

# Shopping Behavior of Home Improvers:

Data Analysis of Excel Inc.  
and Competitors in the  
Home Improvement Market

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# Summary and Key Findings in Home Improvement Market

Excel Inc. leads in total percent of loyal shoppers among there competitors with Collards following close behind.

- The shopping behavior indicates that roughly 41% of customers who do shop at these select home improvement stores are loyal to those chains.

There is a small percent of cross shoppers, but the largest disparity are shoppers who shop between Excel Inc. and Collards.

- Though the percent of cross shoppers across all competitors compared to Excel Inc. are small, the largest difference is between our major competitor, Collards (21.11%).

In the home improvement market, there are three different types of segmentations to consider.

- The segmentation groups consist of frequent vs. infrequent shoppers, cross shoppers compared to loyal vs. not loyal shoppers, and location compared to closer to home or not close to home with whether the shopper was frequent or not.

# Excel Inc. Leads in Total % of Loyal Shoppers

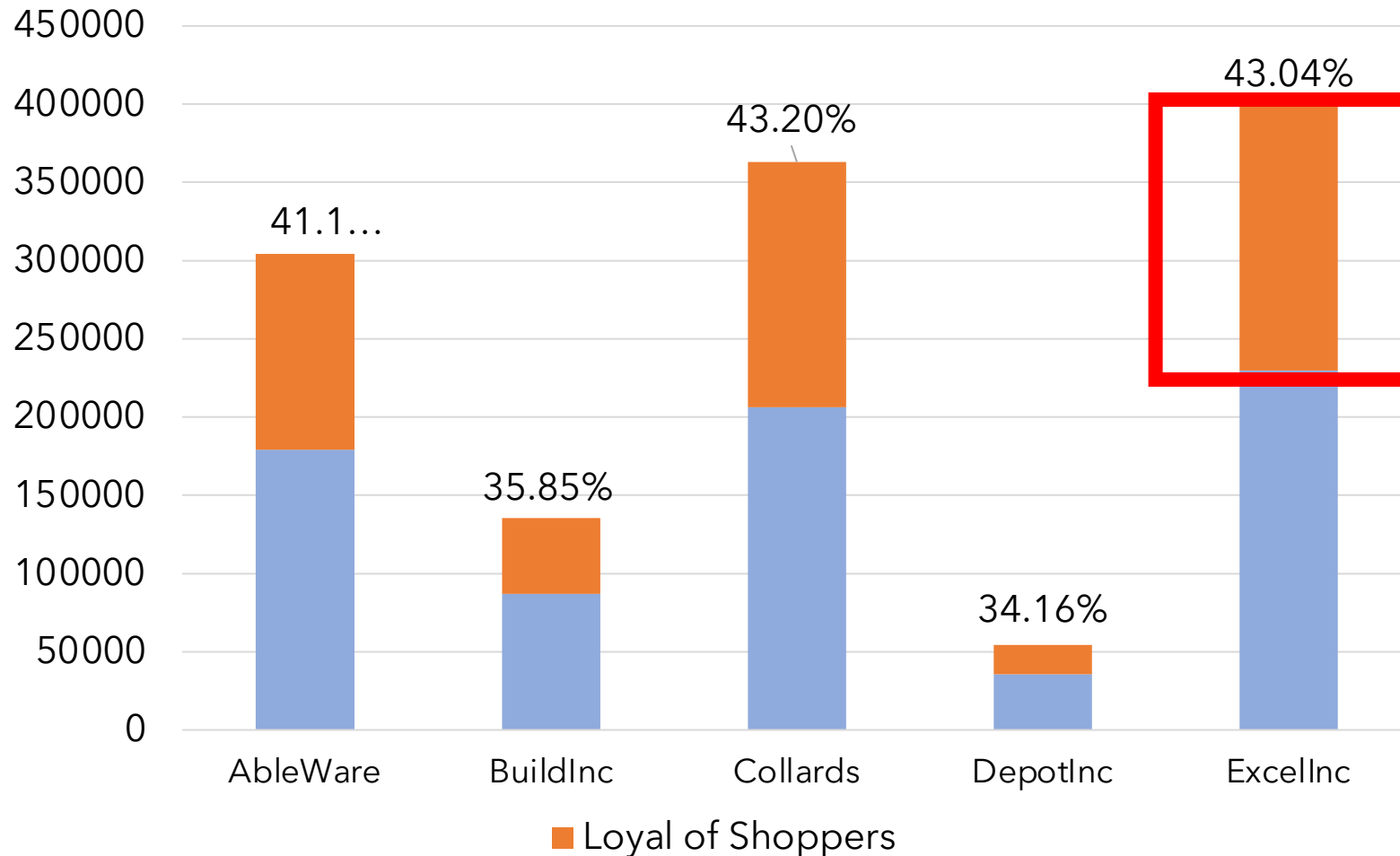
	Shoppers	Visits	Loyals of Shoppers*	% of Total Loyals
Ableware	24.6%	23.12%	41.12%	23.96%
Build Inc	10.74%	9.65%	35.85%	9.29%
Collards	28.8%	28.43%	43.20%	30.01%
Depot Inc	4.3%	4.63%	34.16%	3.54%
Excel Inc	31.99%	34.18%	43.04%	33.20%
Total	1,260,289	3,891,098	522,605	41.47%**

