

Grocery Store Data Analysis and Insights

Optimizing Grocery Store Offerings through Data Analytics

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INTRODUCTION

Costco Grocery Data Insights : Uncovering Trends for Strategic Improvements

Why Costco?

Analyzing Costco provides insights that can optimize pricing and product strategies, benefiting not only Costco but also other industries by enhancing customer satisfaction, driving growth, and promoting efficient, affordable retail practices.

A. Objective:

Analyze Costco's grocery store dataset for actionable insights

B. Focus Areas:

- Price Distribution
- Customer Ratings and Pricing Relationships
- Discount Analysis

C. Outcome:

Provide strategic recommendations for:

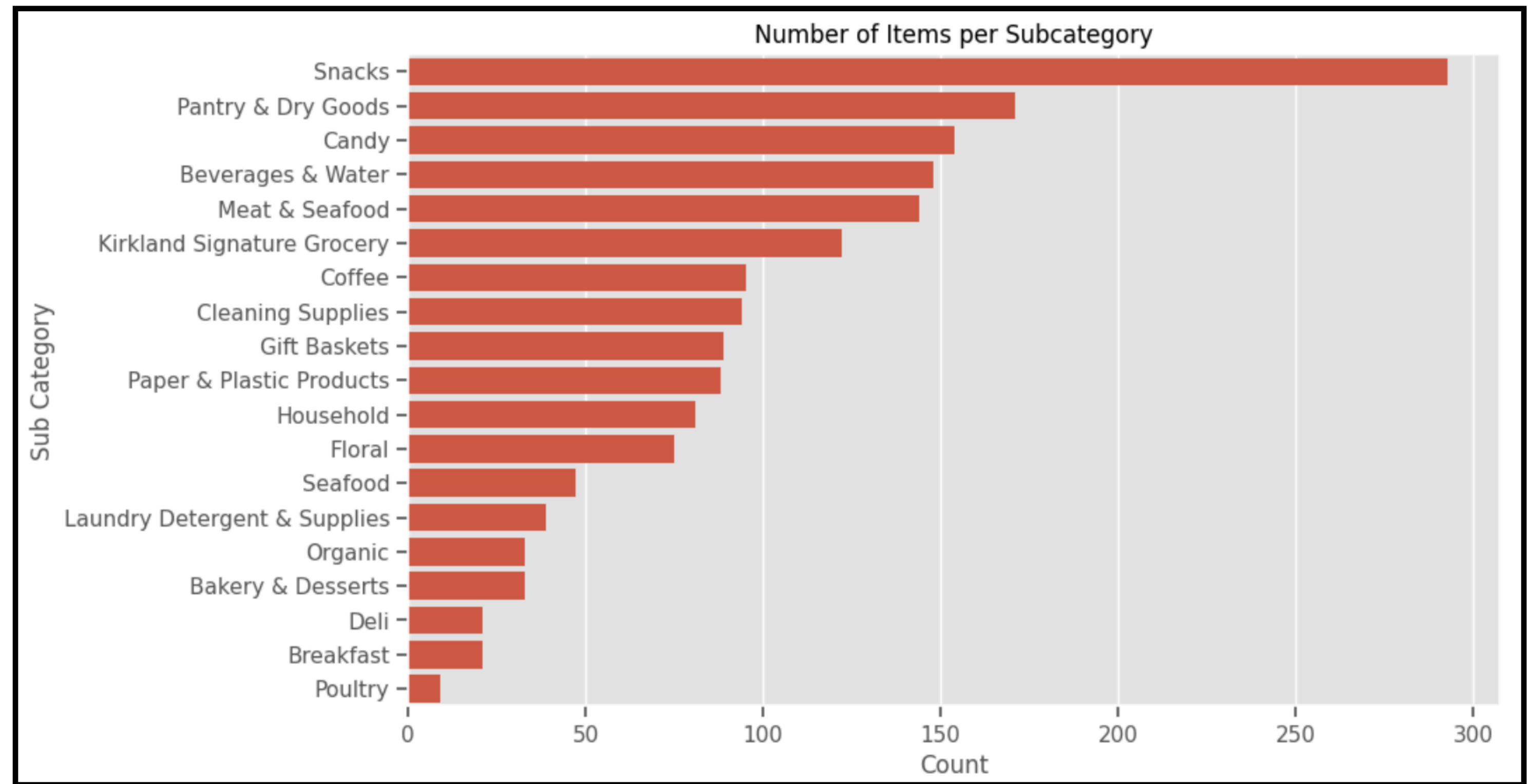
- Pricing Optimization
- Product Strategy
- Customer Satisfaction



