Shop on Lab™

Position the customer at the centre of every decision!

To create shopping experiences that grow sales and loyalty, you need to know how customers are engaging with your brands, products and categories. **Shop on dunnhumby LAB** is a web-based, self serve tool that gives you access to robust customer insights based on the content of 300 million baskets and the shopping habits of over 3 million people. **Shop** makes it easier than ever to access shopper insights relevant to your role and business questions, enabling you to make confident, customer-focused business decisions.

One of the main advantages of **dunnhumby Shop on LAB** is its exceptional dataset which gives you access to all baskets in Tesco Hungary for the latest 117 weeks and the behavioural data of 1.7 million Clubcard holder households which ensures representativeness for the Hungarian society. Thanks for these opportunities, from a topline overview through a store-level or daily-base detailed analyses to a cross-shop research, **Shop** gives you an extensive range of opportunities to find the right answer for your questions.

Every aspects of **Shop on dunnhumby LAB** help you to better understand your shoppers. 13 reports, dynamic visual graphics, approximately a 100 measures, exportable results, dashboards, flexible report ordering, own attribute and hierarcky creation possibility and many more functions are available for you by the system. And not just **Shop**, but we, as dunnhumby are eager to assist you to get the most out of your opportunities with trainings and consultancy service as an essential part of your contract.

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In the followings discover our reports in more depth:

Performance report

With this report you get an overview of the performance of your products/brands/category over time, view trends on a weekly, monthly or quarterly level and understand the appeal of your products to customers.

The Performance report helps you to understand the main indicators of your and the competitors performance between two time periods. Among the main KPIs, it does it with relevant and significant measures in connection with visits, customers, distribution, sales potential, additional spend and brand portfolio. Besides the hard facts, expressive charts (e.g. the famous KPI Tree) are available for you to easily visualize your main insights.

In the Performance report you have the ability to look the results on a weekly, monthly or quarterly basis too. With the available measures you can understand topline performance and longterm/seasonal trends. It indicates when products are launched, delisted or promoted and how these actions are affected the performance of the products in a category.

You can also understand the types of customers your and the competitors brands appeal to compared with the category/retailer. Highlight segments to exploit or identify gaps that are not served by your current portfolio or competition.
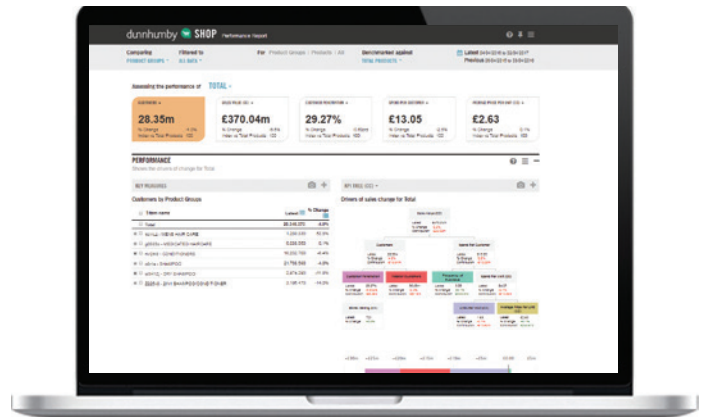
Daily & Hourly report

Explore daily and hourly trends for your products, brands or category. With this report you have the possibility to discover the most popular days or hours for any products in a category. You can even use the Daily & Hourly report to organize the timing of your hostess promotions in any of the Hungarian Tesco stores.

New Product Evaluation

With this report you can track the performance of a new product launch and benchmark it vs. other new launches and existing products in the category.

In order to identify new product launches in your category and to compare your new product against, you can run a **New Product Selection** report.

From your several possibilities you can benchmark your new product to other NPDs in terms of various KPIs, on a weekly level and regarding trial and repeat. You can also understand where sales for your new product group have come from - have you brought more revenue than expected into the category or have you sourced sales from other products? In addition to this you are able to analyse your NPDs appeal to different customer groups, or you can get results on a store-level too.
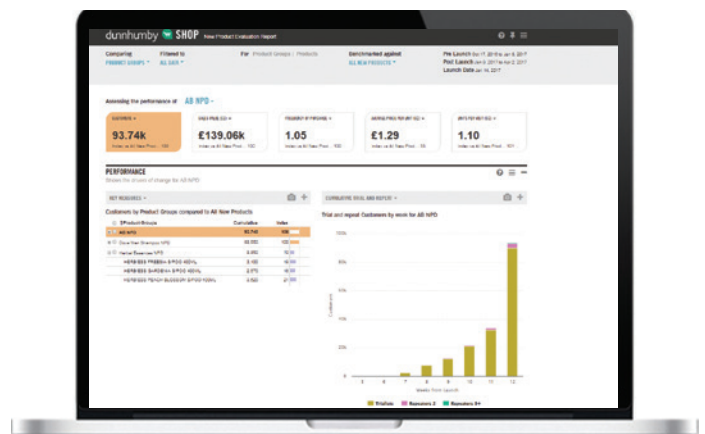
Promotions report

