In-store Analytics: Co-relating product off-take to retail shelf display for a FMCG brand

Client Name: A world renowned Energy Drink company

Client Background: The company is a market leader in the Energy Drinks segment. It has a global presence with more than 10,000 employees worldwide.

Geography: India

Industry: FMCG

Problem Statement

➢ Identifying the effect of various display positions in retail shops. Correlating the display position with the sales.

➢ Establishing the relationship between Sales and various Branding Activities.

➢ Deciphering the co-relation of Sales with factors such as Visibility, Temperature, Branding, Positioning of chillers, type of Store etc.

M76 Analytics Approach

➢ M76 Analytics consolidated data from various stores, for an entire financial year to get the relevant data into a single database table to perform Statistical Analysis.

➢ A situation specific criterion was developed to arrive at high quality data by removing the outliers.

➢ A Sales correlation model was developed considering each recorded factor regarding the placement of products.

➢ A variety of Statistical RCA (Root Cause Analysis) were performed taking into account attribution of off-take to the following factors:

  ➢ Facings, Visibility, Availability, Cooler placements, Strike zone, and Additional placements.

➢ Once the root cause analysis was in place, a co-relation was established between various factors like display location, temperature of the can, brand position on the shelf and off-take of the Product.

Outputs and Benefits delivered:

The following questions got answered with the application of Data Science techniques:

What is the contribution of the branded cooling equipment?

➢ A co-relation between off-take and facings got established with a definite numerical equation.

➢ A particular placement of the branded cooler was seen as a crucial factor to driving sales.

➢ Cooling equipment placement in a certain category of stores increased off-take by close to 25%.

When does a particular type of placement cease to matter?

➢ Above a certain number of facings, off-take was found to be high even without cashier placements.

➢ Thus without incurring extra expenses (cashier placements) one could enhance revenue by increasing the facings at other stores, and bring them into a higher revenue bracket.

➢ Above a certain number of facings, additional placements at other locations in the store were also not required.

What are the Optimal Visibility Zones?

➢ Optimal in-store visibility zones were established which drove close to a sixth (17%) of the off-take.

➢ Beyond a certain strike zone, there was a fall in the marginal increase in off-take.

Tools Used : M76 DECISION SCIENCE KIT

ABOUT US - M76 ANALYTICS

M76 Analytics was founded by IITB (IIT Bombay) alumnus Jai Mrug, and is currently incubated at SINE, IIT Bombay. M76 Analytics endeavours to make customers realize the utility of data far beyond its transactional manifestation.

M76 Analytics has developed its platform MOBOT ^{TM}, which utilizes organizational Data to build Operational and Business Strategies. It develops deep learning algorithms in-house that are suited to specific business scenarios, and can produce direct business actionables.

M76 Analytics is credited with carrying out the unique, one of its kind annual exercise of ranking PSU's (Public Sector Units), and developing some compelling election properties that have been broadcast on India's leading English News Channel Times Now.

CONTACT US

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