

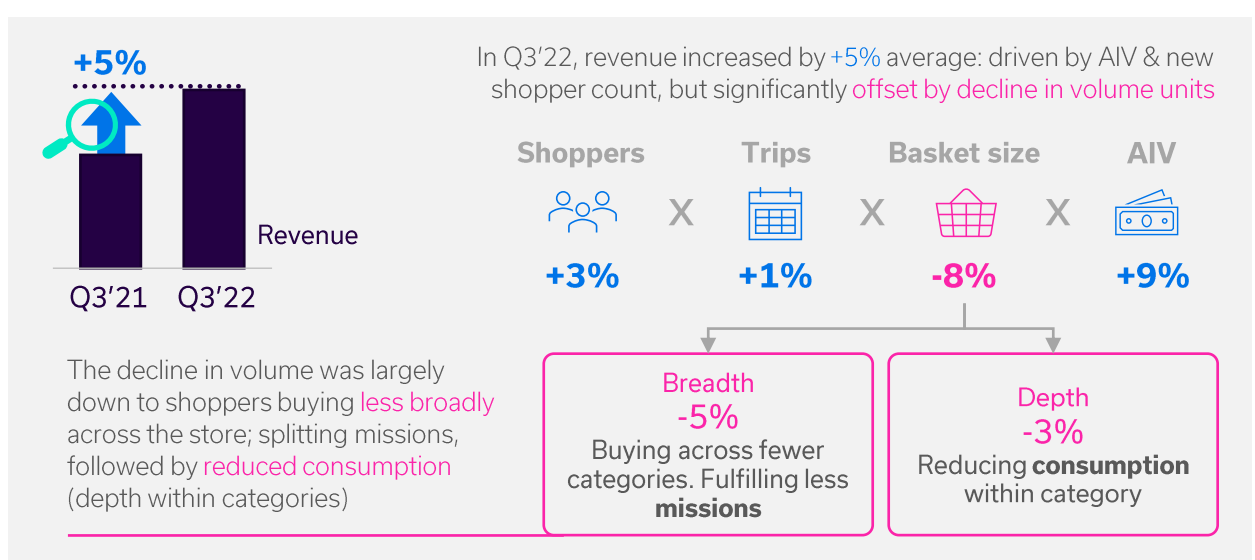
Understand your seasonal performance with sales driver analysis

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



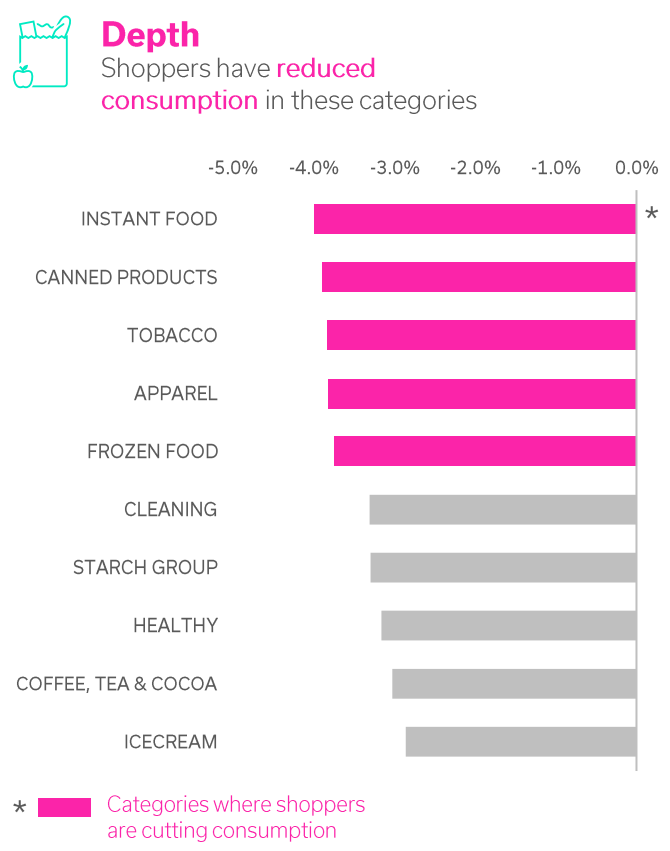
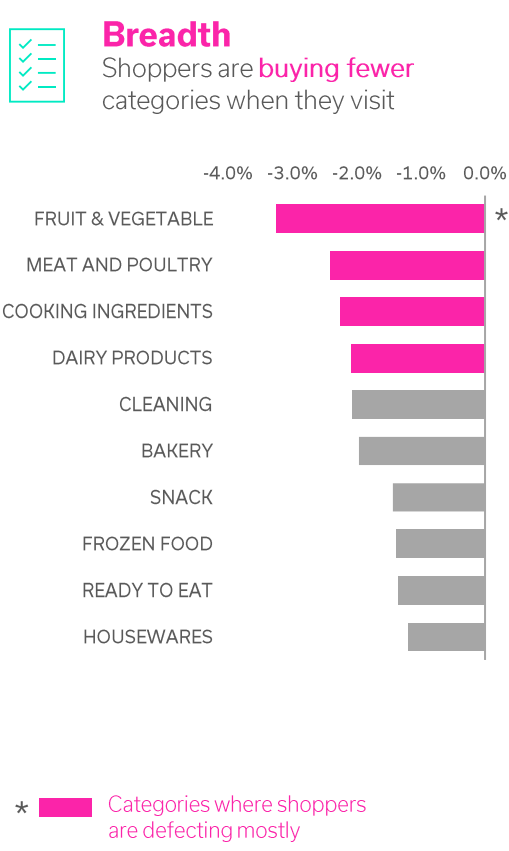
1 The latest analysis shows that reducing basket sizes per transaction is dragging down performance

Sales Driver Analysis is a must-have to understand customer specific KPIs responsible for driving your performance



2 In the main, shoppers are buying fewer categories when they visit

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



3 Category-specific action plan can be put in place depending on the reason for volume decline, either breadth or depth

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?

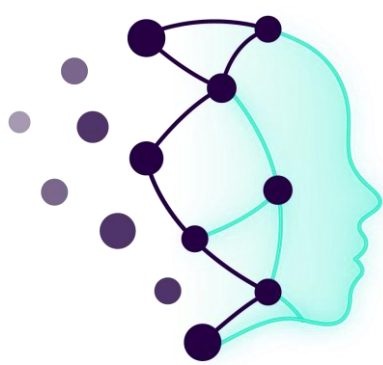
- Prioritise air-time on in-store media
- Cross promote & cross merchandise – mission based
- Dedicate front-page of circular to problem child categories to attract traffic
- Develop Personalised category offers

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

Respond to the customer trends



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

SymphonyAI solutions help to deliver a relevant response

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

65M households 650M baskets

Further reading <https://www.symphonyretailai.com/revenue-growth/sales-and-customer-insights-suite/>

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