CURRENT SITUATION

Costco's Pricing, Product Variety, and Discounts

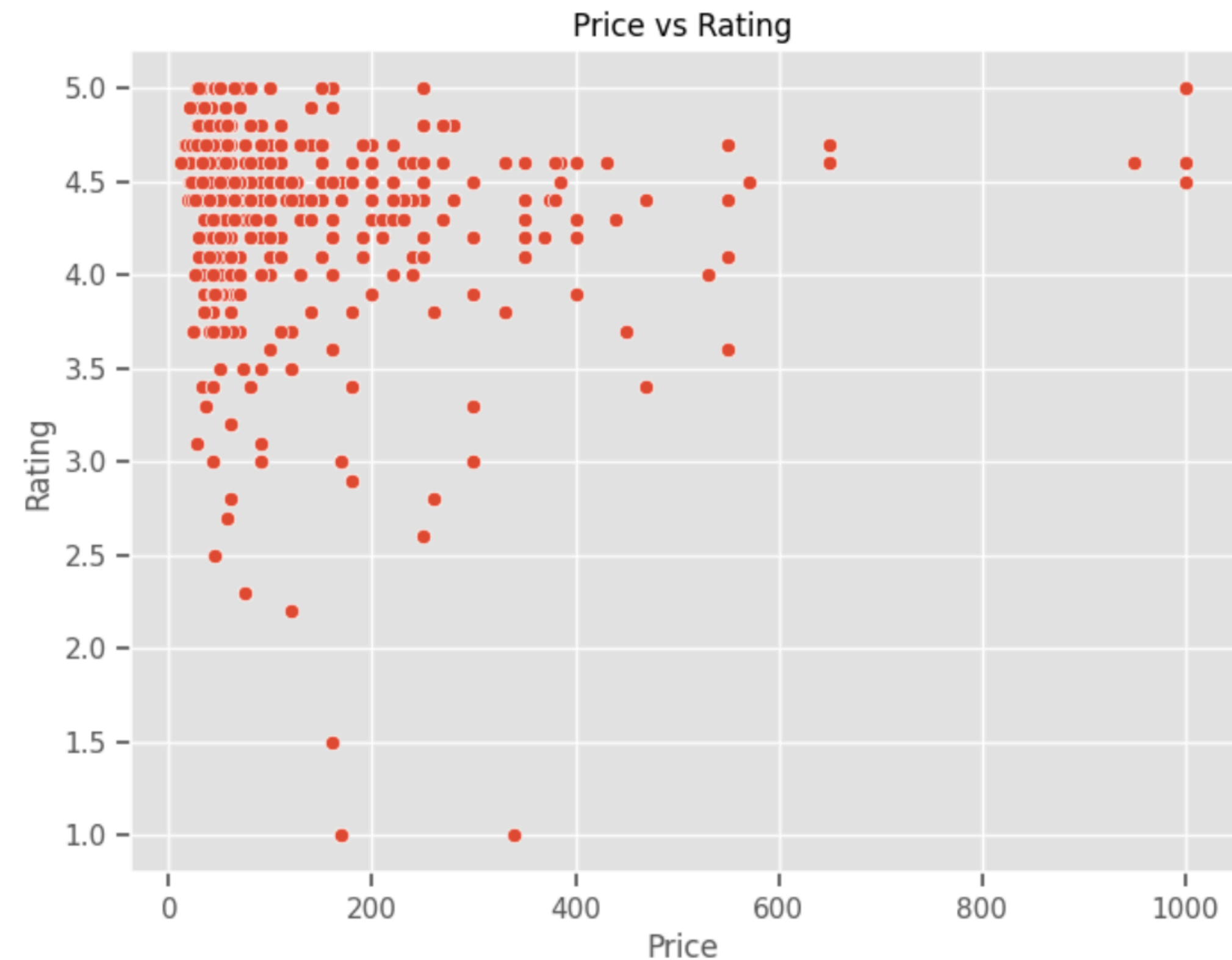
- Costco's product variety spans several categories
dominating subcategories are **Snacks & Pantry Items**
- Most products in **mid-price range** (\$30-\$60)
few higher-end products
- Rare discounts, most items sold at regular prices



