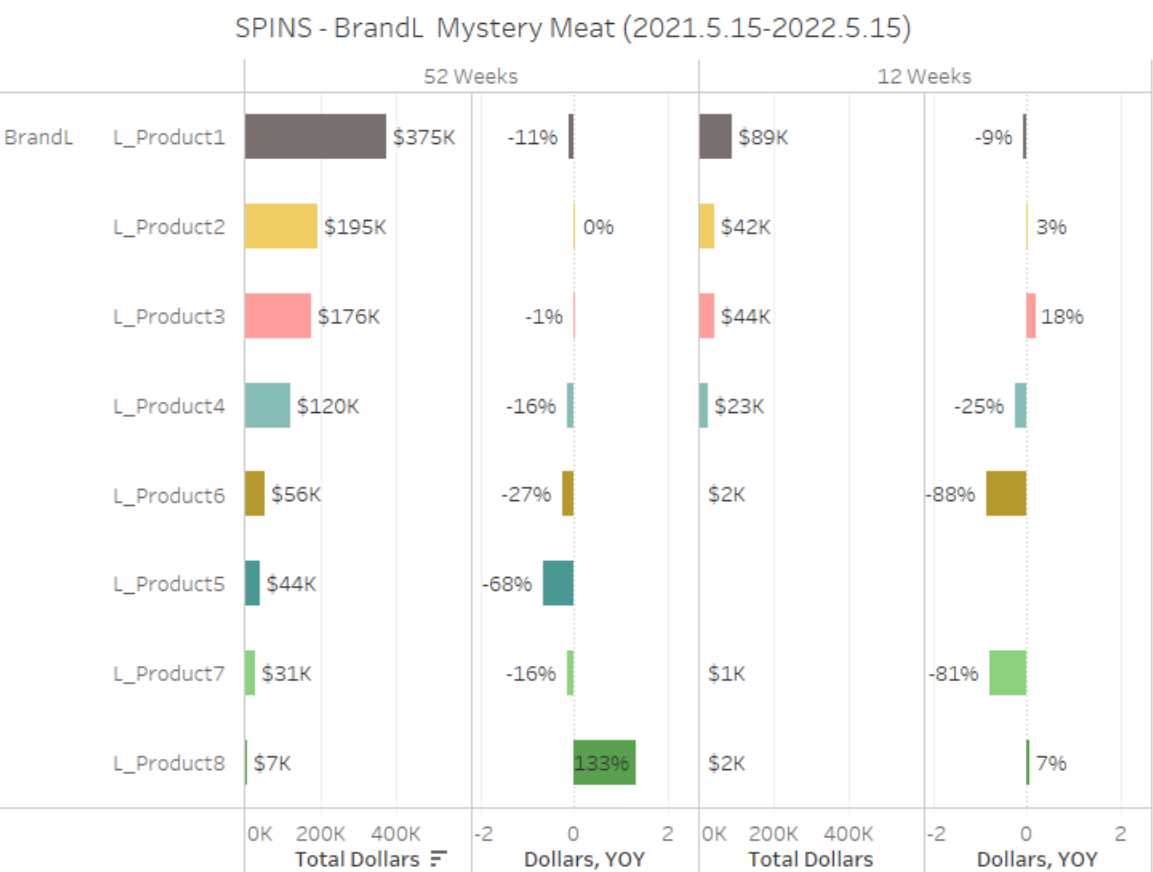
What are the popular animal types, product types, Flavor, and sizes?



- 1. The No.1 best Mystery Meat sellers is Turkey slices in both conversional and organic.
- 2. Organic Mystery Meat most popular animal type is Turkey (44%) ; followed by Pork(34%).
- 3. Organic Mystery Meat most popular Flavor is PLAIN(74%);
- 4. Organic Mystery Meat most popular size is 6 OZ(56%); followed by 7OZ(21%).



Which are BrandL the best-selling items?



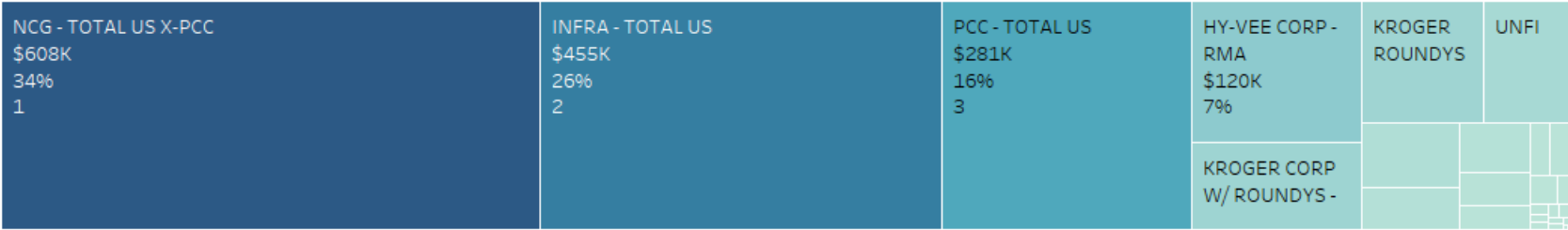
- 1. Product1 is BrandL best seller with -16% decreased in 52 weeks (-7% decreased in 12 weeks vs Yago);
- 2. In 52 weeks view, most of BrandL product decreased besides Product8, which increased +133% vs Yago.
- 3. BrandL\_Product6 and 7 decreased -88% and -81%, supply could be in short.

SPINS - BrandL VS Increased Brnads Product View of few Brands ( 2021.5-2022.5)									
<div>Labeled Organic 95-99%</div> <div>Labeled Organic 1-69%</div>		Total Dollars	% Total Dollasr, YOY	Avg. ARP	Avg. ARP, YOY	% Promo Uints	% Promo Units, YOY	Avg % ACV	Avg. % ACV, YOY
BrandL	L_Product1	\$375K	-11%	\$6.83	\$0.03	24%	3%	34.3	8.8
	L_Product2	\$195K	0%	\$7.32	-\$0.01	26%	4%	22.4	-5.8
	L_Product3	\$176K	-1%	\$8.01	\$0.13	16%	1%	17.5	-0.3
	L_Product4	\$120K	-16%	\$7.16	\$0.06	20%	-2%	24.5	0.1
	L_Product5	\$44K	-68%	\$6.32	\$0.01	40%	13%	24.7	-2.8
	L_Product6	\$56K	-27%	\$6.80	\$0.04	23%	0%	22.0	2.1
	L_Product7	\$31K	-16%	\$6.62	\$0.00	19%	10%	19.4	-1.2
	L_Product8	\$7K	133%	\$2.55	\$0.07	24%	7%	1.3	0.3
BrandC	C_Product1	\$3,897K	27%	\$7.84	\$0.06	34%	0%	46.5	0.9
	C_Product2	\$2,207K	44%	\$7.70	\$0.07	20%	-11%	38.0	-0.2
	C_Product3	\$2,599K	25%	\$7.84	\$0.09	37%	-4%	40.1	-1.9
	C_Product4	\$1,322K	140%	\$6.78	\$0.08	24%	-10%	33.2	5.2
	C_Product5	\$828K	188%	\$7.04	\$0.08	26%	-2%	34.7	-0.7
	C_Product6	\$135K	44%	\$7.44	\$0.11	3%	-9%	24.4	1.1
	C_Product7	\$503K	-57%	\$8.06	\$0.08	3%	-26%	37.3	2.9
	C_Product8	\$192K	42%	\$7.22	\$0.01	20%	-13%	29.2	0.0
	C_Product9	\$27K	62%	\$7.24	\$0.05	14%	10%	18.1	-18.1
	C_Product10	\$5K	-41%	\$7.21	\$0.21	3%	-10%	7.7	-1.7
BrandJ	J_Product1	\$265K	30%	\$7.83	\$0.05	5%	1%	37.1	-3.0
	J_Product2	\$189K	63%	\$7.84	\$0.09	3%	0%	18.3	-1.4
BrandK	K_Product1	\$576K	35%	\$7.11	\$0.10	13%	3%	35.7	-1.7
	K_Product2	\$494K	33%	\$7.16	\$0.10	13%	4%	30.4	-6.7
	K_Product3	\$307K	1%	\$7.13	\$0.10	12%	3%	35.8	2.1
	K_Product4	\$21K		\$14.87		3%		15.0	



