Wakefern PPI

RDD Associates EST. 1998 Learning Academy

RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

RDD Associates Core Leadership Strategy

Enterprise Sustainability - Laser focus on *GROWING OUR BUSINESSES…* train, develop & reward *VALUED ASSOCIATE RESOURCES…* build momentum to ensure *FUTURE ENTERPRISE SUCCESS!*

What is RDD's *ASSOCIATE LEARNING ACADEMY*?

An *enterprise-wide training, education & associate -development process,* that:

- For every RDD position, identifies core skills, business processes / protocols, technology enablers and best business practices / solutions critical to delivering *sales agency SERVICE EXCELLENCE*
- Provides a comprehensive portfolio of fundamental and advanced training/education modules *facilitating associate development and building organizational capacity and performance*

WAKEFERN PPI

Key Discussion Topics

- Course Overview: Definition / Purpose / Rationale
- What is PPI?

- Background
- Features/Uses

- How Reports Are Run
- Report Examples

- Recap
- Handouts & Reference Guide
- Next Steps & Timeline

What is **WAKEFERN PPI**?

Price Plus Insights

- Launched 2011
- Wakefern's home-grown system of tracking what their consumers purchase
- Based on purchase behavior of Wakefern's 7.6MM card holder universe (not a sample)
- About 90% of SR's shoppers have a card
- Web-based tool
- 2 years of back data available (updated daily)
- Available to vendors at annual cost of $100,000
- Reports are utilized by WF category managers
- Broker access began in 2014
- Reports downloadable in Excel or PDF format

Features of **WAKEFERN PPI**

- Ability to see who is buying your product
- Ability to see what else consumers buy in addition to your product
- Ability to compare performance of ad weeks at different price points
- Ability to pinpoint loyal users
- Ability to examine SR Marketing groups
- Analyze when your item(s) sell the most (day of week and time)
- Examine what stores are not carrying your item
- ShopRite from home sales data
- Pinpoint consumer groups for specific promotions (digital coupons and SRFH)
- Ability to create custom consumer targets for digital campaigns

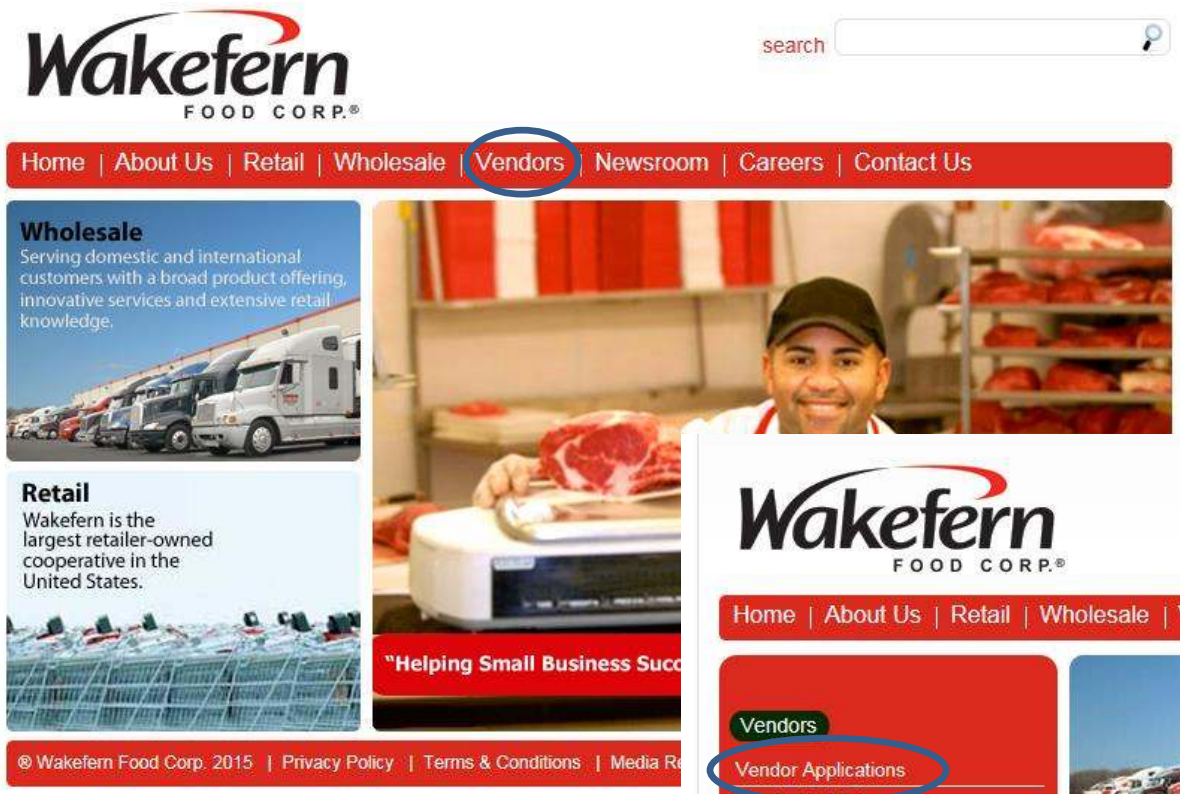
  (Targeting fee waived for PPI Vendors)

Who can get **WAKEFERN PPI**?

RDD Clients Subscribing to PPI:

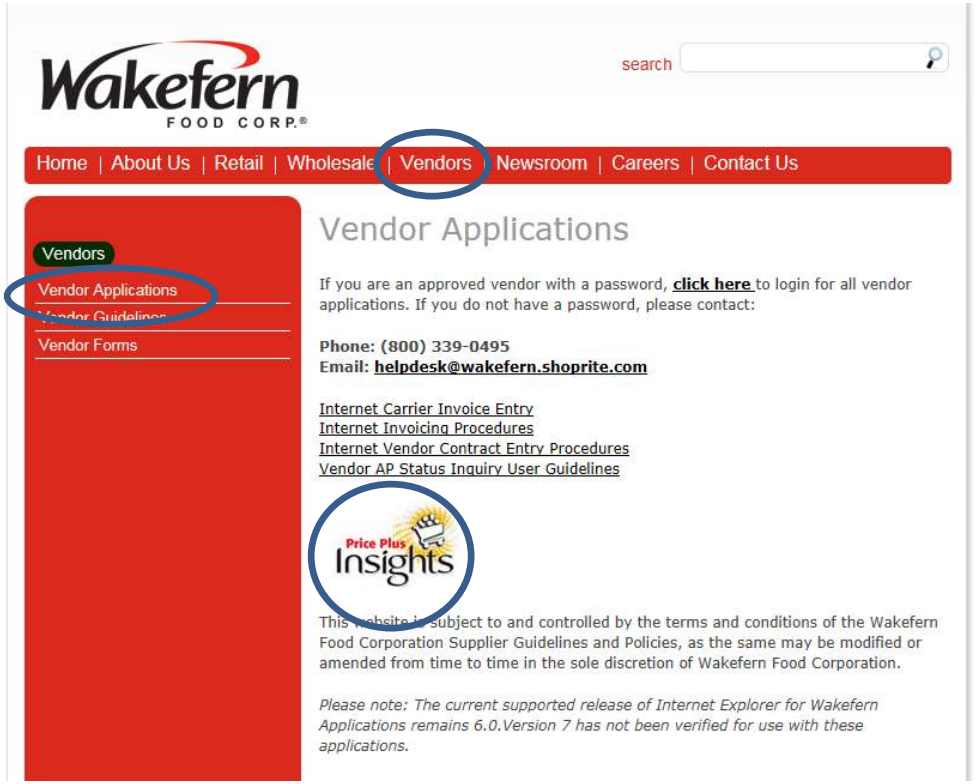
- HP Hood
- Friendly's
- Florida's Natural
- Lactalis/Sorrento (starting in 2015)

Where do I find **WAKEFERN PPI**?



