

Growth Your Business with ●●●●●



EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT SALE BUT YOU WERE AFRAID TO ASK

CASE STUDY | BREWERY COMPANY

WARSAW 2ND APRIL 2019

CASE STUDY

STRUCTURE



CUSTOMER

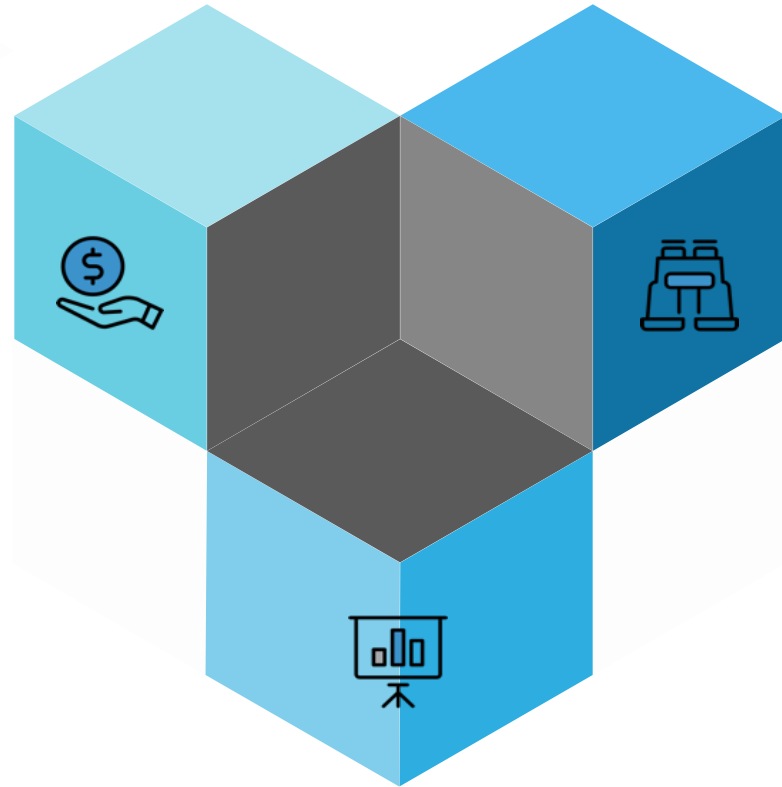
THE BIGGEST BREWERY COMPANY IN POLAND



- 3 breweries in Poland with many years of tradition and history
- Brewed beers are most often chosen by Poles
- Leader in volume & value share in Poland
- Responsible company cares about people and the environment
- Listed on the list of the best Employers in Poland