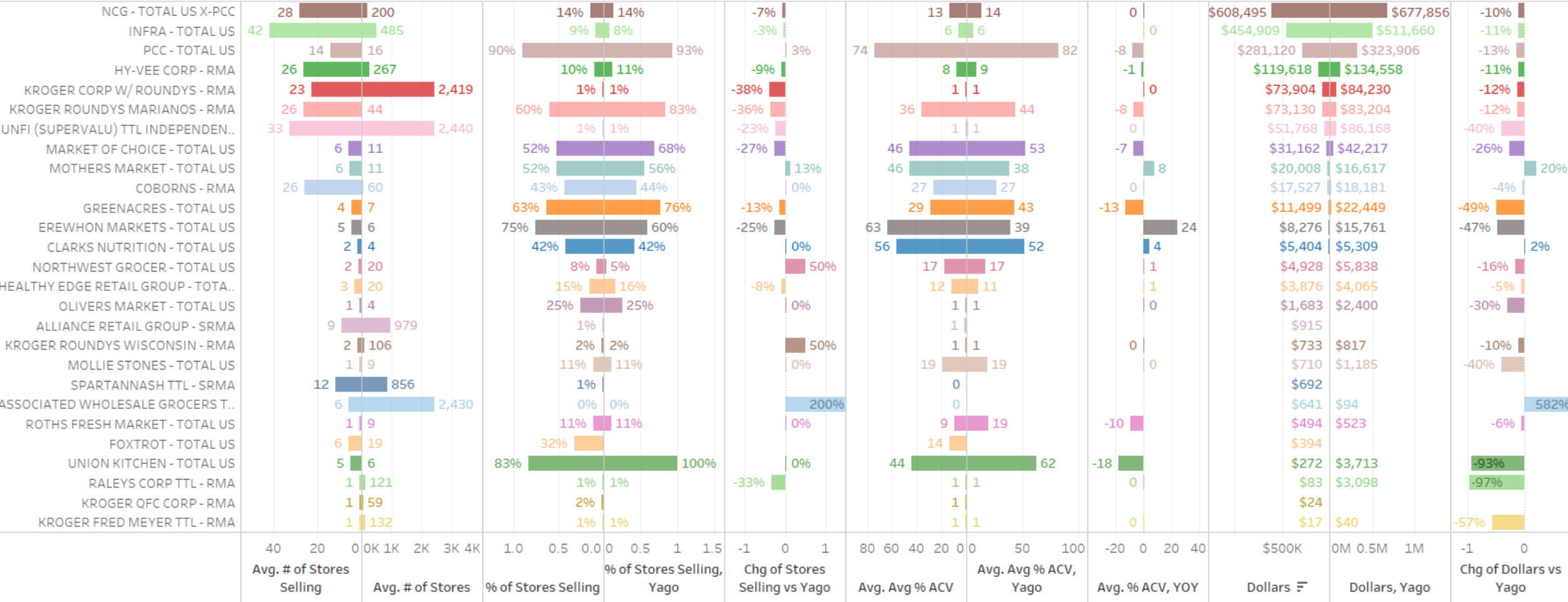
How is BrandL doing on Retailers? Are we losing distribution?

SPINS - BrandL Mystery Retail Market Share(2021.5-2022.5)



- 1. About 50% of BrandL Mystery Meat sold in NATURAL GROCERS BY VC; Followed by NCG-TOTAL US X-PCC(21%) and INFRA-TOTAL US(13%).
- 2. BrandL Mystery Meat selling stores in MOMTHERS MARKET increased+13%, Avg %ACV from 38% increased to46%, and dollars sales increased 20%. vs Yago. The only retail has decent dollars increased.
- 3. BrandL Mystery Meat losing distribution on GREENACRES, UNION KITCHEN, and RALEYS CORP TTL

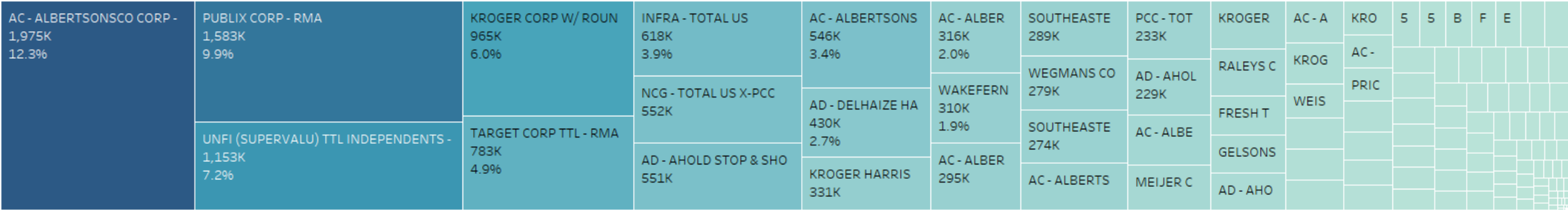
SPINS - BrandL Mystery Meat # of Stores Selling & Sales on Retailers (2021.5-2022.5)