Access via:
www.wakefern.com

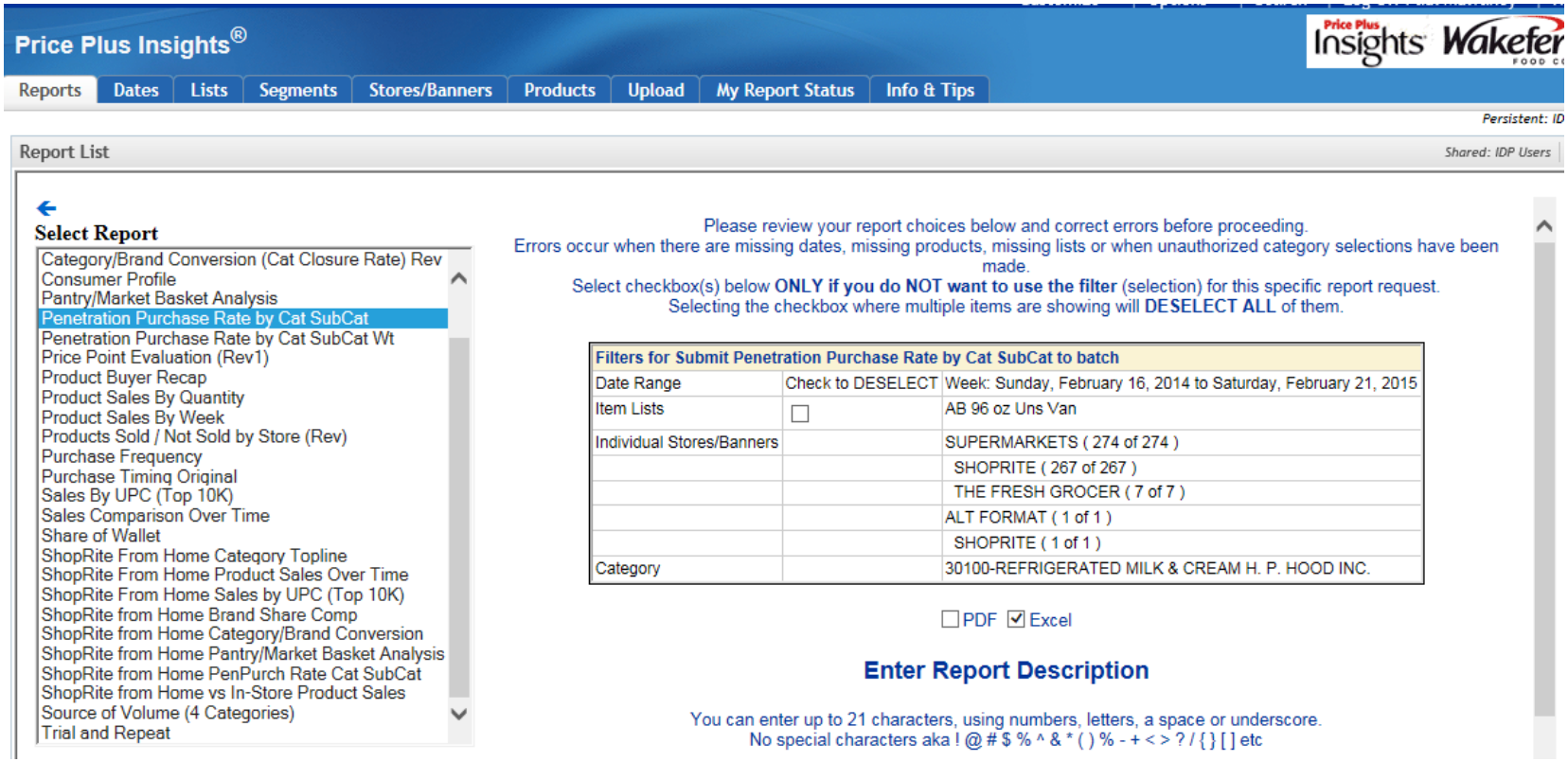
Where do I find WAKEFERN PPI?



ID's provided by Wakefern and linked to user's email

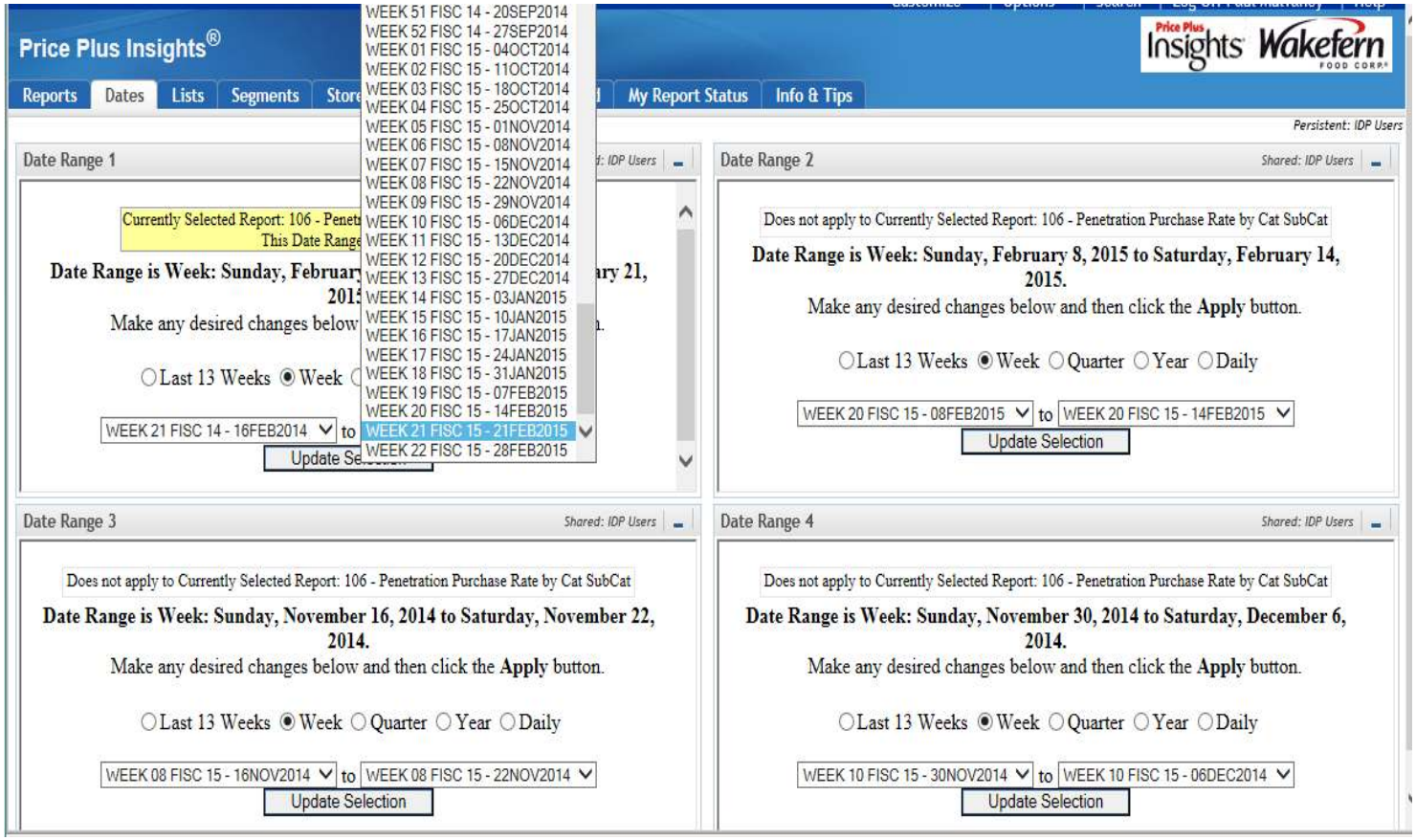
What is available in WAKEFERN PPI?