CUSTOMER NEEDS

BETTER BUSINESS UNDERSTANDING IN POS TO DRIVE PROFITABLE VOLUME



REVENUE GROWTH

PROOF THAT MY PRODUCT PORTFOLIO, PICTURE OF SUCCESS AND MARKET INVESTMENT ARE CORRECT

EXECUTION IMPROVEMENT

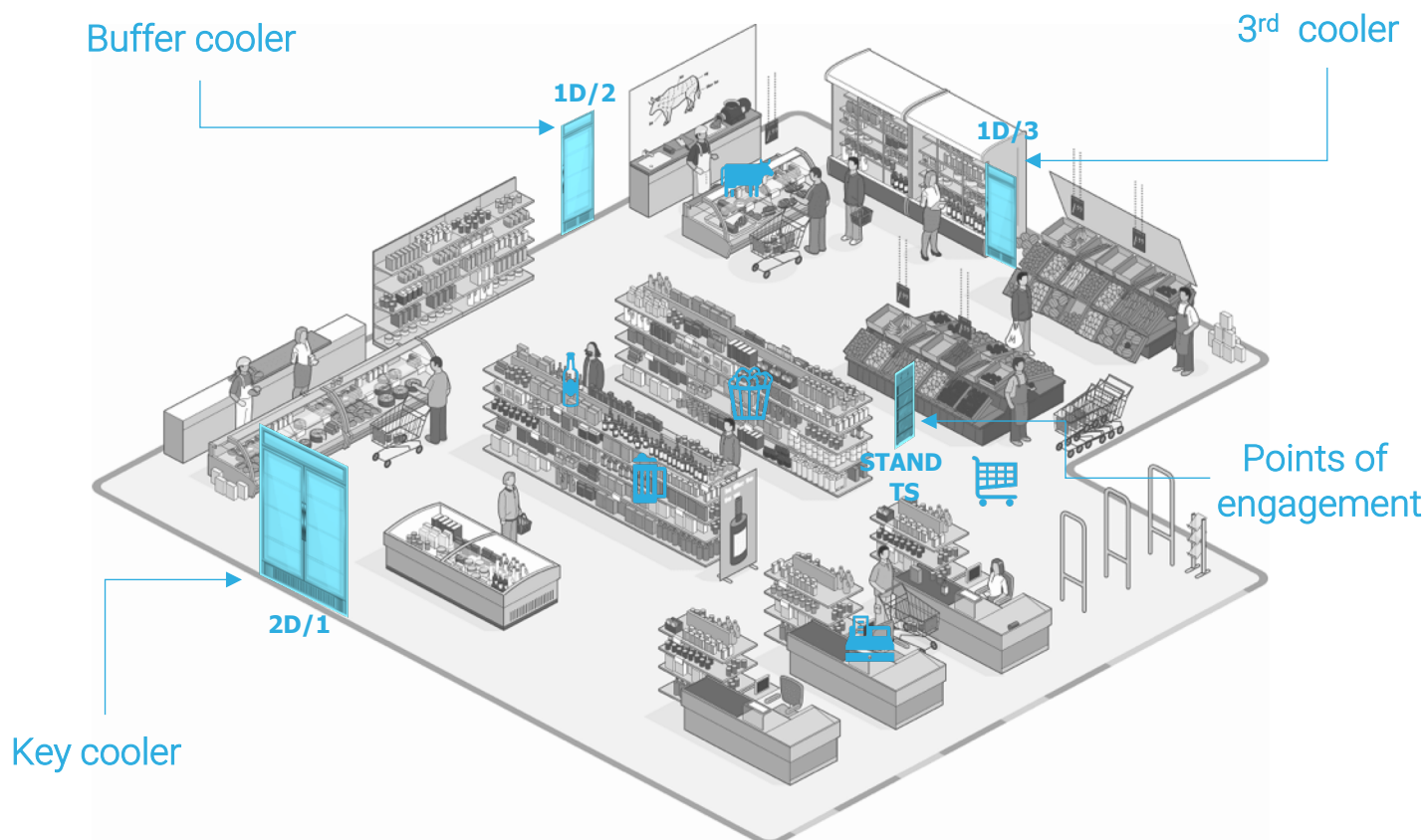
COLLECT UNIQUE SALES DATA FROM POS FOR MY EXECUTION STANDARDS RE-DEFINITION

STRATEGIC PLANING

DELIVER INSIGHTS AND RECOMMENDATION TO DESIGN MY LONG-TERM BUSINESS PLAN

OUR CHALLENGES

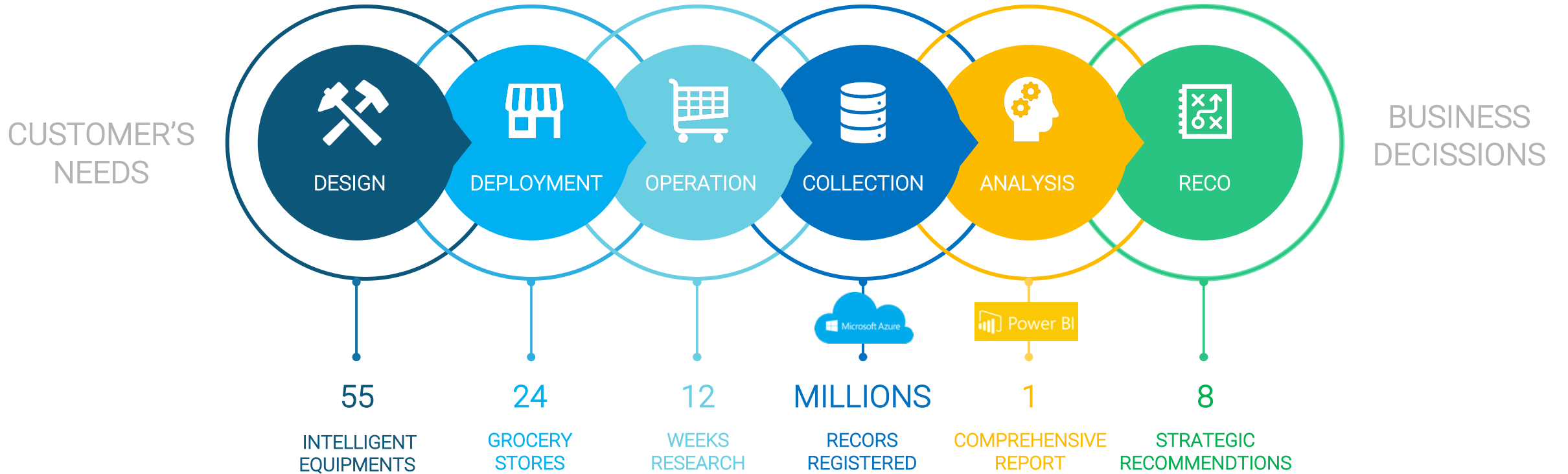
SALES ANALYSIS BASED ON DATA NOT AVAILABLE BEFORE



- Sales by SKU's per equipment (shelf section)
- Incremental volume & value
- Size of the sales depending on standards
- When 2nd or 3rd cooler is justified?
- The best-selling section in grocery store
- The best-selling days of the week
- The best-selling times of the day