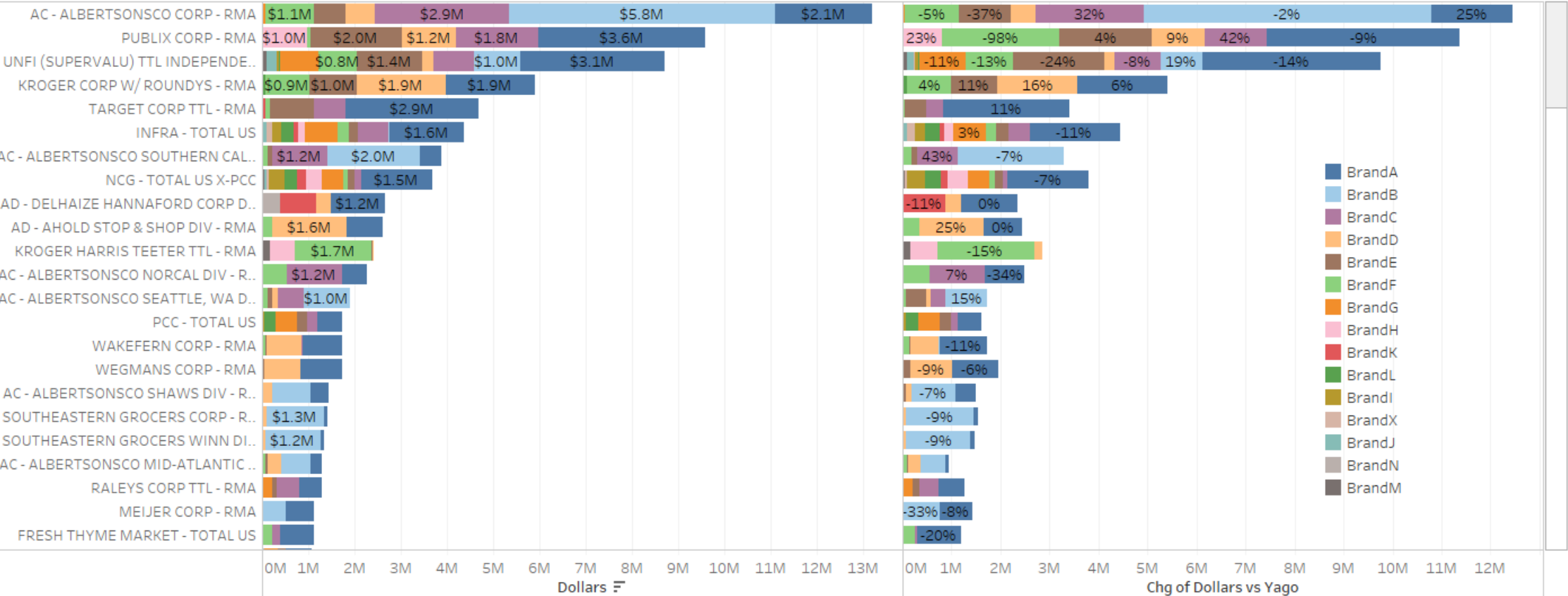


Are there any retailers that are not carrying BrandL item?

SPINS - Organic BrandL Mystery Meat Retailers (Dollars) (2021.5-2022.5)



SPINS - Organic BrandL Mystery Meat Top Retailers & Brands (2021.5-2022.5)

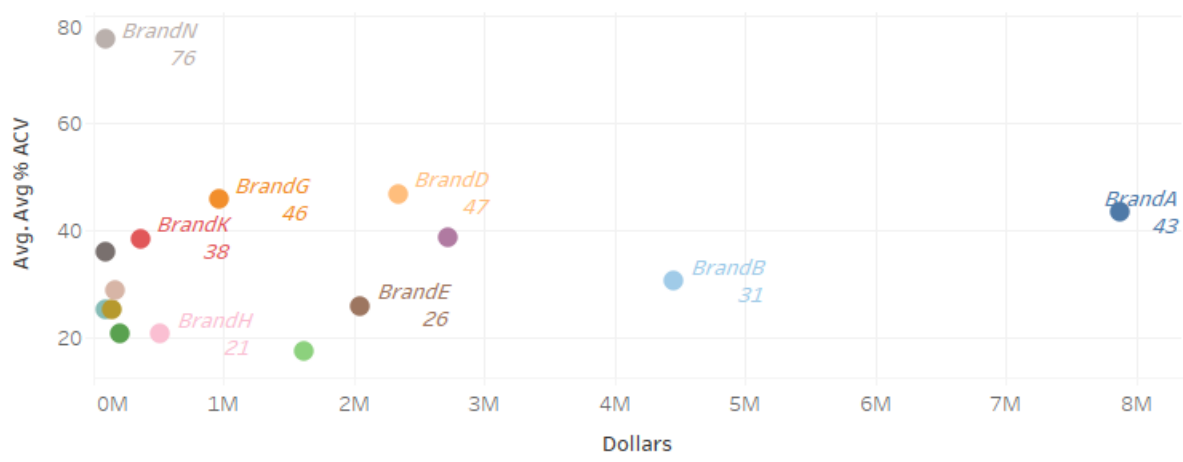


1. The No.1 best selling organic Mystery Meat retail is ALBERTSONSCO CORP(11%); NO.2 is PUBLIX CORP(8.8%); NO.3 is SPROUTS FARMERS(6.6%); More spread out.

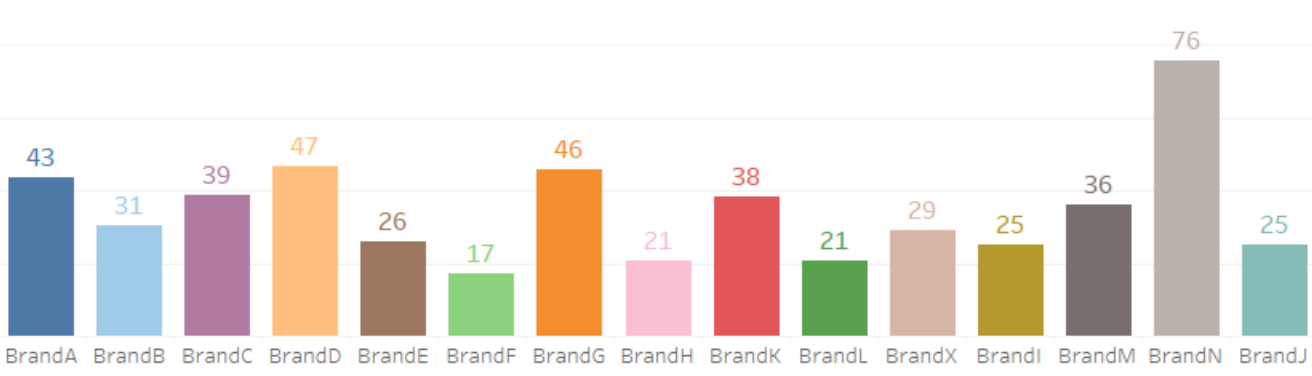
2. The Top 3 retailers are NOT carrying BrandL Mystery Meat.

How are we doing on Distribution (%ACV) and Velocity(SPM)?