27 Different of Reports:



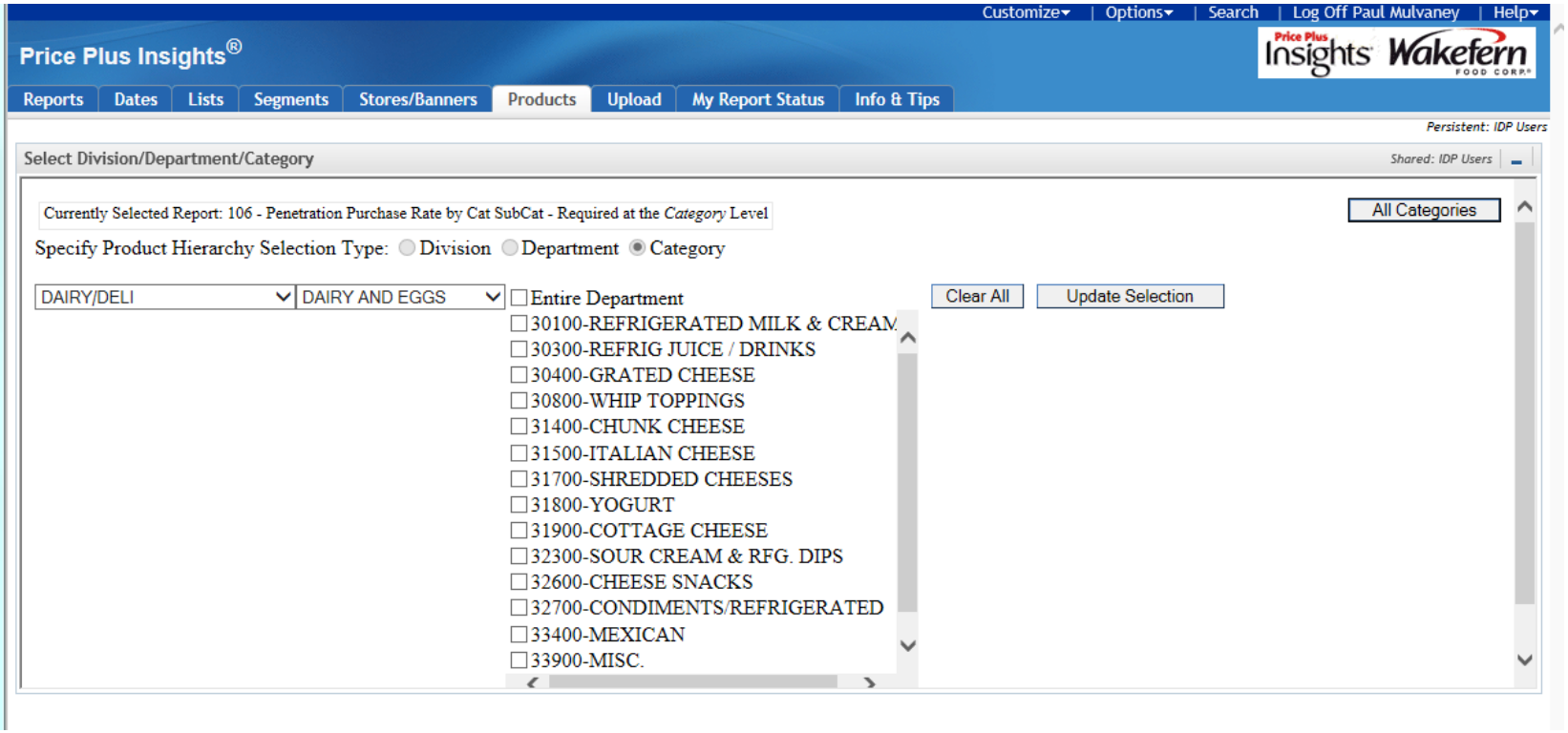
What is available in **WAKEFERN PPI**?

Time Selections:



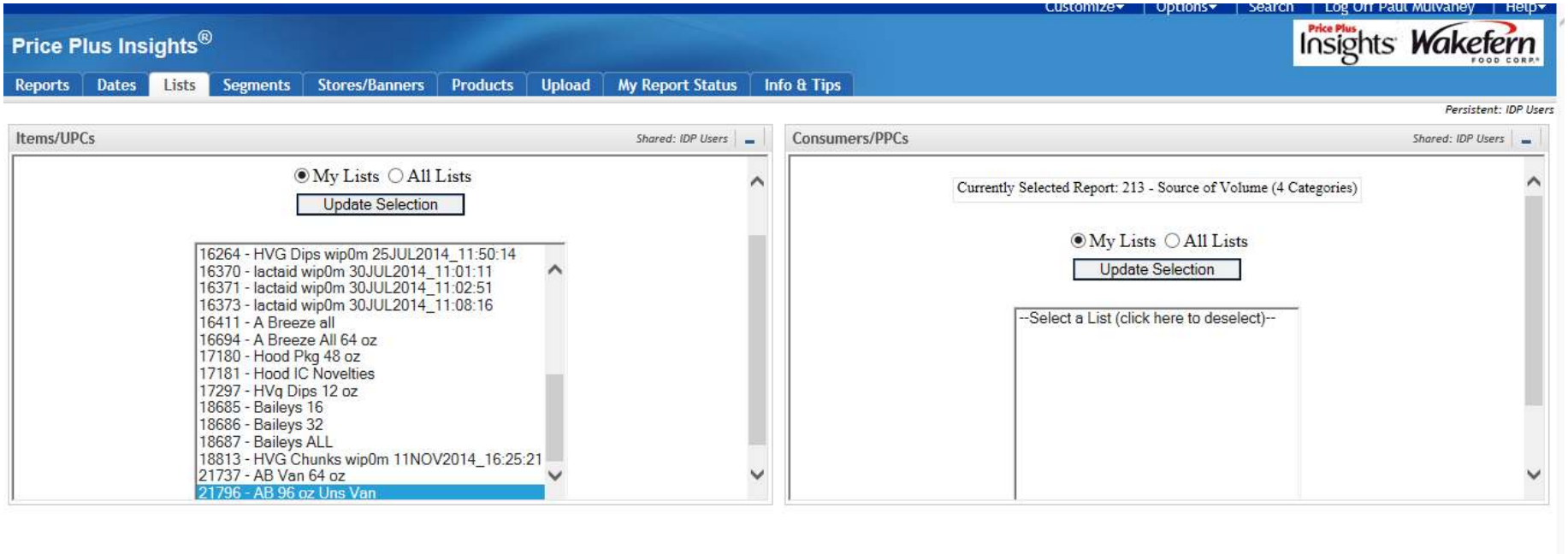
What is available in WAKEFERN PPI?