- Online stock management
- Promo effectiveness and ROI
- Co-buying analysis

WHAT WAS THE SOLUTION?

MARKET RESEARCH BASED ON INTELLIGENT SHELF TECHNOLOGY



THE SMART EQUIPMENT

GLASS DOOR COOLERS & STANDS

Independent system sends data from point of sales via GSM telemetric transmission

System records in AZURE cloud every single sales transaction

Changeable graphics

DIGITAL SIGNAGE - Remotely managed video content and lighting color

Adjustable number of shelves and measure sections

Patented hardware & software working based on tensometric technology



SMART DISPLAY
EXEMPLARY STORE EQUIPMENT

HIGH REPORTING RANGE

3 RECORDS OF INFORMATION ANSWER FOR ALL FUNDAMENTAL QUESTION

SALES TRANSACTION



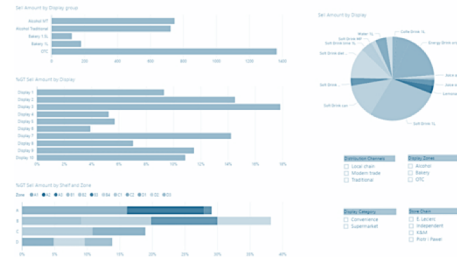
DATE & TIME & TEMP.



