UNDERSTAND PRODUCT PERFORMANCE BY SHOPPER SEGMENT

Gain insight into how different types of shoppers are purchasing key products or categories

Putting the correct product in front of shoppers on the right occasion is key to increasing shopper satisfaction, driving trips, and expanding relevant and profitable offerings. However, without understanding the trends and relationships between products and shopper segments, it’s difficult for retailers or their suppliers to gain the insights that lead to better decisions around marketing, category management, promotion and assortment.

UNDERSTAND HOW SHOPPERS ARE PURCHASING SPECIFIC PRODUCTS OVER TIME

Peering into a shopper’s basket over time is important in understanding the value of specific products to that particular shopper. To address this need, 1010data has two reports as part of the Consumer Insights Platform: ‘Shopper Sales Trend’ and ‘Affinity by Shopper’. These reports leverage loyalty program data so retailers and their suppliers can gain insight into the relationship between products within a shopper’s basket. Retailers can define the shopper segments based on shopper dimensions (such as gender, age, etc.) or based on purchasing patterns. With these reports, business managers can answer questions such as:

- For shoppers that purchase a certain product, what other products do they purchase over time?
- What products should be promoted together to drive key shopper segments into the store?
- Which categories or products are the most profitable among certain types of shoppers?
- Which products should be rationalized and which are absolutely essential in order to meet the needs of key shopper segments?

KEY REPORT TERMS TO KNOW

- **Shopper Segment**: Group of shoppers with similar attributes or buying patterns
- **Shopper Dimensions**: Attributes or pre-defined categories around which to group shoppers. E.g. age, gender or zip code.
- **Affinity Index**: The relationship between items being purchased. The higher the affinity between two products, the more likely it is that the items appear in the same basket compared to any other two-product set.
Understand Product Performance by Shopper Segment

SHOPPER TRENDS AND AFFINITIES METRICS AT THE PRODUCT OR STORE LEVEL

With the ‘Shopper Sales Trend’ report, retailers and their suppliers can:

- Analyze item sales trends by shopper segment over time at total, division or store level
- Identify which categories, products or brands are underperforming by shopper segment
- Filter and summarize results across numerous shopper dimensions, such as gender, age, zip code, etc.

With the ‘Affinity by Shopper’ report, retailers and their suppliers can:

- Examine product affinity – the likelihood that two items will appear in the same basket – by shopper segment
- View results per shopper segment for one item, an aggregated output of multiple items, or an entire category

The ‘Shopper Sales Trend’ report allows users to compare how sales of specific products are trending among different shopper segments.

The ‘Affinity by Shopper’ report enables users to identify the strength of the relationship between products by specific shopper segments.

About the 1010data Consumer Insights Platform

The 1010data Consumer Insights Platform enables retailers and their suppliers to gain a deeper understanding of their business. It offers customizable pre-built reports that combine different data sources for granular visibility into basket-level KPIs, providing actionable insights to improve performance. Please visit www.1010data.com for more information.