Product Selections:



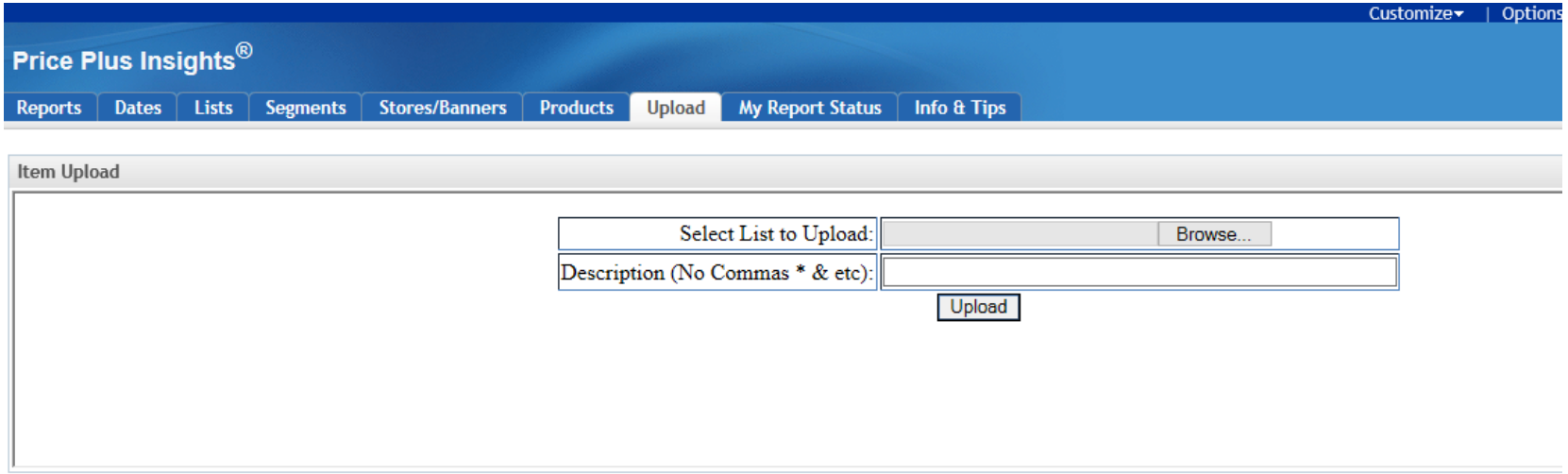
What is available in **WAKEFERN PPI**?

Custom Product/Consumer Selections:



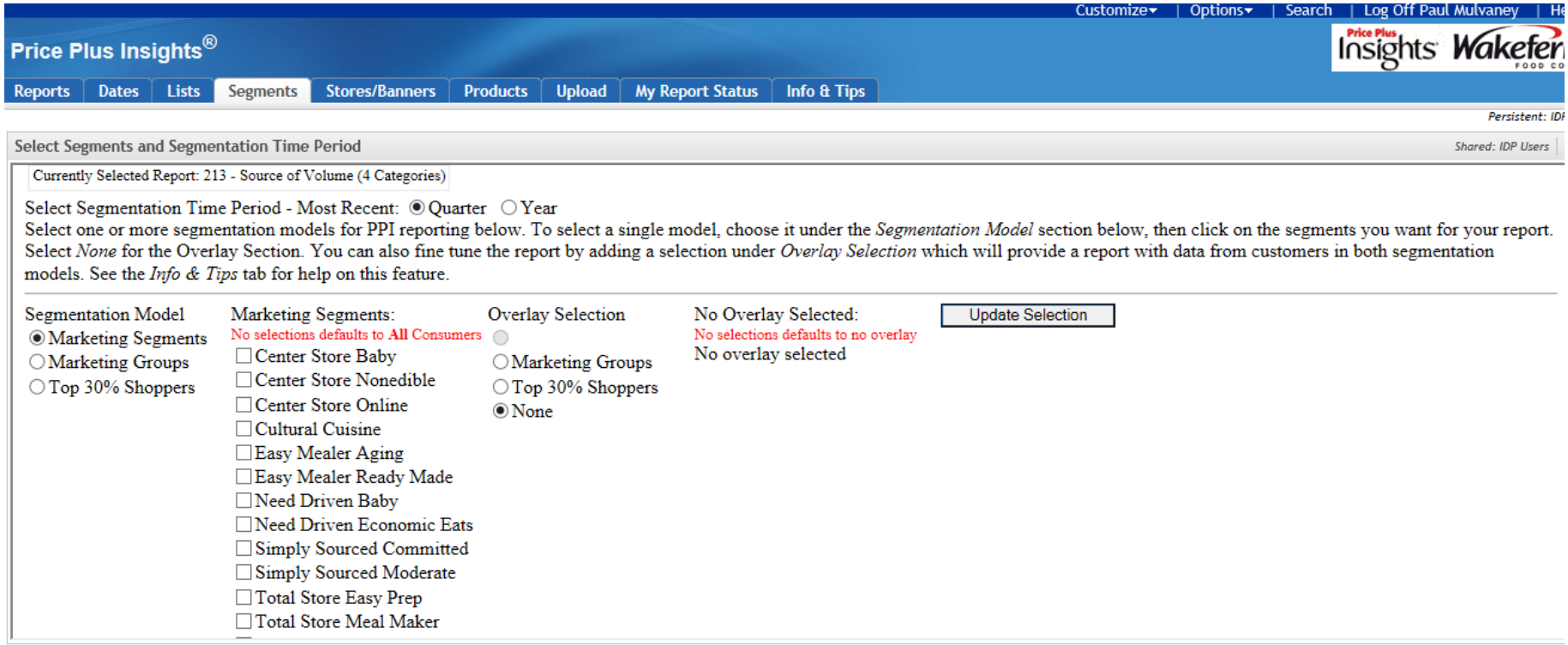
What is available in **WAKEFERN PPI**?

Creating Custom Product Groups:



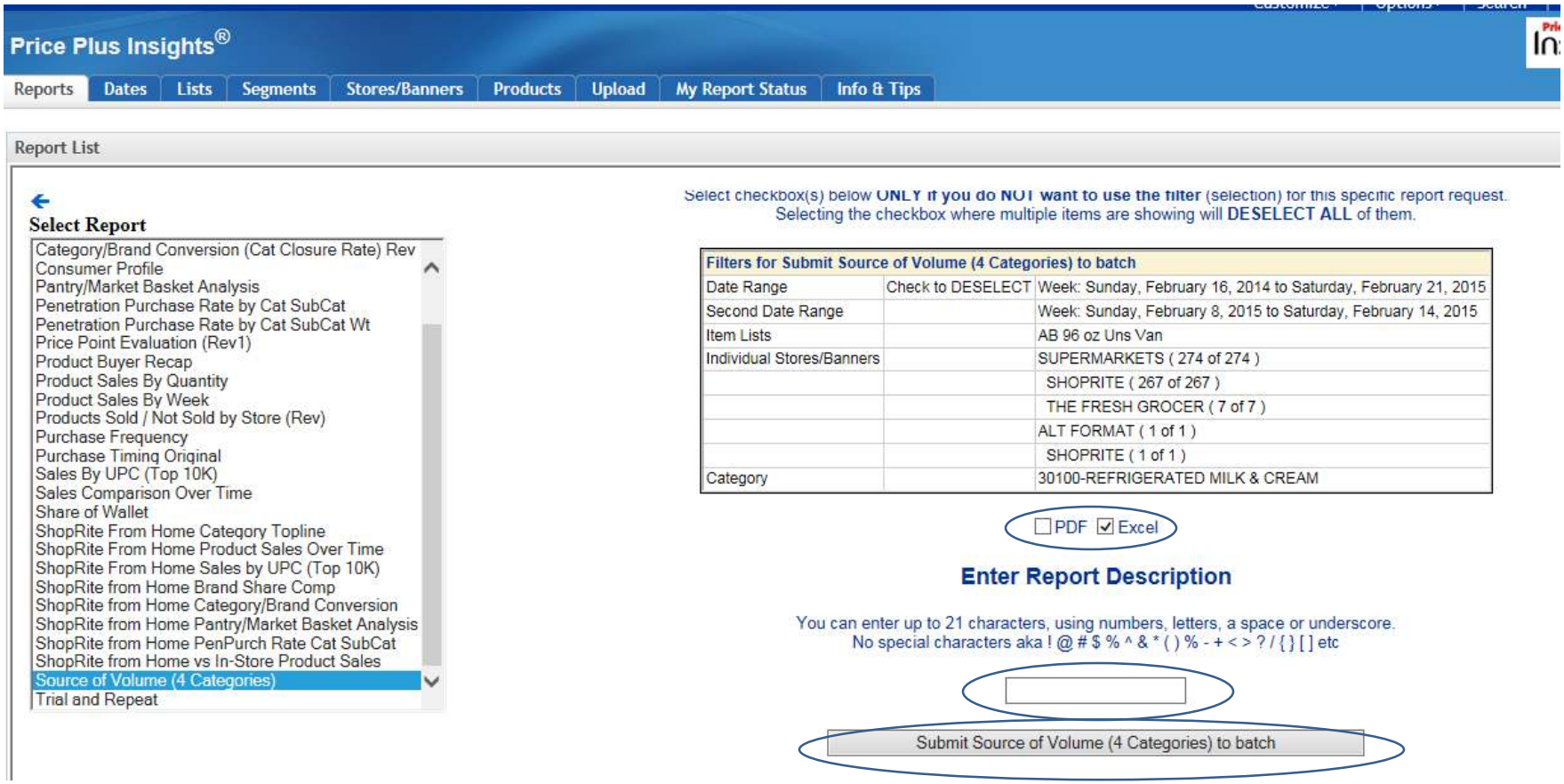
What is available in **WAKEFERN PPI**?