GEOLOCATION



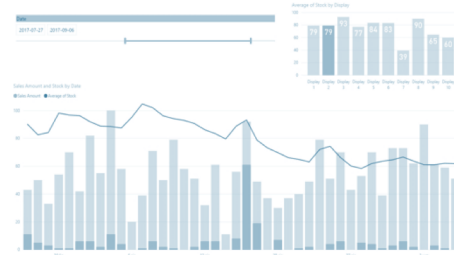
HIGHLIGHTED TRENDS AND ANOMALIES



- CUSTOMIZED DYNAMIC VISUALIZATION
- FLEXIBILITY IN EXPLORATION



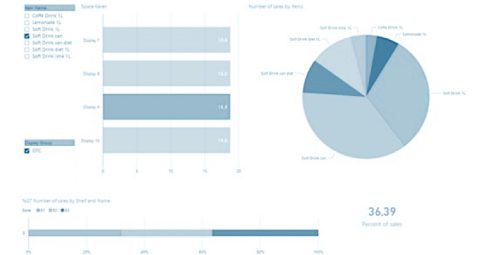
STOCK ANALYSIS



- VISIBLE OUT OF STOCKS
- SALES STOCK CORRELATION
- GOLDEN SALES PLACES



SHELVE AND SPACE VS SALES COMPARISON



- FOR EVERY PRODUCT
- FOR EVERY DISPLAY
- FOR EVERY CATEGORY



ANALYSIS AND RECOMMENDATION FOR LONG TERM STRATEGIC PLANNING
COMPETITIVE EDGE

KANTAR

WHAT WAS THE OUTCOME?

