

# Understand your seasonal performance with sales driver trees



An exclusive analysis of **646 million** shopper baskets



**65M** households

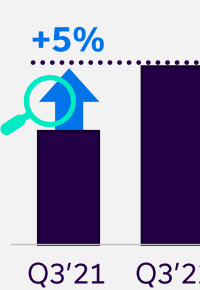
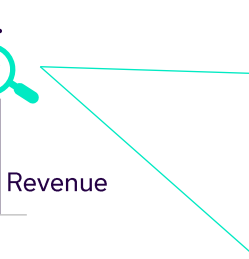
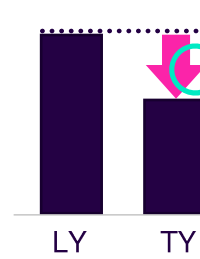
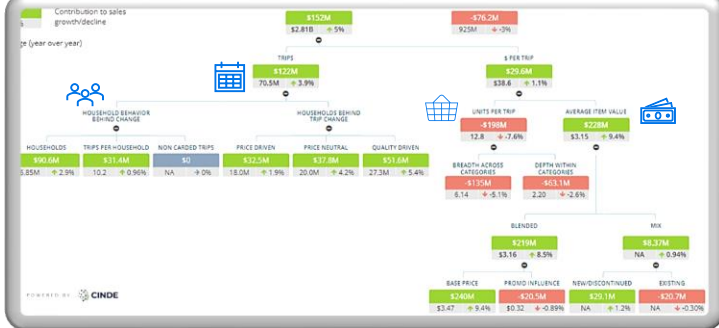
Q3'22 vs. last year, Europe, USA & Asia, Traditional grocery retailers, All retailers given equal weight

**5** things to know, to drive volume growth in 2023, while being more customer-centric

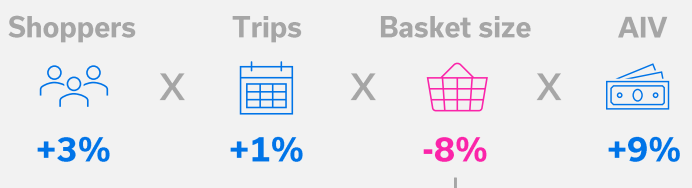


- 1** Sales Driver Analysis is a **must-have** to understand customer KPIs driving your performance and to apply the correct strategy & tactics
- 2** **Breadth and depth** of shopping are key components of volume changes, and differ by category
- 3** Shoppers are currently buying **fewer categories** when they visit, and easily drop fresh categories like fruit & veg, meat & dairy
- 4** Shoppers have also **reduced consumption** in some dry grocery categories and frozen food, they buy less units when they shop
- 5** **Category specific action plan** can be put in place dependent on the reason for volume changes, either breadth or depth

Sales driver trees determine which of the levers are behind change in sales performance and is a way to see how your business is evolving over time



In Q3'22, revenue increased by **+5%** average: driven by AIV & new shopper count, but significantly **offset by decline in volume units**



The decline in volume was largely down to shoppers buying **less broadly** across the store; splitting missions, followed by **reduced consumption** (depth within categories)

**Breadth -5%**  
Buying across fewer categories. Fulfilling less missions

**Depth -3%**  
Reducing consumption within category

Shopper analytics can pinpoint categories where the shopper has stopped buying or buying them less frequently & categories where consumption has reduced