Consumer Segments:



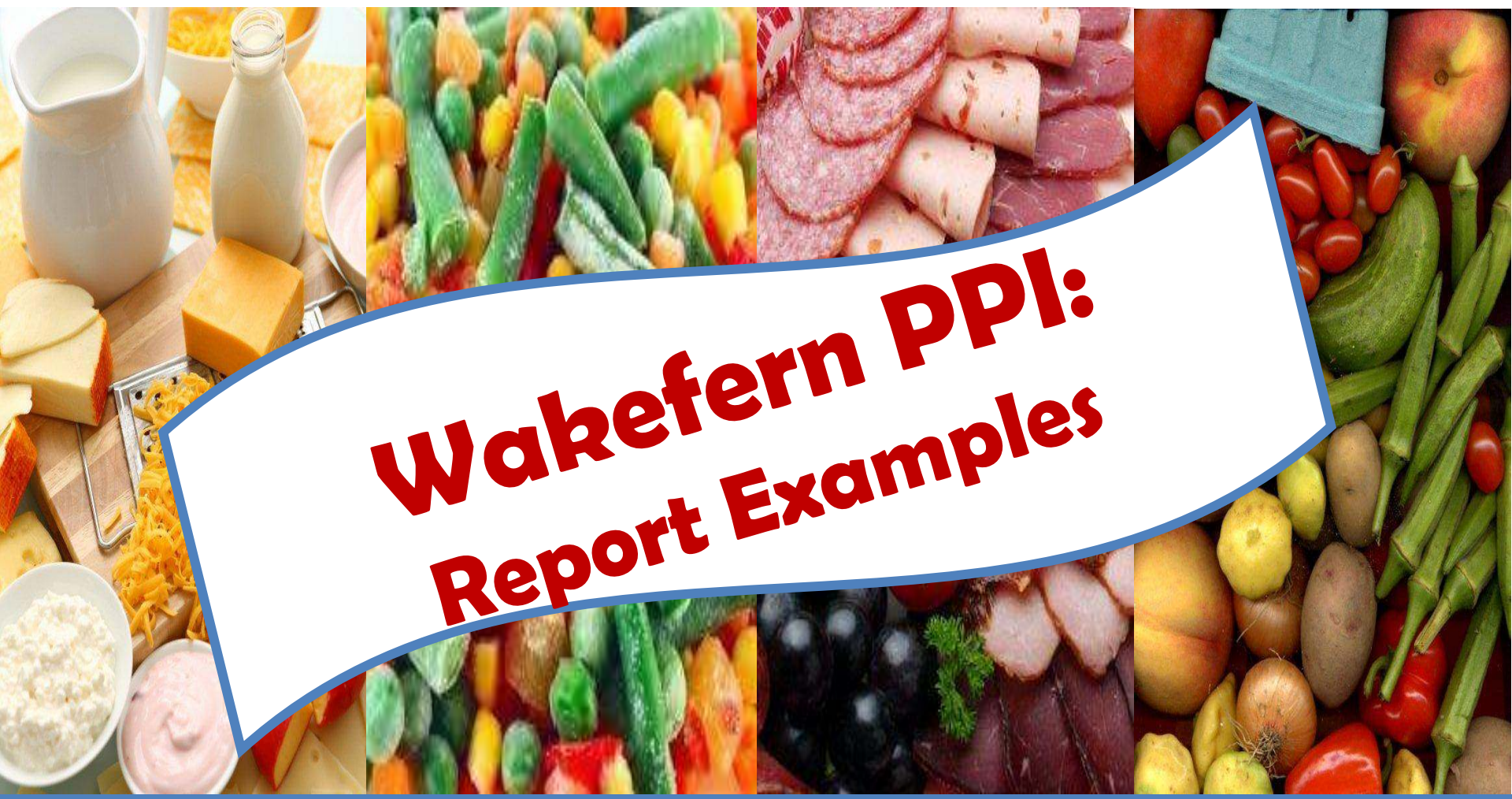
What is available in **WAKEFERN PPI**?

Name Your Report & Run:



What is available in: **WAKEFERN PPI**?

- Procurement defines which category the items will go
- Product description (brand and parent company) defined by Nielsen
- New Items: must be submitted to Nielsen to ensure they are captured
  - Manufacturers must complete a New Item Form and submit to Nielsen
- Wakefern contacts: Christina Lee and Ann Murphy



Wakefern PPI: Report Examples

RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

Penetration and Purchase

Packaged Ice Cream Ranking: Latest 24 Weeks

Rank	Total PPC	UPC #	UPC Desc	Product Size	PPC	Penetration Rate (% Buy of PPC)	Sales	Units	PPC Buying Brand Exclusive	% Buy Brand Exclusive	$ PPC Brand Buying Exclusive	PPC Buying Item Exclusive	% Buy Item Exclusive	$ PPC Item Exclusive	Cume % Sales	Units / Str
1	2,598,480	2983900506	FRND VANILLA IC	48 OZ	251,107	9.7%	$1,126,489	385,623	75,497	30.1%	$294,981	31,913	12.7%	$115,016	2.9%	1,472
2	2,598,480	2073511004	TURK HILL VAN BEAN	48 OZ	205,991	7.9%	$993,459	291,520	55,520	27.0%	$247,221	29,025	14.1%	$119,542	5.4%	1,113
3	2,598,480	2983900730	FRND VAN-CHOC-STR	48 OZ	197,095	7.6%	$888,372	304,351	58,385	29.6%	$226,445	25,571	13.0%	$93,854	7.7%	1,162
4	2,598,480	2983900654	FRND MINT CHOC CH	48 OZ	175,935	6.8%	$875,448	299,270	40,816	23.2%	$166,300	13,554	7.7%	$50,844	9.9%	1,147
5	2,598,480	2983900712	FRND VANILLACHOC IC	48 OZ	172,122	6.6%	$837,484	287,068	45,167	26.2%	$178,080	19,444	11.3%	$71,553	12.1%	1,096
6	2,598,480	7756725423	BREYERS VANILLA ICECR	48 OZ	136,633	5.3%	$799,502	225,551	38,669	28.3%	$229,943	22,007	16.1%	$118,795	14.1%	861
7	2,598,480	2983900761	FRND BUTTER PECAN	48 OZ	178,382	6.9%	$798,250	273,967	51,861	29.1%	$198,003	19,412	10.9%	$69,642	16.1%	1,046
8	2,598,480	2073511016	TURK HILL CHOC MINT	48 OZ	136,192	5.2%	$786,518	226,982	29,362	21.6%	$153,260	10,892	8.0%	$52,687	18.2%	870
9	2,598,480	2983900886	FRND VANILLA BEAN	48 OZ	174,098	6.7%	$735,284	251,773	46,361	26.6%	$165,591	18,800	10.8%	$63,524	20.0%	965
10	2,598,480	2983900532	FRND COOKIECREAM	48 OZ	163,850	6.3%	$729,714	250,380	39,290	24.0%	$143,574	13,707	8.4%	$46,765	21.9%	959
11	2,598,480	2073511006	TURK HILL VAN CHOC	48 OZ	138,018	5.3%	$688,371	201,338	32,529	23.6%	$149,085	16,485	11.9%	$69,824	23.7%	768
12	2,598,480	2073511014	TURK HILL BUTR PECAN	48 OZ	130,508	5.0%	$659,606	192,420	35,345	27.1%	$168,374	15,136	11.6%	$68,687	25.3%	734
13	2,598,480	2983900787	FRND FORBID CHOC	48 OZ	129,410	5.0%	$656,184	224,375	33,028	25.5%	$148,286	10,269	7.9%	$43,871	27.0%	860
14	2,598,480	2983900688	FRND CHOCOLATE IC	48 OZ	115,616	4.4%	$605,169	206,772	29,092	25.2%	$128,149	8,147	7.0%	$32,452	28.6%	789
15	2,598,480	2073511007	TURK HILL NEAPOLITAN	48 OZ	130,713	5.0%	$601,861	176,262	32,478	24.8%	$139,633	16,333	12.5%	$66,980	30.1%	673
16	2,598,480	2073542095	TURK HILL DUTCH CHOCL	48 OZ	102,438	3.9%	$586,486	170,635	23,341	22.8%	$131,051	7,863	7.7%	$40,938	31.6%	651
17	2,598,480	2983900514	FRND FRENCH VANIL	48 OZ	140,803	5.4%	$575,731	196,694	42,379	30.1%	$157,274	16,516	11.7%	$57,432	33.1%	759
18	2,598,480	2073511022	TURK HILL COOK-N-CRM	48 OZ	106,185	4.1%	$505,450	147,271	24,298	22.9%	$107,960	9,118	8.6%	$38,184	34.4%	562
19	2,598,480	2073511001	TH ORIG VANILLA	48 OZ	108,714	4.2%	$487,886	142,264	30,078	27.7%	$132,221	14,660	13.5%	$59,474	35.6%	543
20	2,598,480	2983900680	FRND FUDGE SWIRL	48 OZ	104,969	4.0%	$485,906	166,511	24,675	23.5%	$100,447	8,654	8.2%	$33,266	36.9%	638