SPINS - Organic Mystery Meat Top 15 Brands Avg %ACV & Sales(12weeks: 2022.2-2022.5)

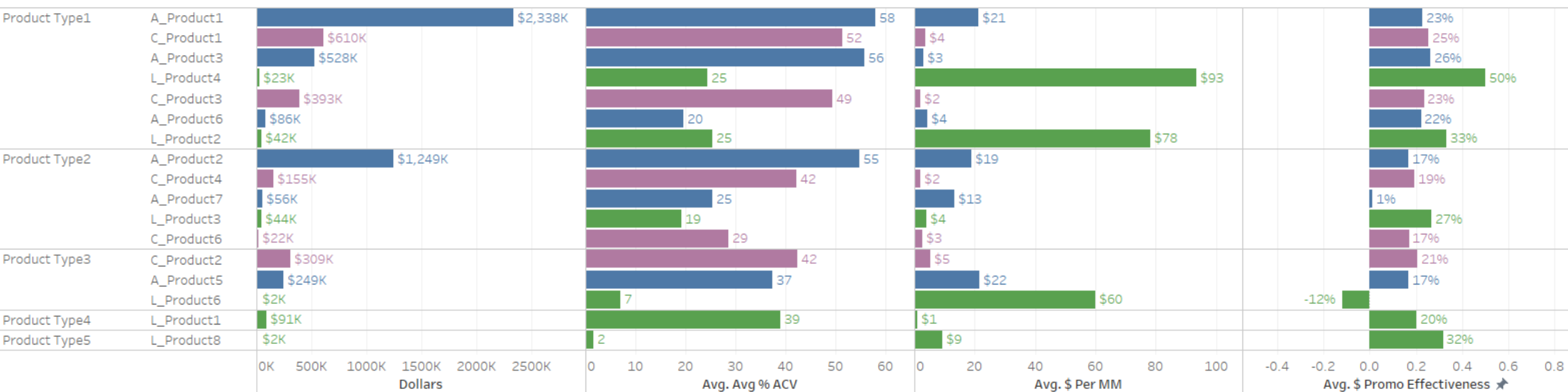


SPINS - Organic Mystery MeatTop 15 Brands Avg %ACV & Sales(12weeks: 2022.2-2022.5)

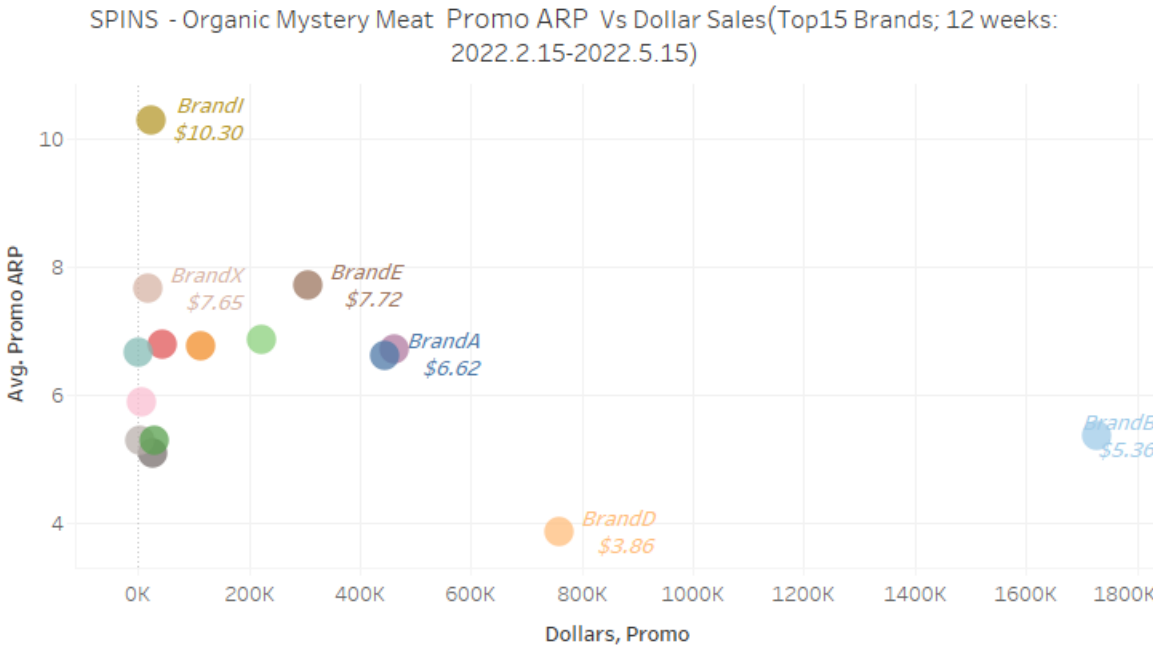
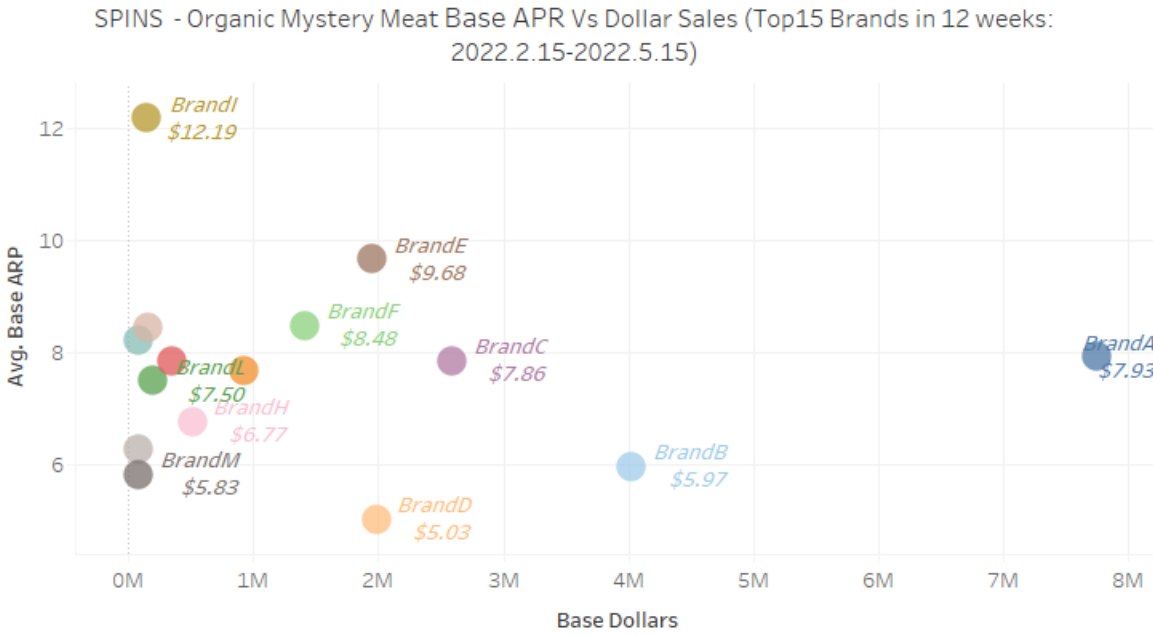
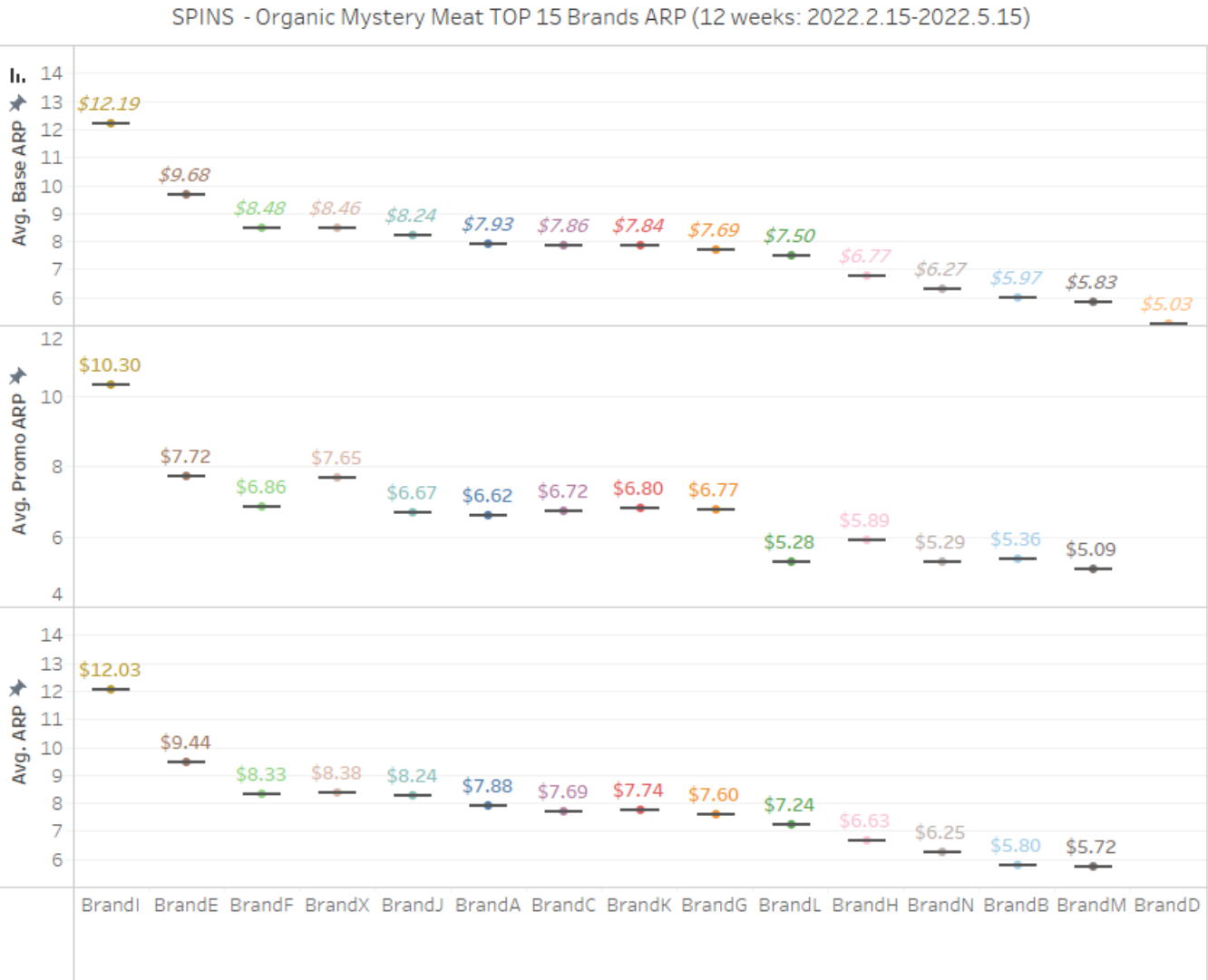


