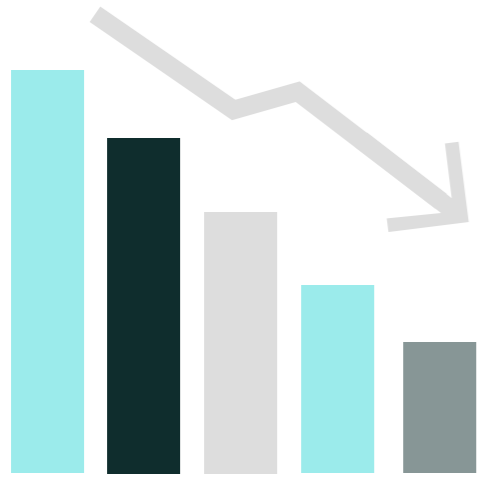
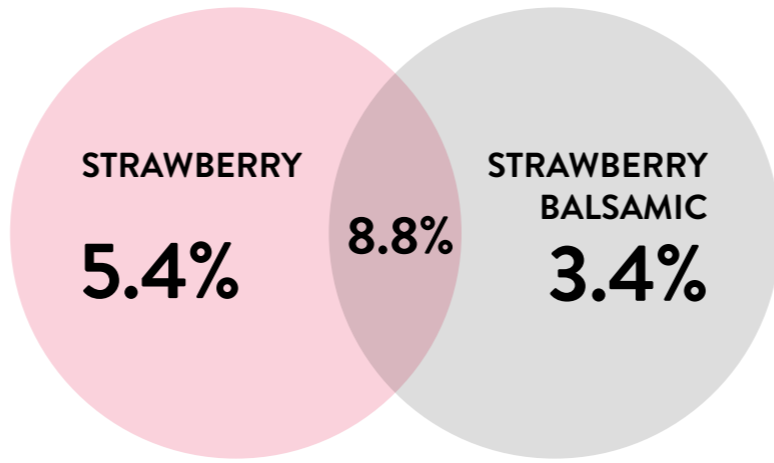


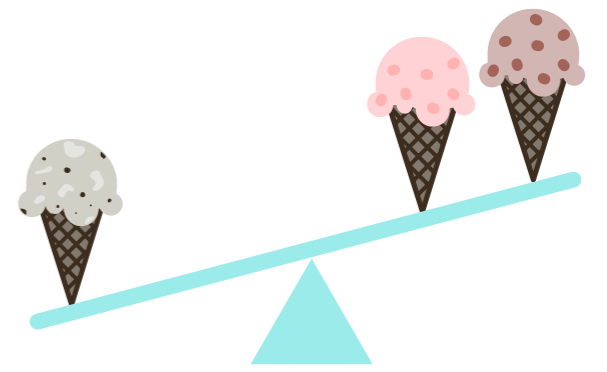
01 THE PROBLEM >>>> 02 BY THE NUMBERS >>>> 03 SO-SO SALES



Strawberry Balsamic and Strawberry consistently ranked low each week.



molly moon's wondered if they were diluting sales by offering two strawberry flavors.



The strawberries weren't pulling the weight that ideally one flavor should be.

“ When you only have 10 ‘always’ flavors, you don’t want to lose sales by carrying two similar flavors. ”

- Denise Brown, molly moon’s Controller

## ICE CREAM DATA DIVE

Keeping sales up at molly moon’s ice cream is all about keeping best-sellers on their “always” menu. This is just one example of how they use data to inform flavor offerings.

“ We will be promoting another a seasonal [flavor] to an ‘always’ [flavor] in spring of 2018. ”

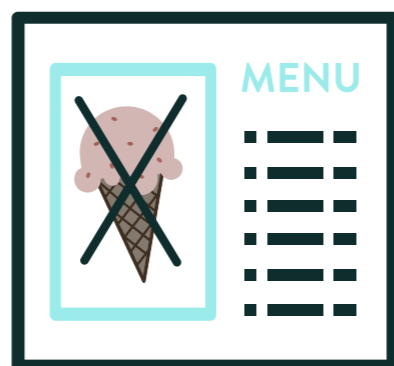
- Denise Brown, molly moon’s Controller

>>>> 04 MENU CHANGE TESTING >>>> 05 RESULTS

Cookie Dough was added—a top-selling seasonal flavor



Strawberry Balsamic was removed from the menu



Balsamic was added as a topping option



Now that Strawberry Balsamic is gone, Strawberry is up from 8th to 6th place and Cookie Dough = 13% of total sales