This report shows you how your promotion performed. Identify the top performing products within a promotion and the combinations in which promoted products are being bought.
Every aspect of the Promotion report serves the goal to compare the promotion time period to the off-promo time period. You can do it several ways, like indexing or on a weekly basis. Furthermore you can understand where the sales for your promotion have come from. Have you brought more revenue than expected into the category or sourced sales from other products?
You can also discover the top combinations of promoted products bought in the same baskets. This part of the report helps you to understand the effectiveness of the different promotion mechanisms (single, multisave, etc.).

Where are my products and brands sold?

By this report you can understand how your products and brands are performing on a store level and how this has changed over time. The report gives you the ability to highlight the over- and underperforming stores regarding your products, brands, category or even for your competitors. In addition to this you can select stores for effective hostess promotions.

How are my customers switching their spend?

Run this report to see how sales of a target product/brand have changed over time as a result of customers switching within the category and in or out of the category. With the switching report you can discover the customer behaviour behind the sales change of any product or brand. Understand the relative importance of customers entering or leaving the category, switchers and those who increased or decreased their spend on a given brand. You can also deeply analyse the switching mechanisms (or cannibalization) in the category.
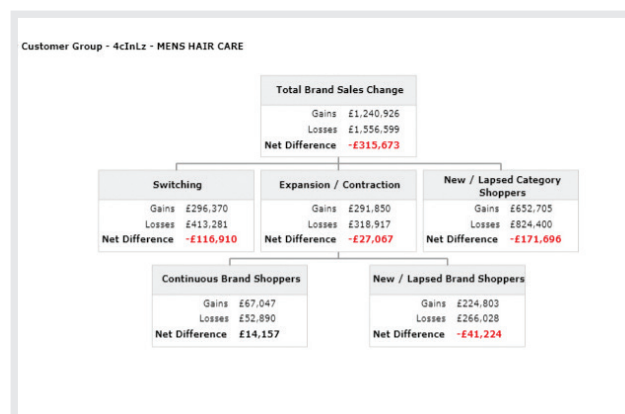
How do customers cross-shop my products?

With this report you can understand how different sets of products or brands interact with each other. Find out what proportion of your customers are cross-shoping with your competitors, and how large is your brand-loyal base or identify your main competitors.

What else is in my customers baskets?

Thanks to this report you are able to find out what other products are bought in the same baskets as your products, brand or category. Spot potential co-pack or secondary placement options for your products. Differentiate baskets by the number of products they are containing and plan or analyse promotion effectiveness.

How are customers repeat purchasing my products and brand?

Run this report to evaluate the level of trial and repeat for new and existing products on a weekly basis. You can measure promotions whether they were attracted trialists or converted customers into repeat purchasers. Also you have the ability to find out which are the entry products for your brands and which ones are forcing repeat purchase most effectively.

How is my range performing?

Run this report to see how products in a category are performing using a composite of sales, distribution and customer measures. With combining these measures you get a ranking which shows you the top and worst performers so you can identify lines for extension or de-listing.

According to our clients*

The new Shop on LAB service is very good, although unfortunately I didn't have so much time to use it recently, but I will do my best to change it in the future. The training was very extensive and high quality and since then we have received continuous help regarding all of our requests. The accounts are very professional, extremely helpful and proactive so I can only fully acknowledge them. They are absolutely trustworthy, we see their professional ability, and personally they are good partners to work with.

For us Shop on Lab mostly adds value through its data which is highly diverse and very detailed.

Practical and user-friendly interface, reliable business partnership, relevant answers and prompt help to our requests. For us it is essential that at dunnhumby there is a constant need for innovation and new opportunities.

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

*2017 dunnhumby Hungary Client Satisfaction Survey

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THE WORLD'S FIRST
CUSTOMER DATA SCIENCE PLATFORM

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