- 1.BrandA has decent %ACV(44%) and highest dollars sales.
- 2.BrandL Mystery Meat %ACV is 20%, lower than meidian in Top 15 brands.
- 3. BrandL Product4 has the strongest Velocity(SPM\$93), which higher than BrandA and BrandC. In other words, BrandL Product4 sells faster than the the top sellers but doesn't have enough distribution.

SPINS - BranL, BrandA and BrandC Velocity(SPM) & Promo Effctivness Comparison (\$>1K,2021.5-2022.5)



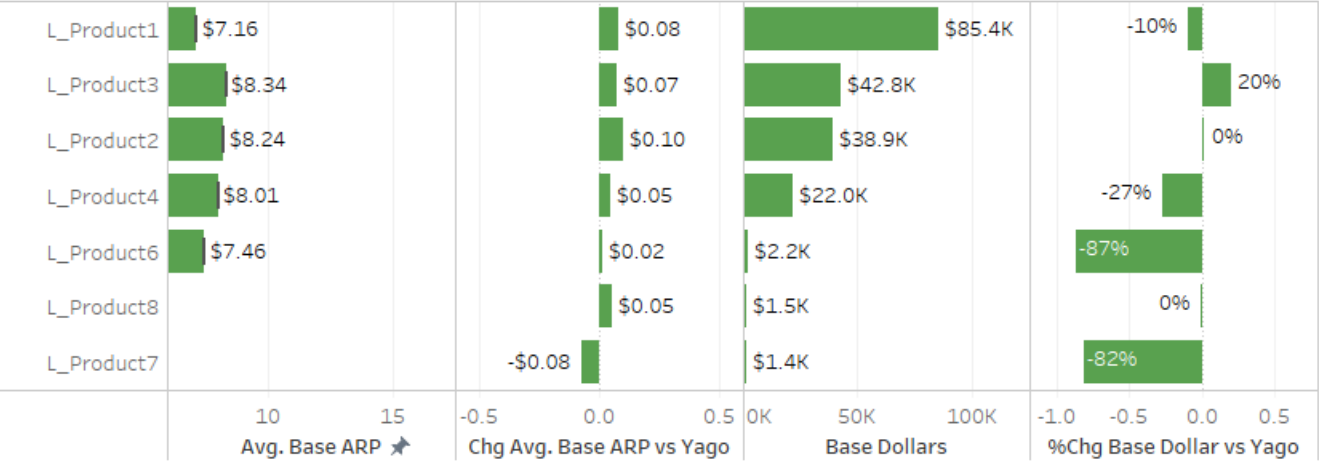
# How does our pricing compare to competition?



- 1.BrandI ARP is the highest in the top 15 organic brands.
- 2.BrandD has the lowest Based APR(\$5.03) without promotion.
- 3. BrandA has best sale on NOT promo with less sales on promo; BrandB has the best sales on promo ..

