

USE CASE

MONITORING KEY ITEM SALES BY DAY/TIME

Grocery merchandising is the art of stocking and staging a store to encourage consumers to purchase more products. Grocery merchandisers face an extra challenge because most of their products have a finite shelf life, meaning that how quickly products leave the store can make or break profits. For that reason, visibility into store-level merchandising practices is vital to ensure compliance with corporate guidelines and best practices are followed.

Challenges

One regional grocer operating over 140 locations needed a better understanding of how certain key food-service and bakery items were selling during peak hours. Specifically, they wanted greater visibility into how rotisserie chicken production affecting sales during peak hours.

Solution

Turning to Agilence's data analytics platform for answers, they easily created a report to show rotisserie chicken sales per location by hour. Seeing that a significant percentage of their locations recorded zero or low sales of this key item during peak hours, Agilence users recognized a possible production issue keeping their stores from being able to meet the demand for such a popular item during their busiest daypart. The user then set up automated reports to be sent regularly to the Merchandising Director and automated alerts to be sent to Store Managers to rectify and monitor the issue.

Benefits By The Numbers

- The program has resulted in a 30% increase in rotisserie chicken sales in the targeted market.
 - 93% of affected locations have shown positive improvements
 - 2 stores have reported over 100% positive year-over-year rotisserie chicken sales

Other Benefits

- Multiple departments have improved visibility into data and efficiencies with time savings including over 500 hours a year in Auditor/Analyst time saved by automating processes.

The ability to isolate and analyze product sales by daypart is vital for grocery and supermarket operators. Agilence allows users to easily analyze transactional data to isolate merchandising, production, and other operational issues impacting profits.