Ranking report that incorporates loyalty data

Penetration and Purchase

Packaged Ice Cream Ranking: Loyalty

Total PPC	UPC #	UPC Desc	Product Size	PPC	PPC Buying Brand Exclusive	% Buy Brand Exclusive	PPC Buying Item Exclusive	% Buy Item Exclusive
2,598,480	2983900506	FRND VANILLA IC	48 OZ	251,107	75,497	30.1%	31,913	12.7%
2,598,480	2073511004	TURK HILL VAN BEAN	48 OZ	205,991	55,520	27.0%	29,025	14.1%
2,598,480	2983900730	FRND VAN-CHOC-STR	48 OZ	197,095	58,385	29.6%	25,571	13.0%
2,598,480	2983900654	FRND MINT CHOC CH	48 OZ	175,935	40,816	23.2%	13,554	7.7%
2,598,480	2983900712	FRND VANILLACHOC IC	48 OZ	172,122	45,167	26.2%	19,444	11.3%
2,598,480	7756725423	BREYERS VANILLA ICECR	48 OZ	136,633	38,669	28.3%	22,007	16.1%
2,598,480	2983900761	FRND BUTTER PECAN	48 OZ	178,382	51,861	29.1%	19,412	10.9%
2,598,480	2073511016	TURK HILL CHOC MINT	48 OZ	136,192	29,362	21.6%	10,892	8.0%
2,598,480	2983900886	FRND VANILLA BEAN	48 OZ	174,098	46,361	26.6%	18,800	10.8%
2,598,480	2983900532	FRND COOKIECREAM	48 OZ	163,850	39,290	24.0%	13,707	8.4%

Purchase Timing

Friendly's Vanilla: 48 oz

Week Ending Feb 14, 2015

Purchase Timing Original									
Day of Week	12AM-6AM	6AM-9AM	9AM-12PM	12PM-3PM	3PM-5PM	5PM-8PM	8PM-11:59	Total by Day	Percent of Total
Sunday	$3	$645	**$2,736**	**$3,908**	**$2,567**	**$2,369**	$616	**$12,843**	**19.68%**
Monday	$12	$127	$761	$1,333	$1,069	$1,428	$506	**$5,236**	**8.02%**
Tuesday	$6	$171	$1,202	**$2,136**	$1,384	$1,711	$650	**$7,260**	**11.12%**
Wednesday	$26	$214	$1,711	**$2,471**	$1,503	$1,912	$720	**$8,556**	**13.11%**
Thursday	$9	$266	$1,751	**$2,332**	$1,477	**$2,006**	$777	**$8,618**	**13.20%**
Friday	$26	$327	$1,879	**$2,468**	$1,795	**$2,315**	$1,084	**$9,892**	**15.16%**
Saturday	$29	$746	**$2,858**	**$3,955**	**$2,378**	**$2,147**	$749	**$12,861**	**19.71%**
Total by Hour	**$110**	**$2,494**	**$12,898**	**$18,602**	**$12,173**	**$13,888**	**$5,102**	**$65,266**	
Percent by Hour	**0.17%**	**3.82%**	**19.76%**	**28.50%**	**18.65%**	**21.28%**	**7.82%**		

- Run by sku
- Determine the day and time when the item sells the most

Product Sales By Quantity

Product Sales By Quantity									
Qty	PPC	% PPC to Net	Units	% Units to Net	Sales	Trips	$/ PPC	$/ Unit	$/ Trip
1	152,954	64.2%	152,954	43.7%	$442,291	152,970	$2.89	$2.89	$2.89
2	**69,390**	**29.1%**	**138,780**	**39.6%**	**$401,325**	**76,357**	**$5.78**	**$2.89**	**$5.26**
3	8,913	3.7%	26,739	7.6%	$77,312	13,249	$8.67	$2.89	$5.84
4	5,348	2.2%	21,392	6.1%	$61,801	7,808	$11.56	$2.89	$7.92
5	715	0.3%	3,575	1.0%	$10,328	1,427	$14.44	$2.89	$7.24
6	520	0.2%	3,120	0.9%	$9,007	1,064	$17.32	$2.89	$8.46
7	122	0.1%	854	0.2%	$2,464	288	$20.19	$2.88	$8.55
8	147	0.1%	1,176	0.3%	$3,394	303	$23.09	$2.89	$11.20
9	27	0.0%	243	0.1%	$702	70	$26.01	$2.89	$10.03
10	26	0.0%	260	0.1%	$751	59	$28.90	$2.89	$12.74
11	13	0.0%	143	0.0%	$414	46	$31.84	$2.89	$9.00
12	15	0.0%	180	0.1%	$521	42	$34.72	$2.89	$12.40
13	5	0.0%	65	0.0%	$188	25	$37.57	$2.89	$7.51
14	6	0.0%	84	0.0%	$243	21	$40.46	$2.89	$11.56
15	2	0.0%	30	0.0%	$87	8	$43.35	$2.89	$10.84
16	3	0.0%	48	0.0%	$139	5	$46.24	$2.89	$27.74
17	2	0.0%	34	0.0%	$98	4	$49.13	$2.89	$24.57
18	2	0.0%	36	0.0%	$104	3	$52.02	$2.89	$34.68
19	1	0.0%	19	0.0%	$55	13	$54.91	$2.89	$4.22
20	1	0.0%	20	0.0%	$58	2	$57.80	$2.89	$28.90
21	2	0.0%	42	0.0%	$121	5	$60.69	$2.89	$24.28
22	2	0.0%	44	0.0%	$127	20	$63.58	$2.89	$6.36
24	2	0.0%	48	0.0%	$139	4	$69.36	$2.89	$34.68
25+	12	0.0%	390	0.1%	$1,127	17	$93.93	$2.89	$66.30
Total	238,230	100.0%	350,276	100.0%	$1,012,795	253,810	$4.25	$2.89	$3.99
Returns	21	0.0%	(7)	(0.0%)	($14)	40	($0.66)	($1.99)	($0.34)
Net	238,251	100.0%	350,269	100.0%	$1,012,781	253,850	$4.25	$2.89	$3.99

