

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.

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.

Shopper Sales Trend - Selections in Effect

Output Options: Grid Graph Drill Values: Customer Type Analysis Dates: Current Period: 01/01/2017 to 01/28/2017 (LM) Products: All Stores: All, Comp. Store Only: No Customers: All Summary Levels: Rows: Customer Type, Columns: Fiscal Week Additional Options: Show Row Subtotals: No Metrics: Shopper Sales \$, Shopper Units

Shopper Sales Trend
Cols 1 fixed and 2 to 9 of 9, Rows 1 to 5 of 5

Customer Type	Shopper Sales \$ 2016 49 [01/07/17]	Shopper Sales \$ 2016 50 [01/14/17]	Shopper Sales \$ 2016 51 [01/21/17]	Shopper Sales \$ 2016 52 [01/28/17]	Shopper Units 2016 49 [01/07/17]	Shopper Units 2016 50 [01/14/17]	Shopper Units 2016 51 [01/21/17]	Shopper Units 2016 52 [01/28/17]
LOYALTY	\$11,980,951	\$11,963,399	\$10,966,074	\$10,811,114	1,527,427	1,603,722	1,598,306	1,460,578
LOYALTY-SENIOR	\$11,189,325	\$10,617,127	\$9,467,298	\$9,494,135	1,483,395	1,423,974	1,427,983	1,287,810
TEAMMATE	\$606,557	\$556,534	\$559,892	\$508,443	142,237	139,648	156,989	126,507
SENIOR	\$18,905	\$14,223	\$12,129	\$12,614	2,237	1,771	1,996	1,996

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

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

See what % of the time other items are found in a basket with a target item and vice versa. Compare results across shopper segments.

Sort by Affinity Index to see which other items are most strongly correlated with a target item within a specific shopper segment's basket.

Affinity by Shopper
Cols 2 fixed and 8 to 15 of 15, Rows 1 to 19 of 369

SKU	Description	Shopper % [Both/Sec.]	Shopper % [Both/Prim.]	Affinity Index	Avg Sales \$/ Shopper [Both]	Avg Sales \$/ Shopper [Prim.]	Avg Retail Price [Prim.]	Avg Sales \$/ Shopper [Sec.]	Avg Retail Price [Sec.]
316010	CRV ENERGY DRINKS FS/TA >	1.63%	0.10%	631.4	0.28	11.24	9.71	0.42	0.28
467564	ROCKSTAR DIET ENERGY DR >	1.50%	0.27%	580.2	9.77	11.24	9.71	9.04	5.35
75129	PEPSI LIME DIET+CRV >	1.35%	0.12%	525.0	7.44	11.24	9.71	10.32	6.57
43045	DIET.7-UP +CRV >	1.33%	0.26%	515.6	5.47	11.24	9.71	4.42	3.30
110590	GO GIRL LEMON DROP+CRV >	1.24%	0.10%	480.5	2.55	11.24	9.71	2.73	1.54
495409	SPRITE+CRV >	1.23%	0.14%	478.2	5.05	11.24	9.71	5.17	4.20
216860	ROCKSTAR RECOVERY 4PKS+ >	1.22%	0.13%	472.3	7.51	11.24	9.71	8.04	5.37
155807	LIFTON BRISK RASPBERRY >	1.22%	0.12%	472.3	2.34	11.24	9.71	2.41	1.71
16766	PIBB XTRA +CRV >	1.21%	0.23%	469.8	6.95	11.24	9.71	8.61	6.54
145285	LIFTON PURE LEAF TEA SW >	1.19%	0.12%	462.4	10.53	11.24	9.71	11.58	6.41
488659	SIERRA MIST NATURAL+CRV >	1.16%	0.76%	449.4	8.03	11.24	9.71	7.07	5.95
249369	DR. PEPPER DIET BOTTLE+ >	1.15%	0.12%	445.2	5.92	11.24	9.71	6.16	4.94
107908	COKE DIET+CRV >	1.13%	0.37%	440.1	6.92	11.24	9.71	6.74	4.24
466056	PEPSI DIET BOTTLE+CRV >	1.13%	0.33%	437.7	6.73	11.24	9.71	6.75	4.94
115445	PEPSI BOTTLE+CRV >	1.10%	0.39%	425.7	5.79	11.24	9.71	6.37	4.88
442111	CRUSH STRAWBERRY+CRV >	1.09%	0.16%	422.4	1.87	11.24	9.71	1.93	1.69
88948	REDB SUGARFREE+CRV >	1.07%	0.12%	414.2	25.85	11.24	9.71	23.58	18 >
461143	FUZE BLUEBERRY RASPBERR >	1.06%	0.19%	410.9	2.89	11.24	9.71	1.69	1.05

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.



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