EACH ADDITIONAL POINT OF ENGAGEMENT GENERATES DOUBLE-DIGITS VOLUME GROWTH

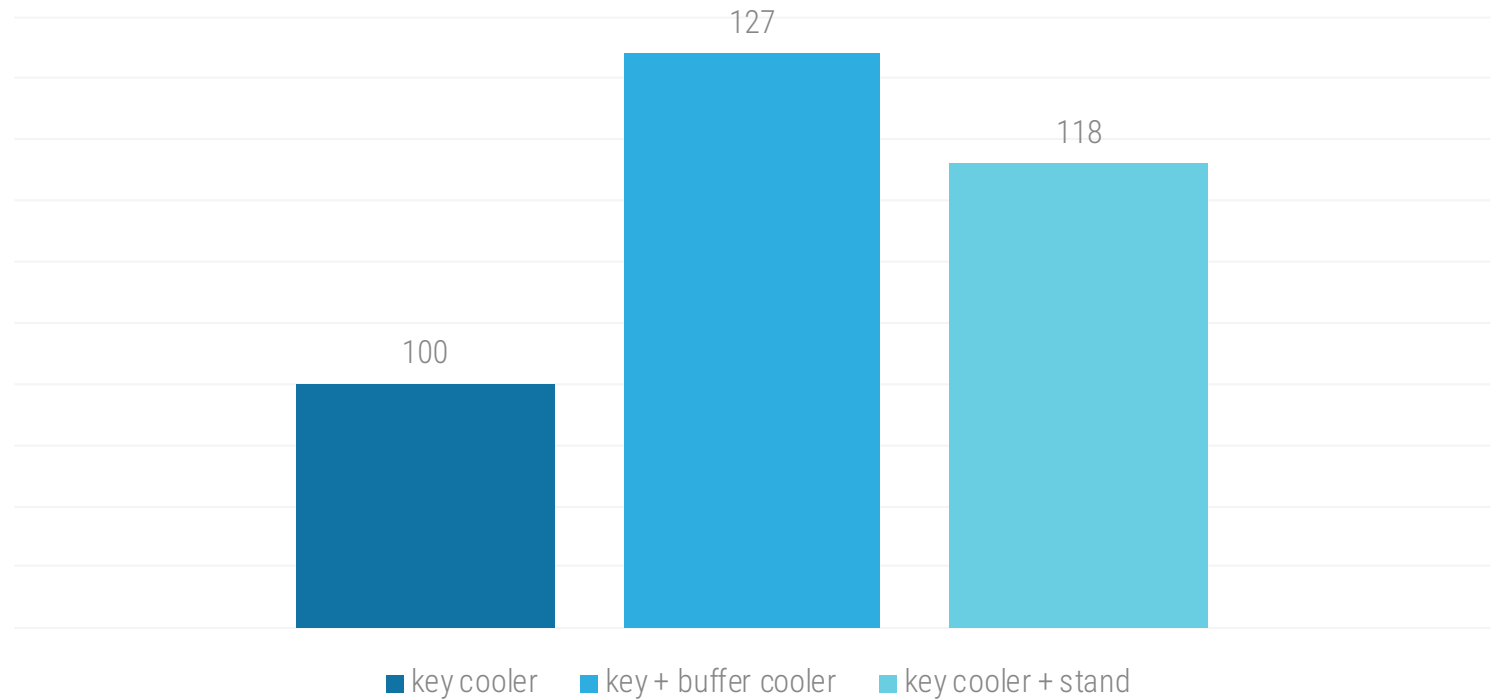


Key cooler

Buffer cooler

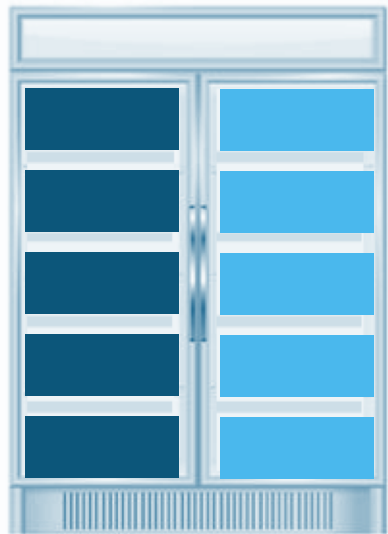
Promo stand

of Transaction evolution

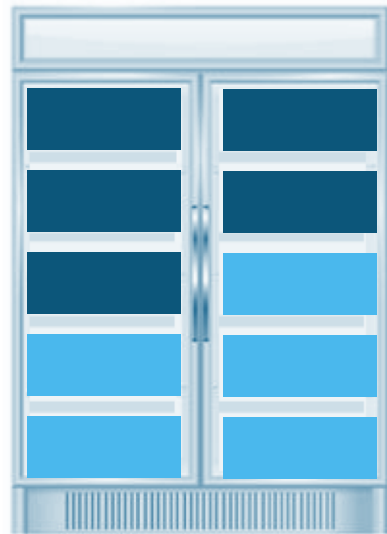


WHAT WAS THE OUTCOME?

