



Shelf Review™

Optimise your product assortment for any scenario by building on Customers' purchasing choices

Shelf Review monitors, evaluates and provides recommendations for your product assortments. This can be as a one-off exercise or be embedded in your category optimisation activity to keep on top of changing dynamics, trends and competitive activity. Shelf Review uses the latest customer science to derive Decision Trees taking account of substitutable products. It's all based on actual customer purchasing behaviours.

**For retailer category & commercial
For space & merchandising teams
For brand owners**

How Shelf Review™ helps you

Retailer:

Retailers are under real pressure to grow their sales and share against a backdrop of increasing competition and low category growth. You have constraints on the number of products you can stock due to store and supply chain limitations. Traditional approaches to assortment can delist the wrong products, and the cost reductions are outweighed by the larger sales loss.

Actual customer purchase data allows us to understand when product substitutions happen. Shelf Review is automated and data-led, and can be prompt when assortment or merchandising changes are needed. It does not have to be a oneoff intervention. The three drivers of Coverage, Performance and Relevance optimise the ranging recommendation

- **Coverage:** ensures that all key customer needs are met
- **Performance:** considers the relative importance of products based on key customer and sales metrics
- **Relevance:** ensures that differentiated assortments can be created by store type covering demographics, store size and geography

Supplier:

Shelf Review helps you to understand what are the basic customer needs in the category you are present in. Based on customer purchase data you are able to follow the shopping decisions of customers. You can answer questions like:

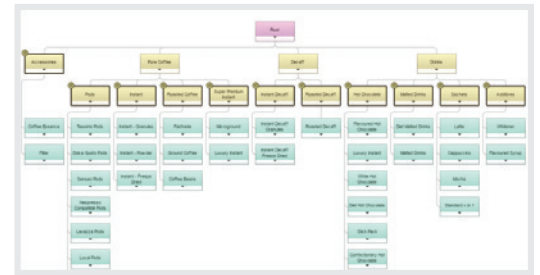
- Which factor is more important when buying, e.g. the brand or the size?
- Which products substitute each other and how strong is the substitution?
- Which products should not be on promotion at the same time?
- Are there any new opportunities for entering niche segments?
- What shelf layout would you recommend to the retailer?

How it works

Need States

Understanding different customer needs in a category is essential to building a balanced assortment.

Products are clustered based upon how substitutable they are with each other and groups of products are then defined as Need States.



Customer Decision Tree

When the Need States are defined, the user can build a full customer decision tree, understanding how customers shop that category and what are their most important factors influencing their buying decision.

Action

The Add-Order engine is at the heart of Shelf Review ensuring a customer-focused recommended range is produced. This takes into account customer Need States, product performance and store relevancy.

How effective is it?

Despite the massive range cut, the overall impact on sales and Customer satisfaction is positive. Average uplift in sales is 2% and in volume 1.4%, whilst we've had next to no Customer complaints.

Dave Lewis, CEO, Tesco plc

If you are interested in our services we are opened to meet with you or answer any of your questions.

dunnhumby THE WORLD'S FIRST
CUSTOMER DATA SCIENCE PLATFORM



Contact:

Fanni Kalocsai

fanni.kalocsai@dunnhumby.com

dunnhumby.com