How is BrandL doing on Price Changing? (Week12)

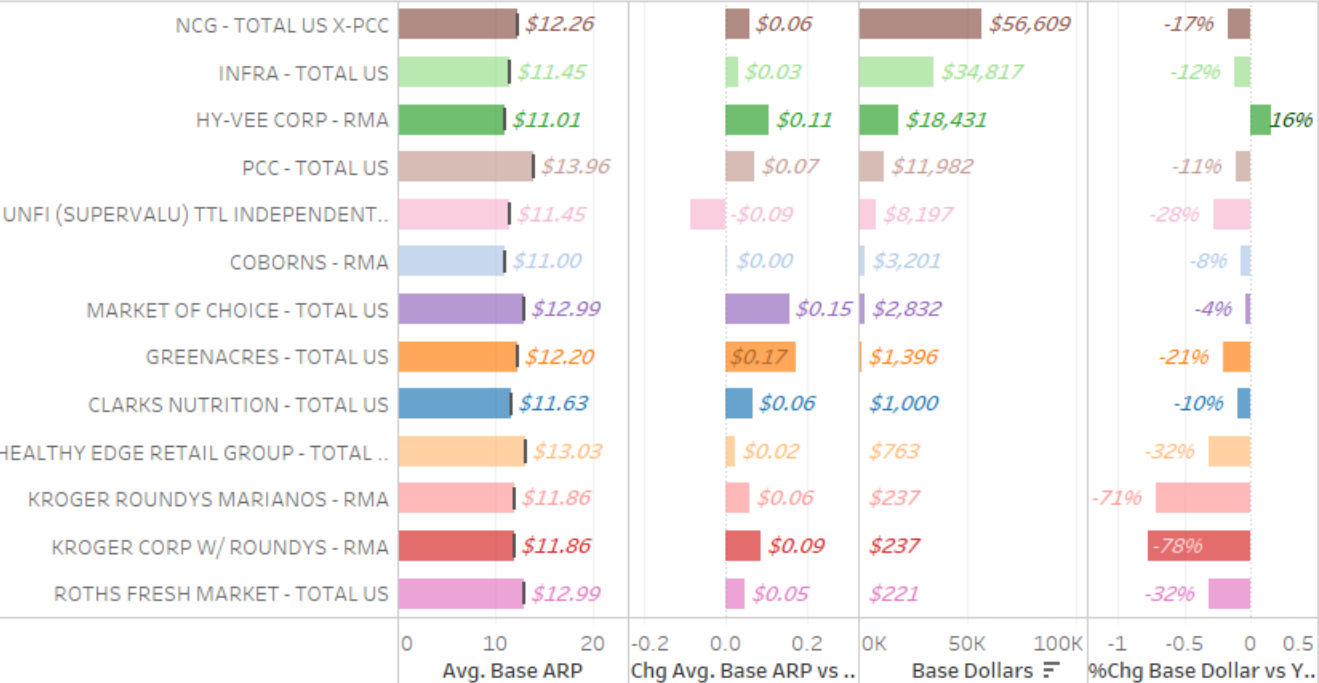
SPINS - BrandL ARP on SKU (12 weeks: 2022.2.15-2022.5.15)



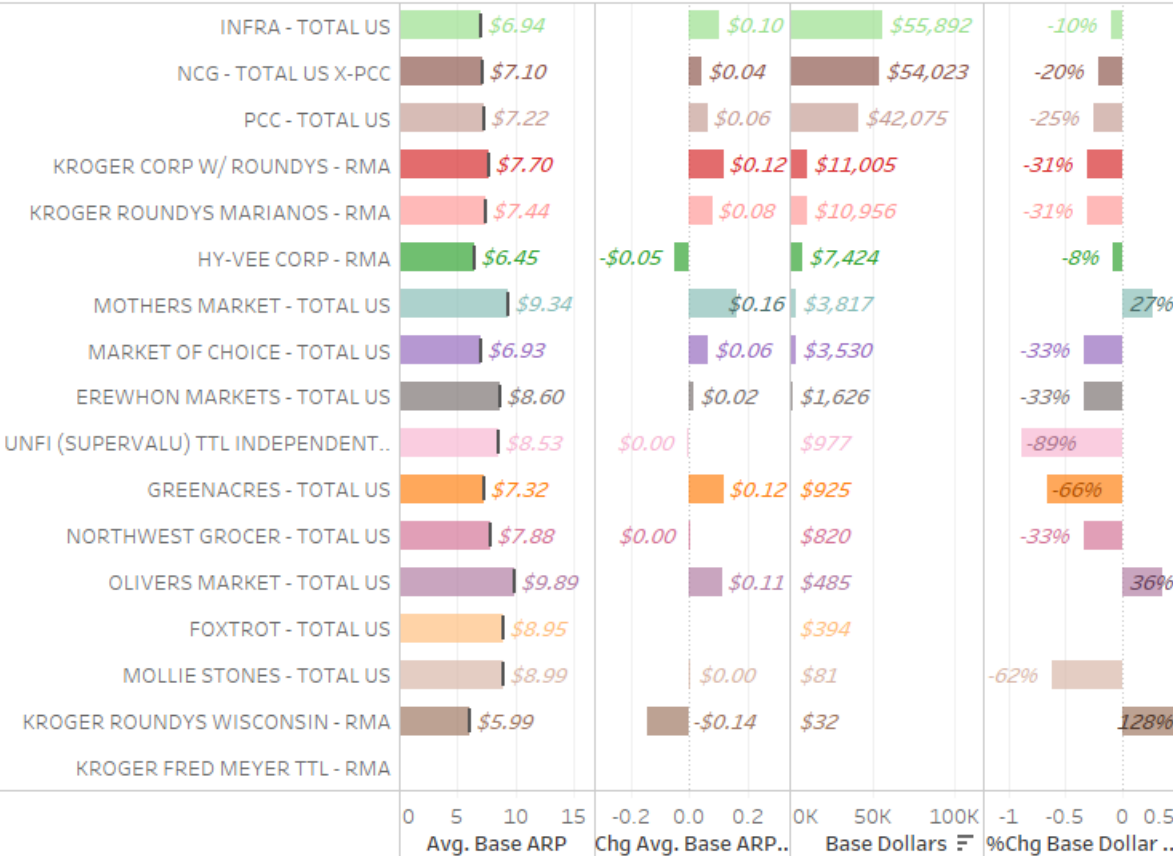
- 1. BrandL base ARP barely increased in last 12 weeks; BrandL base ARP increased between \$0.05 to \$0.12.
- 2. BrandL Product3 increased the base ARP by \$0.12 with base dollar sales increased +20% ;
- 3. BrandL has the lowest base ARP(\$10.12) at Retail NATUEAL GROCERS BY VC with best base dollar sales.
- 4. BrandL has the highest base ARP(\$13.96) at Retail PCC-TOTAL US with decent dollar sales.
- 5. BrandL has the lowest base ARP(\$5.99) at Retail NATURAL GROCERS BY VC with \$3K base dollar sales.
- 6. BrandL has the highest base ARP(\$9.89) at Retail OLIVERS MARKET with Low dollar sales.\$485

How is BranL price doing on all channels?

