



HOW M2E ADVISORY'S FACT PACKS LED TO A 25% INCREASE IN BASKET SIZE BY UNDERSTANDING SHOPPER BEHAVIOR

AT A GLANCE

Challenges

- Lack of customer-centric decision-making
- Fragmented & inconsistent data
- Limited space optimization

Results

- Drastic increase in basket attachment
- Whitespace identification
- Improved product lifecycle

OBJECTIVE

Create a planning function for assortment and inventory to bring customer information to the forefront of the decision process for a multi-billion-dollar retailer.

CHALLENGE

The retail chain faced challenges in maximizing basket attachment rates, resulting in missed revenue opportunities. Without a clear understanding of shopper preferences and behaviors, the chain struggled to effectively cross-sell and upsell products, leading to stagnant growth in average transaction value.

SOLUTION

Fact Packs ensured consistent and validated data, facilitating easier implementation of iterative changes. Micro-customizations allowed each category to analyze its business specifically, fostering organizational adoption. Store space planning, considering adjacencies and margin rates, led to a 9-month re-merchandising program, driven by data insights, impacting every store.

RESULTS

+\$25 Size, +\$2B in Sales

Basket size increase by knowing the shopper

+\$1B

Increase from localization with better assortment planning and pricing

+\$200M

Identified in local markets

~3.5 Month Lifecycle Reduction

Reduced product lifecycle from 7 months to 3.5 months by streamlining data and incorporating web & stores for the first time