\* X% of Loyals of Shoppers in Each Chain

\*\* X% Total Loyals of All Chains

# Overall Shopping Behaviors (cont.)

% of Loyals of Shoppers in Each Chain

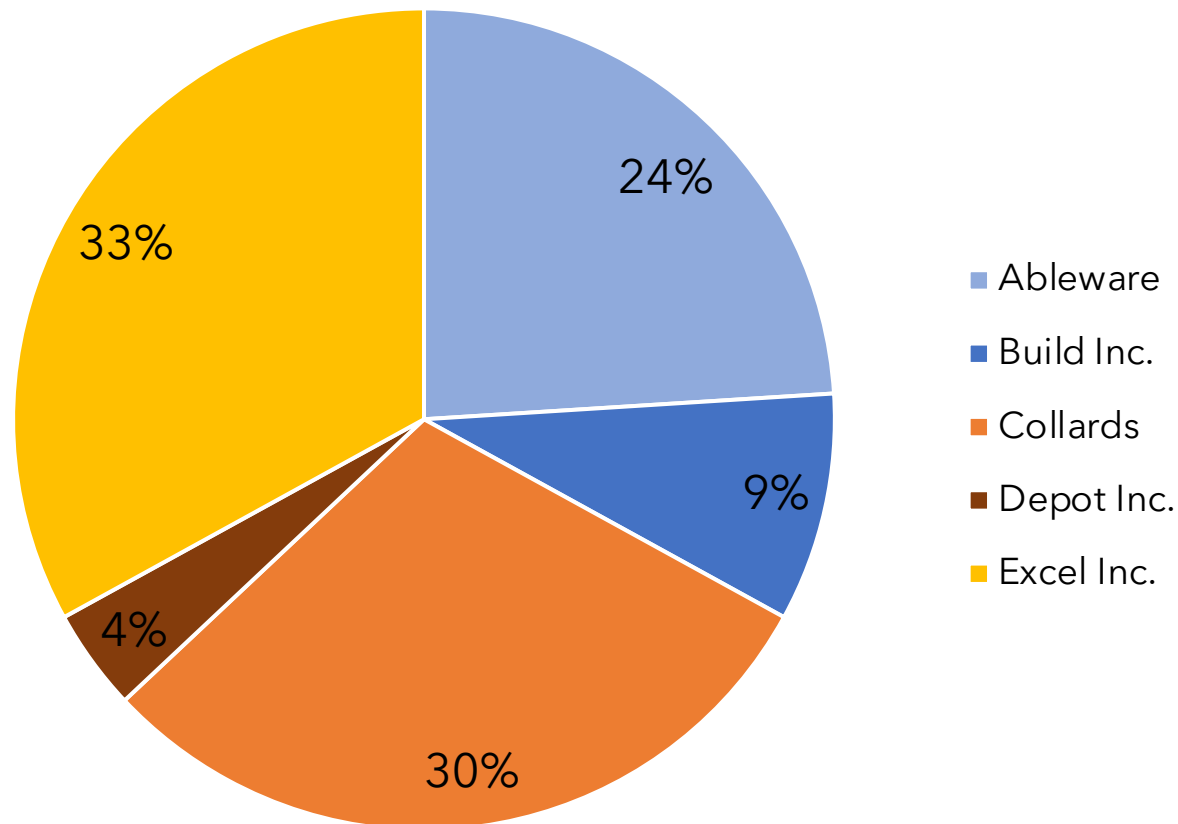


- In total, there are **1,260,289** home improvement shoppers:
  - Excel Inc. has the most shoppers, compared to competitors, with **403,166** shoppers.
  - For loyal shoppers, Excel Inc. continues to lead with **173,522** shoppers.
- Ratios of shoppers per visit:
  - Ableware: 5.02 visits
  - Build Inc.: 4.32 visits
  - Collards: 5.36 visits
  - Depot Inc.: 5.05 visits
  - Excel Inc.: 5.79 visits