Friendly's: Total 48 oz

Week Ending Feb 14, 2015

Sale Week: 2/$5

ShopRite From Home Top Sellers

Friendly's: 48 oz UPC's

Latest 6 Months (Per 1) vs Prior 6 Months (Per 2)

ShopRite From Home Sales by UPC (Top 10K)											
UPC	UPC Description	Size	Period 1 PPC	Period 2 PPC	% Change	Period 1 Sales	Period 2 Sales	% Change	Period 1 Units	Period 2 Units	% Change
2983900654	FRND MINT CHOC CH	48 OZ	3,867	3,874	(0.2%)	$ 20,406	$ 19,622	4.0%	6,922	6,960	(0.5%)
2983900506	FRND VANILLA IC	48 OZ	3,995	3,610	10.7%	$ 19,247	$ 17,782	8.2%	6,525	6,316	3.3%
2983900688	FRND CHOCOLATE IC	48 OZ	2,201	2,107	4.5%	$ 12,782	$ 11,635	9.9%	4,322	4,119	4.9%
2983900595	FRND CC CKIE DOUGH	48 OZ	2,249	2,277	(1.2%)	$ 11,100	$ 10,483	5.9%	3,785	3,731	1.4%
2983900532	FRND COOKIECREAM	48 OZ	2,347	2,323	1.0%	$ 10,981	$ 10,639	3.2%	3,753	3,789	(1.0%)
2983900787	FRND FORBID CHOC	48 OZ	1,949	1,935	0.7%	$ 10,237	$ 9,669	5.9%	3,473	3,433	1.2%
2983900712	FRND VANILLACHOC IC	48 OZ	1,724	1,586	8.7%	$ 8,814	$ 7,587	16.2%	2,990	2,694	11.0%
2983900886	FRND VANILLA BEAN	48 OZ	1,614	1,166	38.4%	$ 7,244	$ 5,312	36.4%	2,463	1,884	30.7%
2983900730	FRND VAN-CHOC-STR	48 OZ	1,404	1,486	(5.5%)	$ 6,759	$ 6,887	(1.8%)	2,296	2,442	(6.0%)
2983900514	FRND FRENCH VANIL	48 OZ	1,391	1,164	19.5%	$ 6,298	$ 5,309	18.6%	2,136	1,884	13.4%
2983900884	FRND PNT BTR CUP	48 OZ	1,186	1,187	(0.1%)	$ 5,332	$ 5,530	(3.6%)	1,823	1,966	(7.3%)
2983900761	FRND BUTTER PECAN	48 OZ	1,135	1,159	(2.1%)	$ 5,309	$ 5,166	2.8%	1,803	1,832	(1.6%)
2983900647	FRND CHOC CHIP	48 OZ	964	964	0.0%	$ 4,889	$ 4,530	7.9%	1,651	1,602	3.1%
2983900680	FRND FUDGE SWIRL	48 OZ	1,045	1,158	(9.8%)	$ 4,841	$ 5,432	(10.9%)	1,651	1,929	(14.4%)
2983900522	FRND COFFEE ICE CREAM	48 OZ	927	938	(1.2%)	$ 4,803	$ 4,807	(0.1%)	1,629	1,699	(4.1%)

Consumer Profile

Total Florida's Natural Brand: 2014

Total SR PPC's	7,627,107
Total SR PPC's purhased Rfg Juice/Drinks	4,332,788
Total SR PPC's purchased Fla Nat	1,390,088

32% Penetration

ShopRite Marketing Segment	Center Store Baby	Center Store Nonedible	Center Store Online	Cultural Cuisine	Easy Mealer Aging	Easy Mealer Ready Made	Need Driven Baby	Need Driven Economic Eats	Simply Sourced Committed	Simply Sourced Moderate	Total Store Easy Prep	Total Store Meal Maker	Total Store Ready Made
PPC's in Segment	115,901	1,316,298	58,592	837,542	1,228,659	732,048	67,593	585,452	501,775	597,019	659,272	491,362	435,594
Buyers (bought Rfg Juice/Drinks)	69,091	660,193	35,257	403,330	683,803	346,156	34,751	387,500	183,564	391,391	462,683	364,695	310,374
Category Units per Buyer/year	11.6	11.1	10.2	9.9	12.9	10.1	13.1	**15.1**	6.9	10.9	**16.2**	**13.8**	**14.2**
Category Dollars per Buyer/year	$ 30.03	$ 28.62	$ 31.05	$ 25.71	$ 34.23	$ 26.20	$ 29.81	**$ 34.17**	$ 20.85	$ 31.92	**$ 37.62**	**$ 37.75**	**$ 36.50**
PPC's who buy Fla Nat	19,210	205,305	9,273	114,001	227,638	96,605	8,295	111,137	51,441	139,253	157,566	140,955	109,409
% Segment PPC's who bought Fla Nat	16.6	15.6	15.8	13.6	**18.5**	13.2	12.3	**19.0**	10.3	**23.3**	23.9	**28.7**	**25.1**
Brand Units per PPC/year	3.2	3.5	3.7	3.2	**4.0**	3.4	2.6	2.9	3.5	**4.0**	3.2	**3.8**	3.5
Brand Dollars per PPC/year	$ 10.39	$ 11.07	**$ 12.41**	$ 10.24	**$ 12.79**	$ 10.93	$ 8.36	$ 9.26	$ 11.46	**$ 13.01**	$ 10.01	**$ 12.25**	$ 11.11

- FN brand penetration is 32% among consumer who purchase Rfg Juice (4.3MM/1.4MM)
- FN has the highest segment penetration within the Total Store Meal Maker group (28.7%), followed by Total Store Ready Made (25.1%) and Simply Sourced (23.3%)
- FN purchase sizes are highest among the Simply Sourced ($13.01) and Easy Mealer Aging ($12.79) groups
- Category purchases are highest among the Total Store Meal Maker ($37.75) and Total Store Easy Prep ($37.62) groups

