



451°

THE COMPLETE JOURNEY 2.0



Case Study Goals

WE WANT YOU TO GAIN EXPERIENCE WORKING WITH THE DATA WE USE DAILY

THIS IS:

- An opportunity to explore 84.51°/Kroger data
- An opportunity to investigate different business questions
- The chance to apply what you've been learning
- (Hopefully) Fun!

THIS IS NOT:

- An exercise in finding the “right” answer

The Data

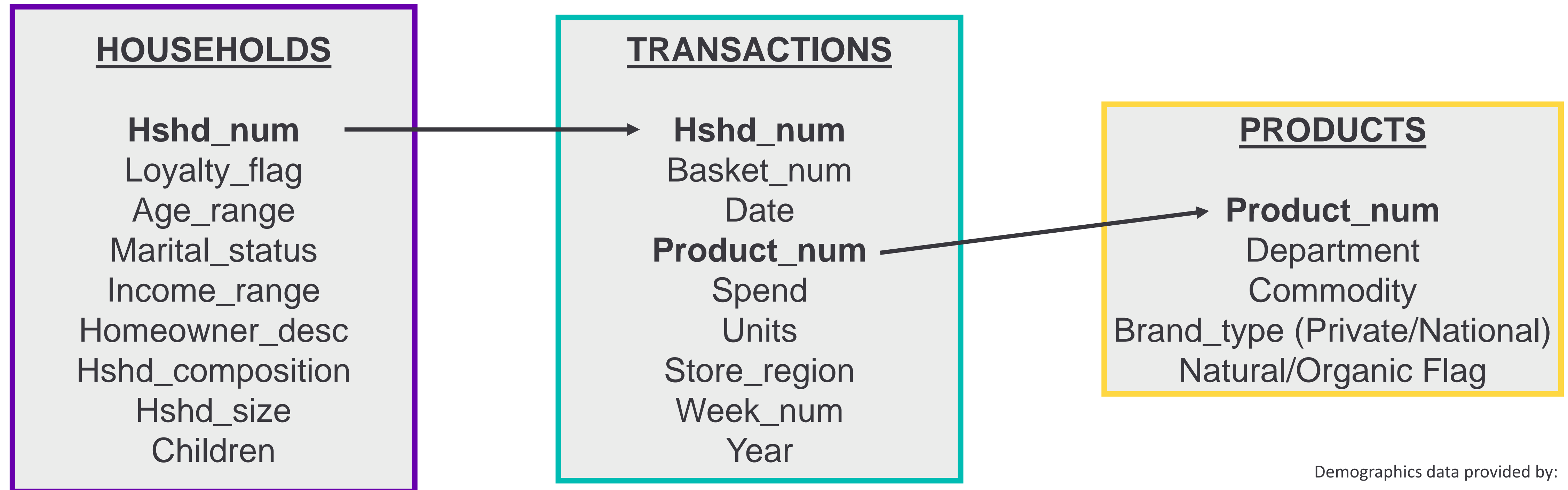
WHAT IS INCLUDED IN THE DATA SET?

- 5,000 (or 400 if sampled) households
- Transaction data for each household
 - 8/17/2018 – 8/15/2020
 - Spend
 - Products
 - Units
- Household demographics (if available for that household)
- Household Loyalty
- Product Information
 - Product Number
 - Department
 - Commodity
 - Private vs National Brand
 - Natural/Organic Product Flag
- Regional Information

Demographics data provided by:



WHAT TABLES ARE INCLUDED?