# Overall Shopping Behaviors (cont.)

% of Total Loyal Customers in Each Chain



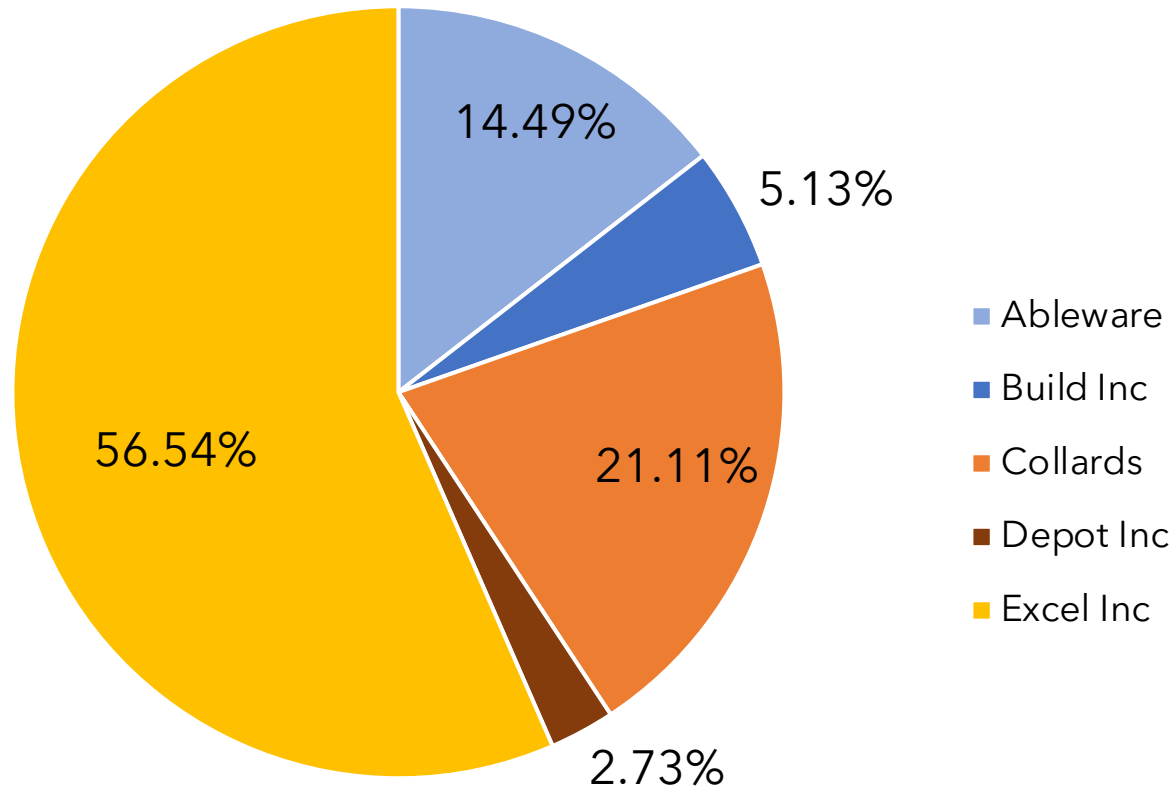
- In total, 41% of shoppers are loyal to a specific chain:
  - Excel has the largest number of loyal customers.
  - Depot Inc. has the smallest number of loyal customers.
- Out of the **522,605** shoppers who are loyal, **173,504** are committed to Excel Inc.

# The Largest Cross Shoppers Choose Between Excel Inc. and Collards

Customers Who Shop At	Percentage of Visits At:					Total Customers
	Ableware	Build Inc.	Collards	Depot Inc.	Excel Inc.	
Ableware	48.92%	6.74%	16.22%	3.75%	24.37%	443,028
Build Inc.	18.12%	41.80%	15.03%	4.23%	20.82%	214,509
Collards	12.49%	4.90%	51.65%	1.81%	29.15%	467,652
Depot Inc.	17.07%	9.39%	9.41%	50.00%	14.14%	75,902
Excel Inc.	14.49%	5.13%	21.11%	2.73%	56.54%	562,222

# Overall Cross Shopping Behaviors (cont.)

Cross Shoppers % with Excel Inc. Customers



- Among the **562,222** cross shoppers who go to Excel Inc., those shoppers have also visited Excel Inc., **1,291,495** times.
- Compared to Excel Inc.s' direct competitor Collards:
  - Among all the visits by customers who had shopped at Excel Inc., **21.11%** of those visits have been by customers who had *also* shopped at Collards.
  - Among all the visits by customers who had shopped at Collards, **29.15%** of those visits have been by customers who had *also* shopped at Excel Inc.

