



Leading FMCG Company Achieves Perfect Store Strategy



IN-STORE EXECUTION
Retail Intelligence

About

A leading FMCG conglomerate saw significant variance in sales performance, with market share at store level over 20% higher in top vs. bottom performing stores. They partnered with Wiser to provide analysis on their brand and category at the shelf and reveal insights around key drivers of sales performance at store level. The customer used full-category photos and extracted data to understand correlation between store performance and planogram KPIs.

Challenges

The effective use of physical space is fundamental to any retailer or manufacturer's success. Share of category and brand, aisle flow, navigational signage and position on shelf allocated to products can significantly impact sales.

A lack of robust data at the shelf collected in a consumer-centric way often prevents manufacturers and retailers from optimizing planograms to best drive category growth through improved shopper experience. Gathering this type of data can be difficult, time-consuming, and expensive, making it a challenge for brands to access and help inform their decision-making.

To identify key sales drivers and gain insights as to why stores were underperforming, the FMCG company needed to link granular KPIs collected at store level with sales data. Given that their assortment was meant to be similar in all stores (negotiated at headquarter level with main supermarket chains), there was no clear view on what was driving the high variance in performance at store level.

Benefits



Full Geographical Coverage

Shoppers visited grocery stores across the country, gathering photos capturing the applicable category.



Automated Shelf-level Insights

Detailed SKU-level mapping automatically delivered per store on key metrics.



Correlational Sales Analysis

Results compared between top and bottom performing stores to understand the impact of each KPI on sales.

Results



Macro Space Analysis

Correlating shelf and sales data, the brand identified the high impact of macro-space elements, such as number of sub-category bays, on execution variability at store level.



Store Strategy Implementation

Identifying the variability in execution allowed brand to develop a 'Perfect Store Strategy' to apply at the store level around top revenue-driving KPIs.



Planogram Optimization

Field team mobilized to corrective action and track prioritized KPIs, and brand was able to hold fact-based conversations on space optimization with retail partners.