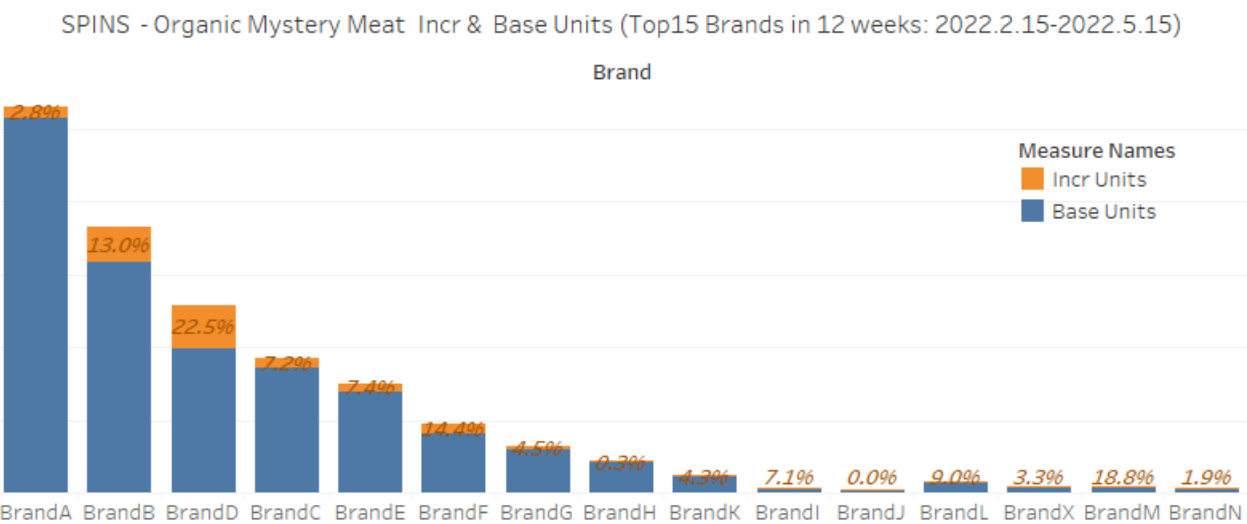
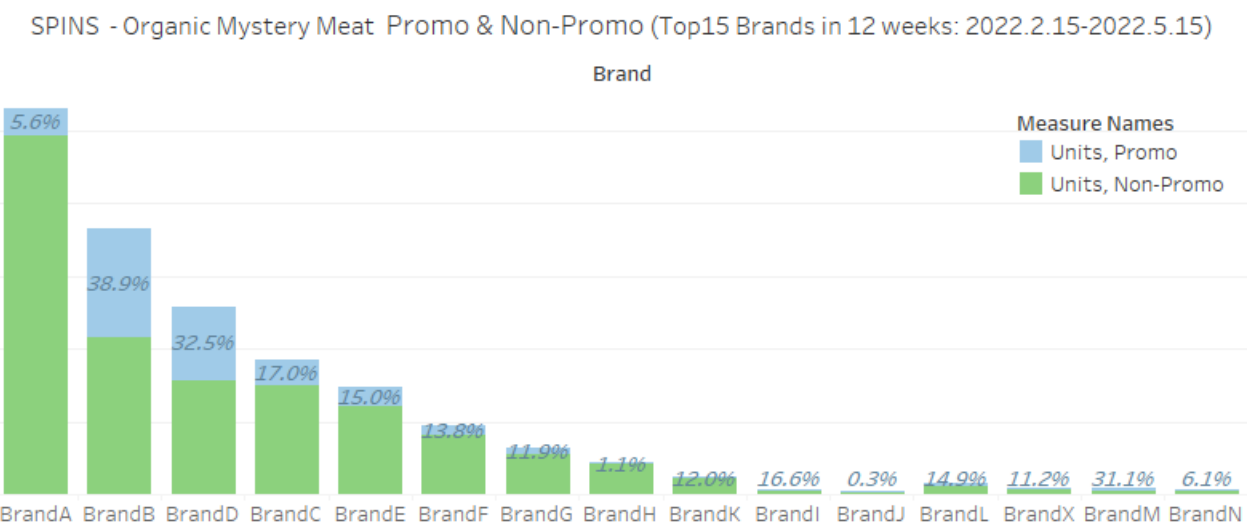
SPINS - BrandL Base ARP on Channels (12 weeks: 2022.2.15-2022.5.15)



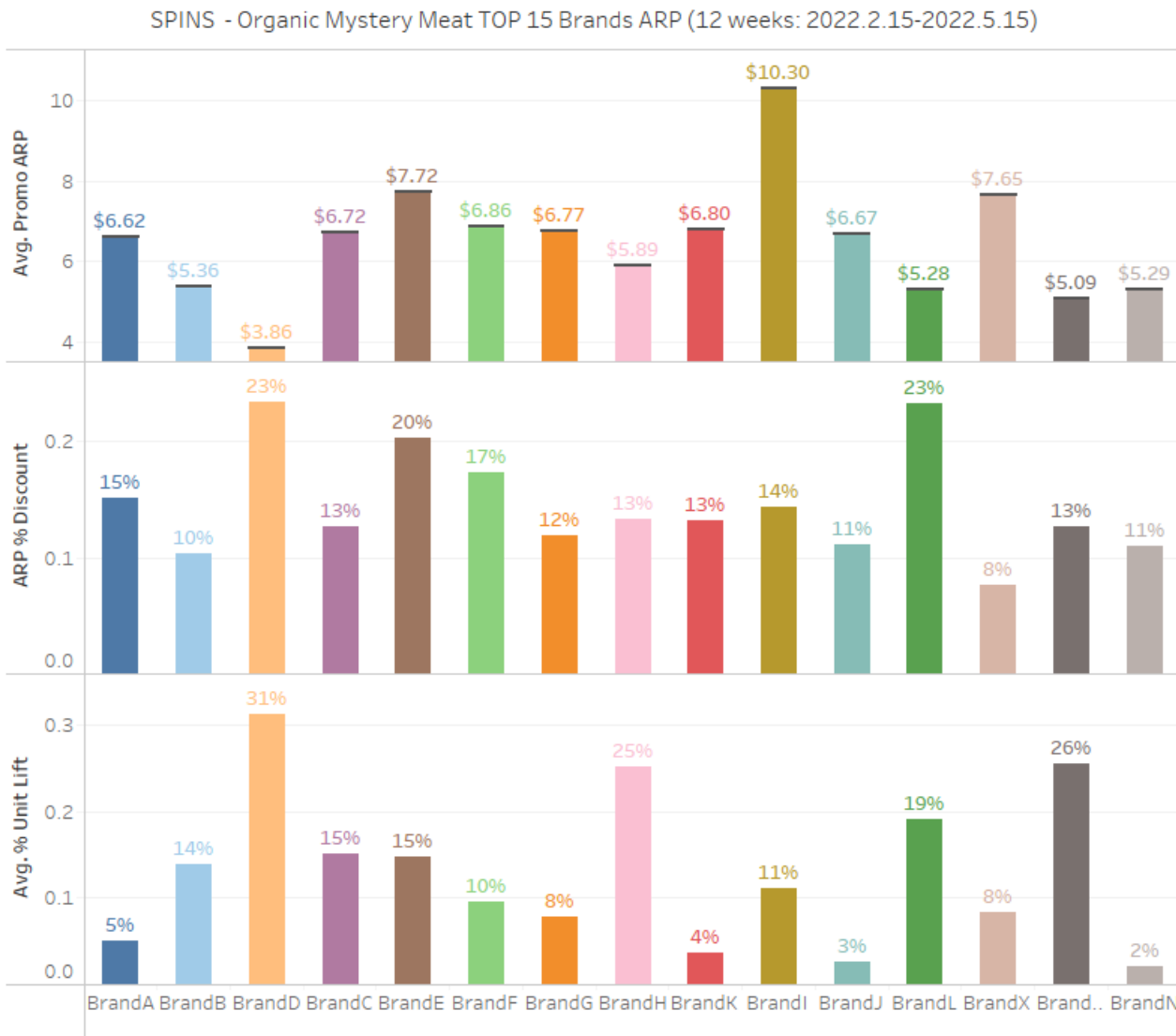
SPINS - BrandL Base ARP on Channels (12 weeks: 2022.2.15-2022.5.15)