# Segmentation by Frequent Shoppers

	Shoppers	Visits	Loyals of Shoppers	% of Total Loyals
Ableware	22.99%	21.65%	29.24%	24.17%
Build Inc	8.63%	7.00%	28.02%	8.69%
Collards	29.13%	29.05%	27.97%	29.30%
Depot Inc	4.75%	4.11%	21.50%	3.67%
Excel Inc	34.50%	38.19%	27.54%	34.17%
Total	371,269	670,682	103,257	27.81%

The comparison of frequent and total shoppers are similar to the data about overall shopping behaviors, where Excel Inc. still leads.

**To note:**

Among Ableware, frequent shoppers, the percentage of loyal shoppers is the highest (29.24%).



# Segmentation by Cross Shoppers

	Loyal Shoppers	Not Loyal Shoppers
Ableware	31.29%	68.71%
Build Inc	29.16%	70.84%
Collards	29.75%	70.25%
Depot Inc	21.30%	78.70%
Excel Inc	28.15%	71.85%

The comparison of cross shoppers and loyal shoppers have very little significance.

**To note:**

Among Excel Inc. customers, they had ranked the 2<sup>nd</sup> highest of not loyal shoppers.

# Segmentation by Location

	Frequent Shoppers	Infrequent Shoppers
Close to Home	44.4%	38.8%
Not Close to Home	55.6%	61.2%

The comparisons of frequent/infrequent shoppers to close to home/not close to home indicate that infrequent shoppers are those who travel farther to reach a home improvement chain.

**To note:**

Most of the chains are not close to either type of shopper (frequent and infrequent) and must travel farther to reach a home improvement store.

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# Appendix A

- Infrequent Shoppers at each chain

	Shoppers	Visits	Loyals of Shoppers	% of Total Loyals
Ableware	24.65%	23.43%	45.75%	23.91%
Build Inc	11.63%	10.20%	38.27%	9.43%
Collards	28.67%	28.30%	49.66%	30.18%
Depot Inc	4.12%	4.73%	40.26%	3.51%
Excel Inc	30.94%	33.34%	50.26%	32.97%
Total	889,020	3,220,416	419,348	47.17%



# Appendix B

- Shoppers at each chain

	numShoppers	chain
	304474	AbleWare
	135375	BuildInc
	363031	Collards
	54227	DepotInc
	403182	ExcelInc
▶	1260289	NULL

```
SELECT COUNT(userID),chain  
FROM shopper_segmentation  
GROUP BY chain;
```

# Appendix C

- Visits at each chain

	numVisits	chain
▶	899717	AbleWare
	375340	BuildInc
	1106232	Collards
	180007	DepotInc
	1329802	ExcelInc
	3891098	NULL

```
SELECT COUNT(v.userID) AS numVisits, c.chain
FROM visits_local v LEFT JOIN venues_local ve ON v.venueID =
ve.venueID
    LEFT JOIN chains_local c ON ve.chain = c.chain
GROUP BY c.chain WITH ROLLUP;
```



# Appendix D

- Number of loyal shoppers at each chain

	COUNT(userID)	chain
▶	125208	AbleWare
	48528	BuildInc
	173523	ExcelInc
	156820	Collards
	18526	DepotInc

```
SELECT COUNT(userID),chain
FROM shopper_segmentation
WHERE Category_Loyal = 'Loyal'
GROUP BY chain;
```

# Appendix E

- Segmentation: All shoppers at each chain by frequent:

	COUNT(userID)	chain
▶	85353	AbleWare
	32025	BuildInc
	128099	ExcelInc
	108163	Collards
	17629	DepotInc

```
SELECT COUNT(userID),chain
FROM shopper_segmentation
WHERE Category_Frequent = 'Frequent'
GROUP BY chain;
```

# Appendix F

- Segmentation: All visits at each chain by frequent:

	numVisits	chain
▶	145174	AbleWare
	46925	BuildInc
	256166	ExcelInc
	194820	Collards
	27597	DepotInc

```
SELECT COUNT(userID) AS numVisits, chain
FROM visits_segmentation
WHERE Category_Frequent = 'Frequent'
GROUP BY chain;
```

Loyal customers each chain by frequent:

```
SELECT COUNT(userID),chain
FROM shopper_segmentation
WHERE Category_Loyal = 'Loyal' AND
Category_Frequent = 'Frequent'
GROUP BY chain;
```