TYPE OF PLANOGRAM DOES NOT AFFECT THE SIZE OF THE VOLUME

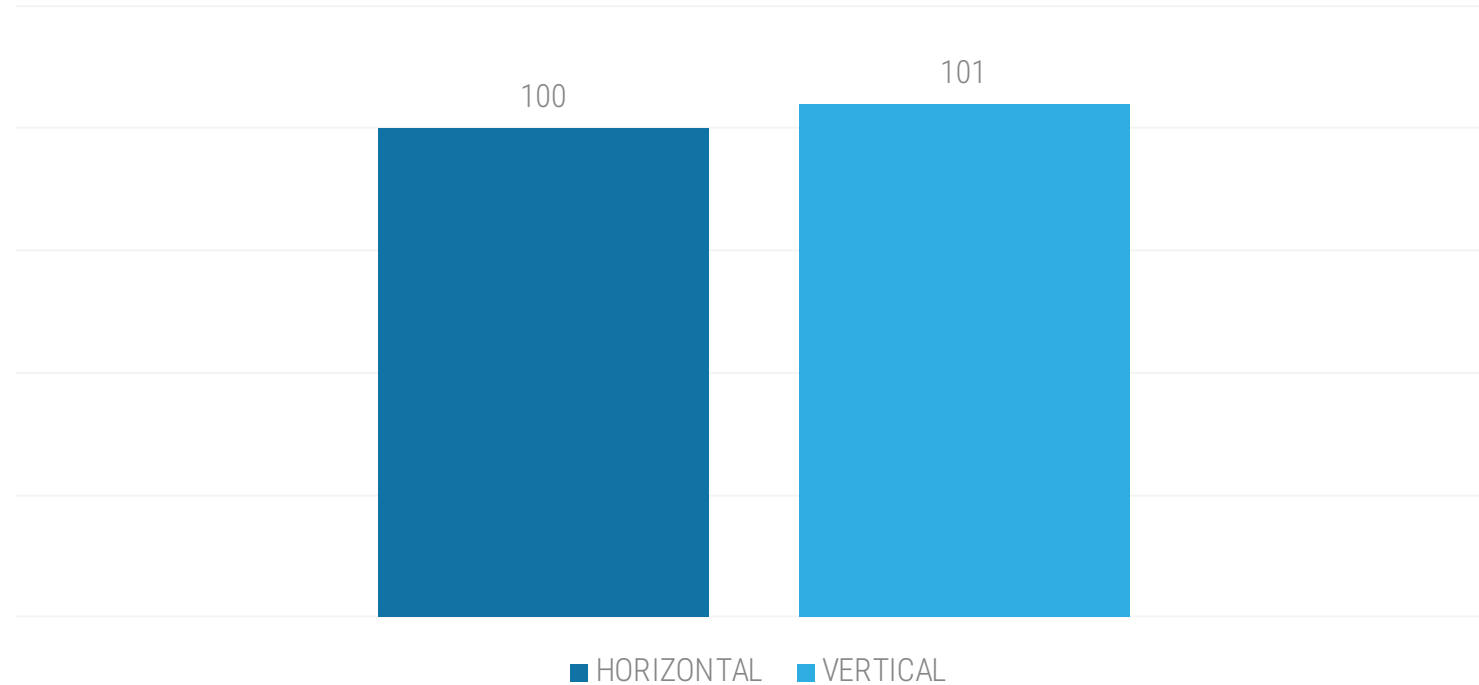


VERTICAL PLANOGRAM



HORIZONTAL PLANOGRAM

of Transaction evolution



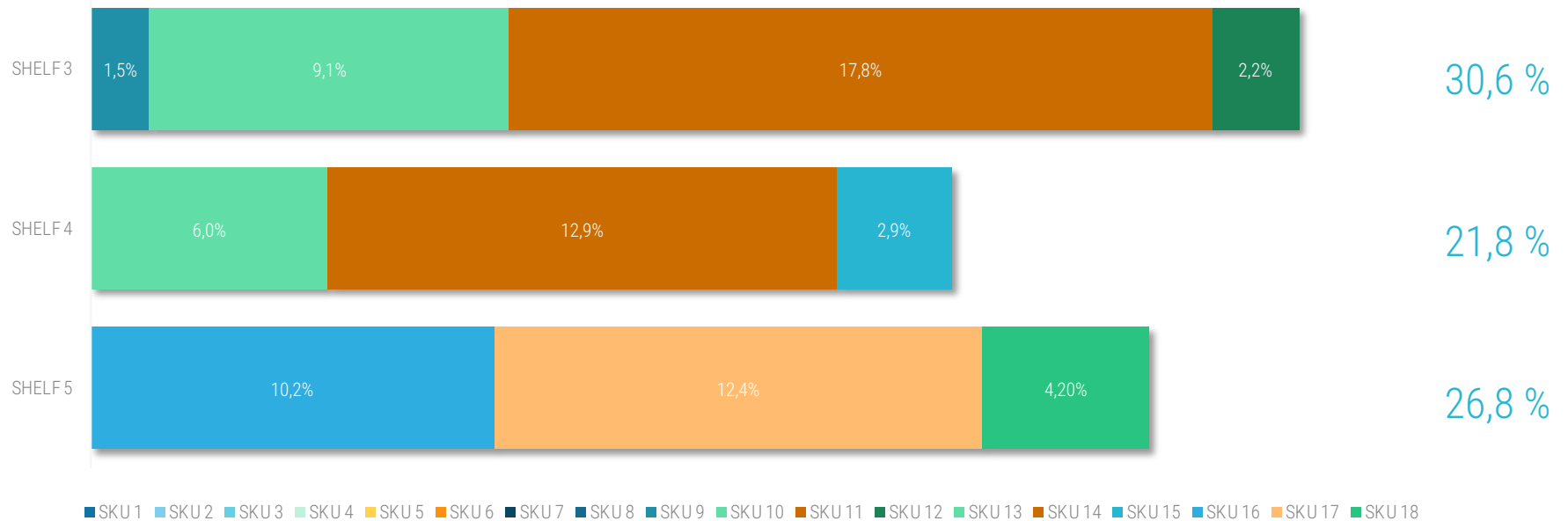
WHAT WAS THE OUTCOME?