## What promotion observations are comparing to competition?



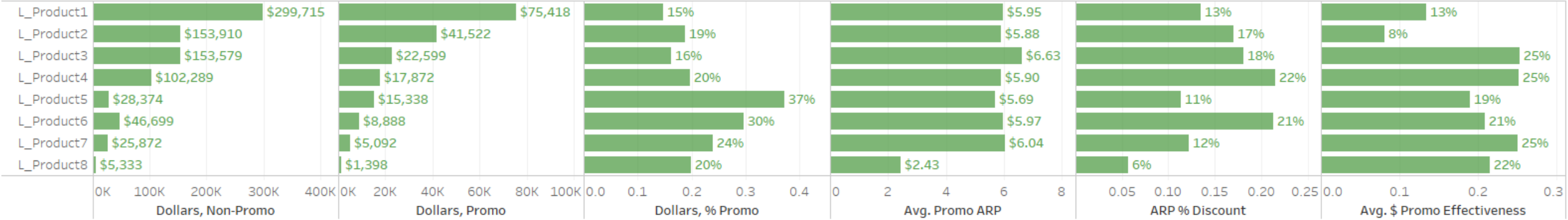
## What is the impact of promotion on volume?



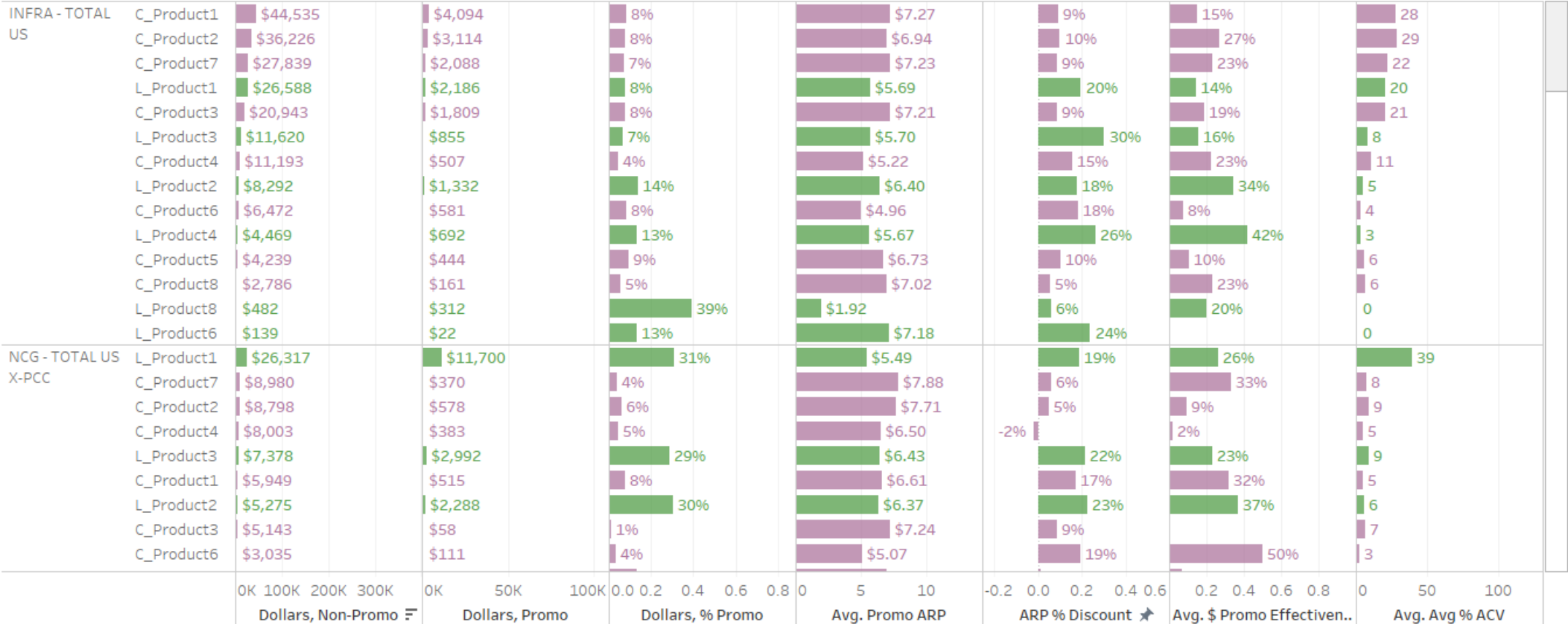
- 1.BrandI had 8.7% of unit sales came from promo with 3.4% incremental units sales by promo ARP \$9.95, which is 15% price discount, and the unit lift is 9%.
- 2. BrandL had 14.7% of unit sales came from promo with 8.9 % incremental units sales by promo ARP \$5.3, which is 23% price discount, and the unit lift is 19%.
- 3. BrandB has the highest % unit sales(39%) came from promo with the lowest promo ARP(\$3.86), highest % of price discount and highest unit lift.

How's our promotion effectiveness on SKU & Retailers?

SPINS - BrandL Promotion Effectiveness (12weeks: 2022.2.15-2022.5.15)



SPINS - OrganicBrandL&BrandC Promotion Competition on Top Retailers (Brand selected; 12 weeks: 2022.2.15-2022.5.15)



1. BrandL\_Product1 is BrandL best seller whether it's on promo or not with 13% of Dollars sales came from promo by 13% price discount, and promo effectiveness is13% ;

2. Comparing to BrandC (YOY+31%) in retail INFRA and retail NCG, most of BrandL product has higher % of dollar came from promo with higher % discount but with very low ACV% excepted BrandL\_Product1



THANK YOU

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