INSIGHTS THROUGH ANALYSIS

Key Findings from Data Analysis

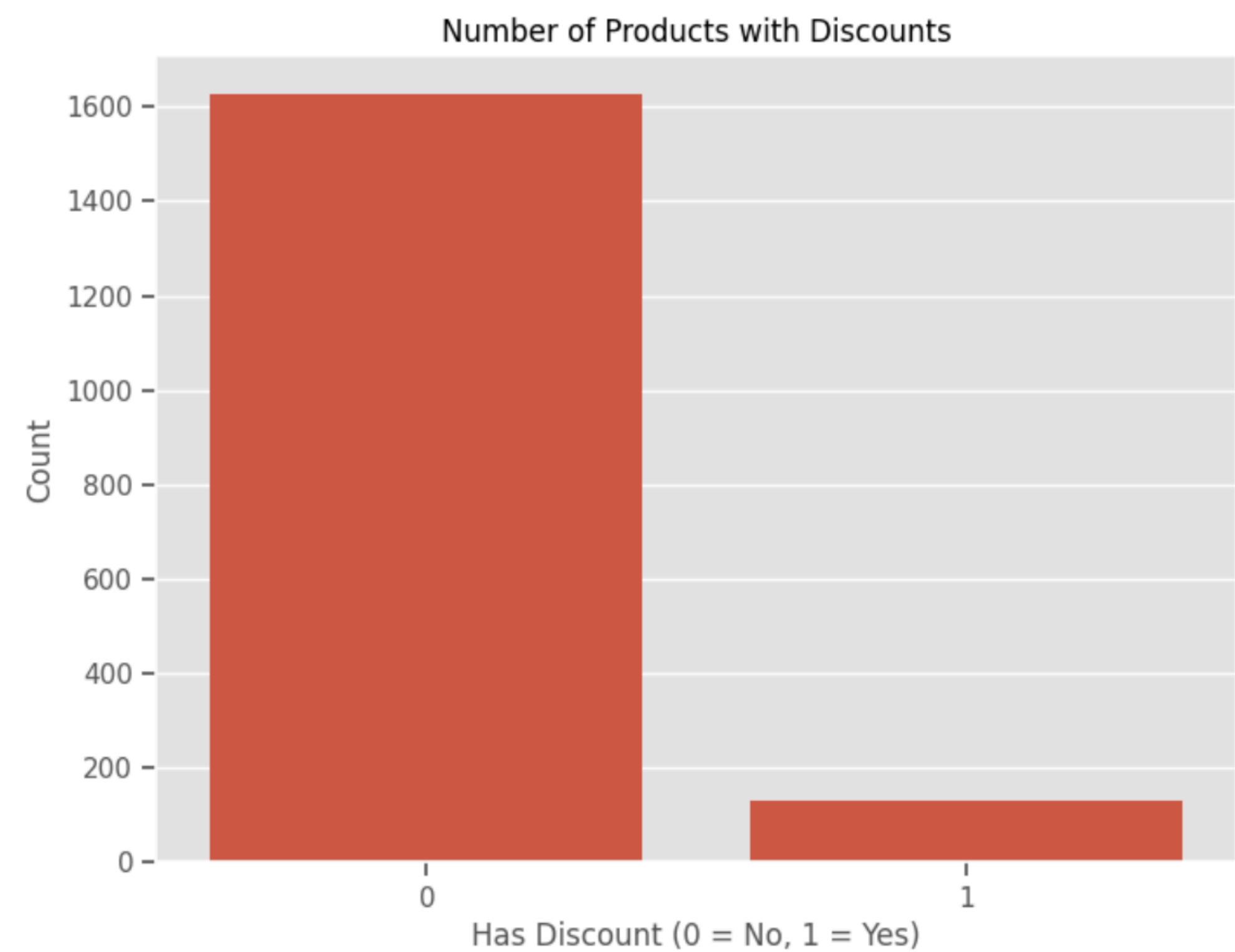
- **Pricing:** Most products fall in a limited price range, creating a potential gap for either premium or lower-budget offerings
- **Ratings:** Products within the **mid-price range** (\$50-\$80) tend to score **higher customer satisfaction**
- **Discounts:** Very few products are offered at a discount, meaning Costco relies more on everyday low pricing than promotions



RECOMMENDATIONS FOR IMPROVEMENTS

Strategic Recommendations for Costco

- **Expand Discount Strategy:** Introduce discounts more strategically to boost sales on slower-moving or premium-priced items
- **Targeted Premium Offerings:** Consider offering a wider range of premium products for high-budget customers, with adjustments based on product feedback
- **Increase Product Variety in Essentials:** Expand product variety in essential categories like dairy, meat, and beverages to improve customer choice



CONCLUSION

Driving Customer Satisfaction & Growth

- Costco's pricing strategy aligns well with customer satisfaction in the mid-range but can be further optimized by addressing premium offerings and enhancing essential categories.
- By strategically introducing discounts and expanding product variety in underrepresented areas, Costco can solidify its market position and attract a broader customer base.



Step 1:
Data-Driven Insights for Action



Step 2:
Stocked Aisles, Disconnected Experience



Step 3:
Engaging Shoppers, Creating Satisfaction