Items Sold/Not Sold

Florida's Natural Smoothies

Latest 24 weeks

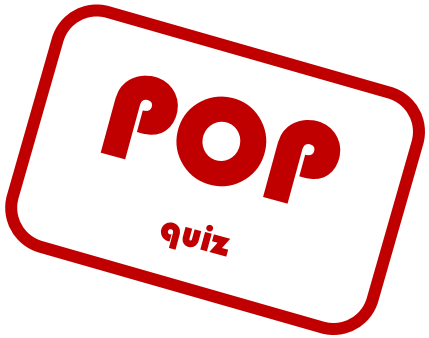
					1630016801 FLA NAT ORNGPINMANG REFRIG JUICE / DRINKS			1630016802 FLA NAT ORNGSTRBBAN REFRIG JUICE / DRINKS		
Str	Store Name	Zone	Org	Org Name	PPC	Sales	Units	PPC	Sales	Units
263	**TOTAL STORES IN REPORT**	**0**	**55**	**TOTAL ORGS IN REPORT**	**11,809**	**$60,099.39**	**19,655**	**12,296**	**$60,208.10**	**19,553**
105	S/R KEARNY	1	84	KEARNY SHOP RITE, INC	54	$274.70	87	31	$150.12	49
106	S/R OF SPOTSWOOD	1	74	SRS INC	35	$164.57	52	65	$271.63	83
107	S/R OF RAMSEY	1	50	LML SUPERMARKETS, INC.						
111	S/R NUTLEY	1	43	NUTLEY PARK SHOP RITE, INC	11	$42.19	15	16	$61.58	20
113	S/R LYNDHURST	1	44	INSERRA SUPERMARKETS,INC	26	$93.82	29	31	$128.81	41
117	S/R EMERSON	1	44	INSERRA SUPERMARKETS,INC	39	$169.49	54	21	$68.19	22
118	S/R HOBOKEN	1	50	LML SUPERMARKETS, INC.	1	$2.99	1	2	$17.94	6
119	S/R BAYONNE-26ST	1	50	LML SUPERMARKETS, INC.	84	$384.90	126	74	$418.49	132
120	S/R PASSAIC	1	14	CUELLAR, LLC	29	$102.50	35	26	$102.97	34
121	S/R ROCHELLE PK	1	34	GLASS GARDENS, INC	64	$361.66	117	88	$365.04	116
122	S/R LODI	1	44	INSERRA SUPERMARKETS,INC	30	$196.18	63	30	$123.52	40
123	S/R RIVER ROAD	1	44	INSERRA SUPERMARKETS,INC	41	$198.97	68	43	$172.41	55
125	S/R EIGHT STREET	1	50	LML SUPERMARKETS, INC.	6	$17.94	6	35	$122.46	40
126	S/R BELLEVILLE	1	43	NUTLEY PARK SHOP RITE, INC	47	$208.08	70	54	$203.87	66
130	S/R COLUMBIA PARK	1	50	LML SUPERMARKETS, INC.	69	$410.24	131	19	$98.88	32
131	S/R NEW MILFORD	1	44	INSERRA SUPERMARKETS,INC	46	$176.57	56	41	$176.36	56
134	S/R HACKENSACK	1	50	LML SUPERMARKETS, INC.	4	$19.16	6	5	$19.16	6
138	S/R OF JERSEY CITY	1	44	INSERRA SUPERMARKETS,INC						
139	S/R OF METRO PLAZA	1	50	LML SUPERMARKETS, INC.	81	$331.82	106	73	$333.31	105
150	S/R PALISADES PARK	1	50	LML SUPERMARKETS, INC.	6	$17.94	6	6	$17.94	6

Let's recap **WAKEFERN PPI**:

Time to test your knowledge…

Let's recap **WAKEFERN PPI**:

What does PPI stand for?



Let's recap **WAKEFERN PPI**:

PRICE

PLUS

INSIGHTS

Let's recap **WAKEFERN PPI**:

What can PPI data show you that IRI/Syndicated data can not?

Let's recap **WAKEFERN PPI**:

Information about the consumers who are buying your product

Let's recap **WAKEFERN PPI**:

What are some of the names of reports available in PPI?

Let's recap **WAKEFERN PPI**:

- Penetration & Purchase
- Purchase Timing
- Product Sales by Quantity
- SRFH Top Seller
- Consumer Profile
- Items Sold/Not Sold

Let's recap **WAKEFERN PPI**:

Who are the RDD clients that currently subscribe to PPI?

Let's recap **WAKEFERN PPI**:

-HP HOOD

-FRIENDLY'S

-FLORIDA'S NATURAL

-LACTALIS/SORRENTO

Moving ahead…**WAKEFERN PPI** implementation

Can PPI help your business?

New Applications or Opportunities?

By 5/29/15

Brand Share Comparison

Understand **brand share** sales (at ShopRite) and **competitive brand** share sales for each category.

Category Topline

Understand how many buyers are buying in your category for two time periods as well as sales, units, and closure rate. Additional measures include $/PPC and units/PPC. This report is for a top line review of a category or multiple categories.

Category Scorecard

Understand key measures at a category and brand level for 2 time periods (sales, units, closure %, trips, avg. basket, avg. basket units, $/PPC and units/PPC) for categories, brands and competitive brands, by consumer segment.

Category Brand Conversion/Closure Rate

Understand the customer closure rate (# of PPC purchasing category/brand) for **categories, brands and competitive brands**, by consumer segment.

Consumer Profile

Understand PPC (customers), sales and units for **aggregate upc(s) or categories** by consumer segments.

Pantry/Market Basket Analysis

For a group of **upcs**, determine what other items buyers of these upcs have purchased (Pantry) and what else is purchased in the **same basket** (Basket). Also determine when one of the upcs is present, what is the average basket size and the average # of items purchased.

Penetration and Purchase Rate Category/ SubCategory

Understand the customer purchase rate (# of PPC purchasing specific item) for **individual upcs** within a category, by consumer segment. Also determine the percentage of customers purchasing each item exclusively (**item loyalty**).

Penetration and Purchase Rate Category/ SubCategory WT

Understand the customer purchase rate (# of PPC purchasing specific item) for **individual upcs** within a category, by consumer segment for random weight items. Also determine the percentage of customers purchasing each item exclusively (**item loyalty**).

Price Point Evaluation

Quantify the PPC (customers), trips, units and sales for a group of **upc(s)** and the **different price points** associated with the items.

Product Buyer Recap

Identify Total PPC (customers), sales, trips and units for a group of upc (s) or category {selecting category, will reflect Total Parent company within the Category} for a specific time period.

Product Sales by Quantity

For a group of upc's, track sales by Quantity purchased by count of Total Price Plus Customers buying

Product Sales by Week

For a category or group of upc's, track sales for a chosen time period. Sales are tracked by week for chosen items and, rolled up if multiple weeks chosen.

Product Sold/Not Sold by Store

By store, track PPC (customers), sales and units for **individual upc(s).**

Purchase Frequency

Track PPC (customers), sales, trips and units for **individual upc(s)** for 4 time periods.

Purchase Timing

For a group of **upc(s),** understand which **day of the week** and/or **day part** customers are purchasing the item(s).

Sales by UPC

Track PPC (customers), sales, and units for individual upc(s) by upc for 2 time periods.

Sales Comparison Over Time

Track PPC (customers), sales, trips and units for **aggregate upc(s) or categories** for 4 time periods.

Share of Wallet

Understand brand share sales (at ShopRite) for each category.

ShopRite from Home Brand Share Comparison

Understand brand share sales (at ShopRite) and competitive brand share sales for each category for shoppers shopping ShopRite from Home (ShopRite's online shopping).

ShopRite from Home Category Brand Conversion/Closure Rate

Understand the customer closure rate (# of PPC purchasing category/brand) for categories, brands and competitive brands, by consumer segment for shoppers shopping ShopRite from Home (ShopRite's online shopping).

ShopRite from Home Pantry/Market Basket Analysis

For a group of **upcs**, determine what other items buyers of these upcs have purchased (Pantry) and what else is purchased in the **same basket** (Basket). Also determine when one of the upcs is present, what is the average basket size and the average # of items purchased.

ShopRite From Home Penetration and Purchase Rate Category/ SubCategory

Understand the ShopRite From Home (SRFH) customer purchase rate (# of PPC purchasing specific item) for **individual upcs** within a category, by consumer segment. Also determine the percentage of customers purchasing each item exclusively (**item loyalty**).

ShopRite from Home product Sales Over Time

For a group of upc's, track ShopRite From Home (SRFH) sales, this report only reports sales from ShopRite from Home transactions, it does not include any in store transactions

ShopRite from Home Sales by Upc

Track ShopRite From Home PPC (customers), sales, and units for individual upc(s) by upc for 2 time periods.

ShopRite from Home vs. In-Store Product Sales

Understand product sales sold via ShopRite from Home vs. In Store with a total combined and broken out by week for time period chosen.

Source of Volume

The Source of Volume is used to understand customers (PPCs) purchasing a list of items (UPCs or PLUs) and what brands, if any, they purchased previously. This can help you understand if your new items stole buyers from competitive brands and/or how much new growth these items drove for the brand & the category. The report also looks at how many buyers are New, Lapsed, Contracted or Expanded based on their purchases in the time frames selected

Trial and Repeat

Identify # of customers purchasing a group of **upc(s)** for a specific time period and track over time the # of original customers who continue to purchase **(% retained)** the group of upc(s).

Moving ahead…**WAKEFERN PPI** implementation