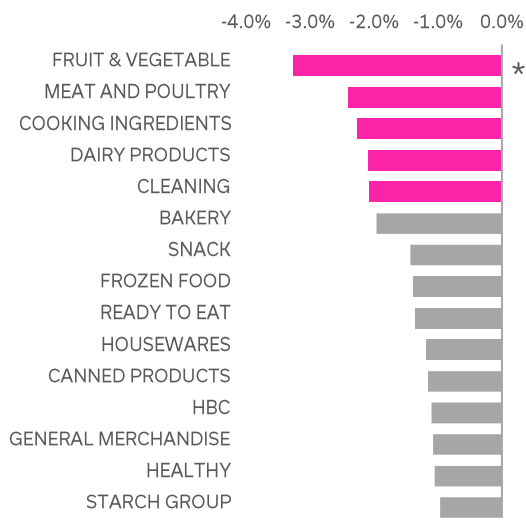
## Breadth

Shoppers are **buying fewer** categories when they visit

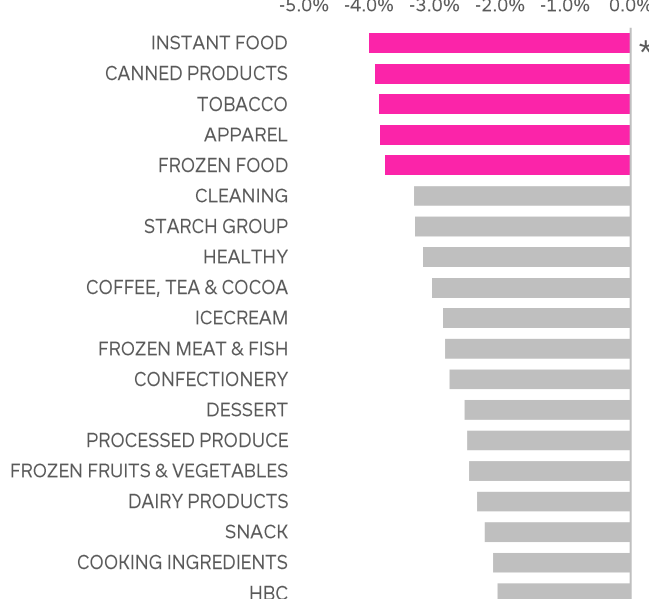


## Depth

Shoppers have **reduced consumption** in these categories



\* Categories where shoppers are defecting mostly



\* Categories where shoppers are cutting consumption

Pulling back those lost missions (breadth) or reversing reduced consumption (depth) requires different approaches

### Breadth

Shoppers are **less likely to buy** these categories when they visit

#### What to do?

- Prioritise air-time on in-store media
- Cross promote & cross merchandise – mission based
- Dedicate **front-page** of circular to problem child categories to attract traffic
- Develop Personalised category offers

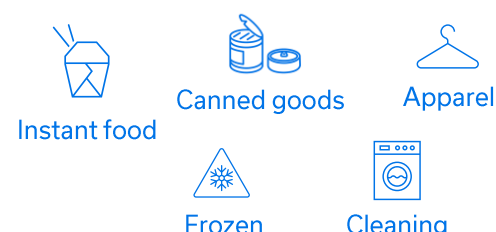


### Depth

Shoppers have **reduced consumption** in these categories

#### What to do?

- Activate Multi-buy promotions
- Use Evaluate to determine which mechanics and brands/UPCs would be most effective in promoting net volume growth
- Check consumption isn't down to upsizing



Category managers need to have regular visibility on their sales drivers



Do you have your sales driver analysis readily available at your fingertips?



What are the drivers of your volume units per basket? Breadth or Depth?



Are you gaining shoppers in your category?



Is the change in your Average Item Value due to base price, promo or change in product mix?



Is the frequency of purchase in your category increasing?



Have you adjusted your category strategy and tactics accordingly?

SymphonyAI Retail | CPG helps Category Managers stay on top of sales driver insights

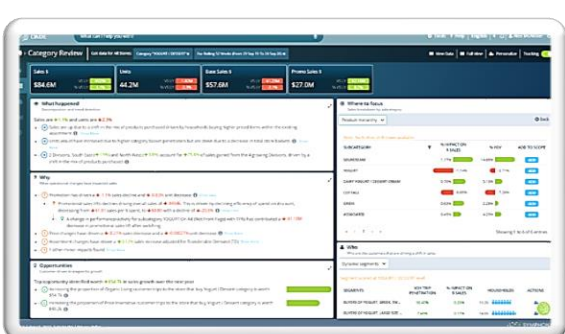
**1** **CINDE: Insights** helps you understand **what happened**

Shoppers have **stopped buying** in some categories and have **reduced consumption** in others: shoppers are splitting their shopping missions and not buying as broadly as they used to



**2** **CINDE: Insights** helps you understand **why did it happen and what to do**

Category X is **losing customers** (but they are still shopping in-store), Category Y is experiencing **reduced consumption**



**CINDE: Insights** identifies & delivers immediate, actionable recommendations to solve real world problems and drive value

### Save Time

- Understand in 2 clicks the drivers of your performance
- Less time spent hunting, focus on activation

### Democratizing Insights

- Prescriptive insights powered by advanced AI model puts the power of the 'answers' with highest business outcome in everyone's hands

### More efficient supplier collaboration

- Shared view of opportunities ensuring collaboration efforts are focused on joint opportunities for both retailer and CPG