Demographics data provided by:



EXAMPLE DATA PULL FOR HH #0001

Linking the household, transaction, and products tables

Hshd_num	Basket_num	Date	Product_num	Department	Commodity	Spend	Units	Store_region	Week_num	Year	Loyalty_flag	Age_range	Marital_status	Income_range	Homeowner_desc	Hshd_composition	Hshd_size	Children
0001	012542	12/22/2016	0325	Food	Snacks	3.99	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0412	Non-Food	Baby	22.97	3	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1204	Food	Baby	6.98	2	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0684	Food	Canned Goods	3.96	4	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1238	Food	Grocery Staple	3.65	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1751	Food	Grocery Staple	1.39	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	1596	Food	Grocery Staple	6.98	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	3026	Food	Grocery Staple	1.29	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	9536	Food	Alcohol	12.99	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2
0001	012542	12/22/2016	0184	Food	Dry Goods	3.54	1	West	51	2016	Y	25-34	M	65-80K	N	Kids	4	2

Demographics data provided by:





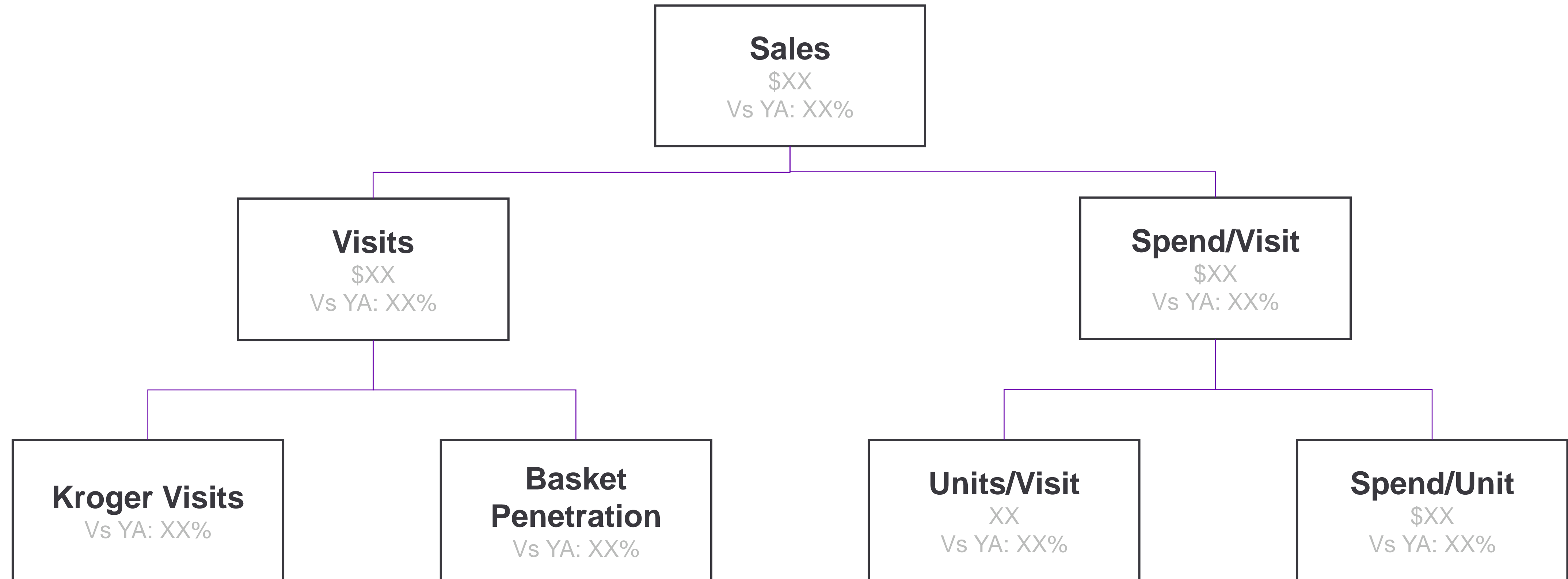
Questions to Explore

WHAT QUESTIONS CAN YOU EXPLORE?

- How does customer engagement change over time?
 - Do households spend less or more?
 - What categories are growing or shrinking with changing customer engagement?
 - How might we re-engage customers within the store? Or within a specific category?
- Which demographic factors (e.g. household size, presence of children, income) appear to affect customer engagement? How do they affect customer engagement with certain categories?

WHAT METRICS MIGHT YOU CALCULATE?

This could be a KPI tree for a commodity in the store



A series of small, light blue squares of varying sizes are arranged in a vertical column on the left side of the slide, creating a decorative border.

Any Questions?

WHO SHOULD I CONTACT WITH QUESTIONS?

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