SKU WITH THE HIGHEST MARKET SHARE DECIDE WHICH SHELF IS THE BEST

HIGH PROFIT SKU'S
20% SHARE



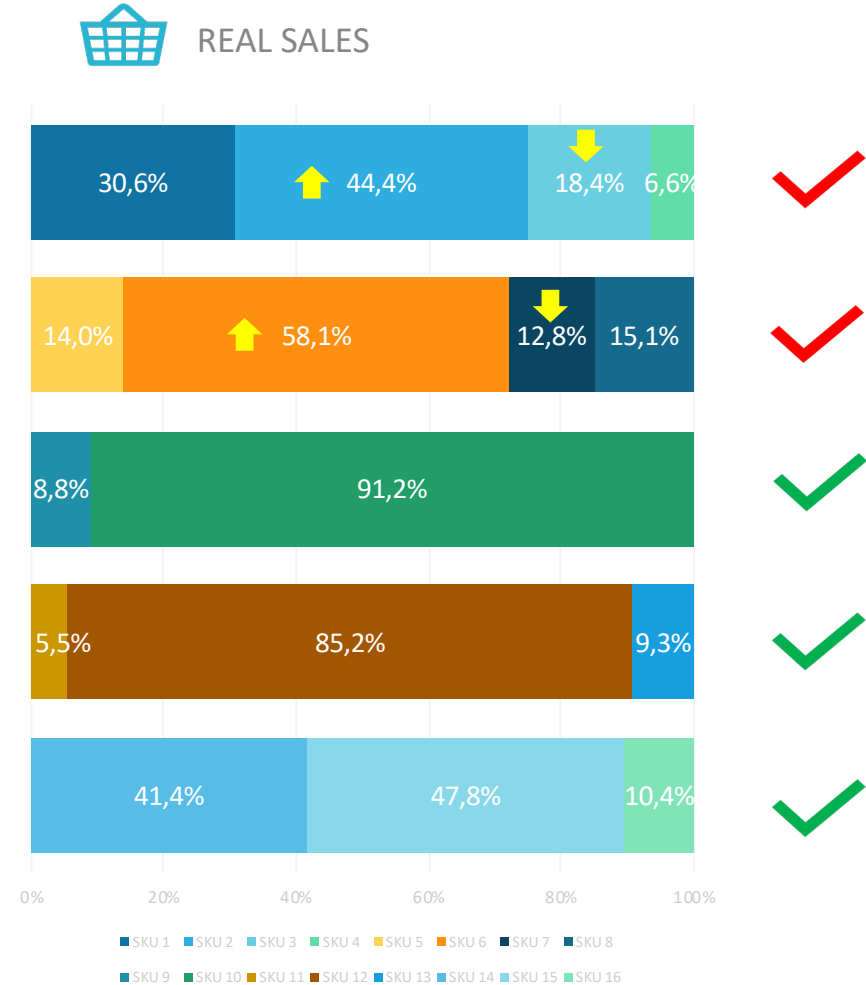
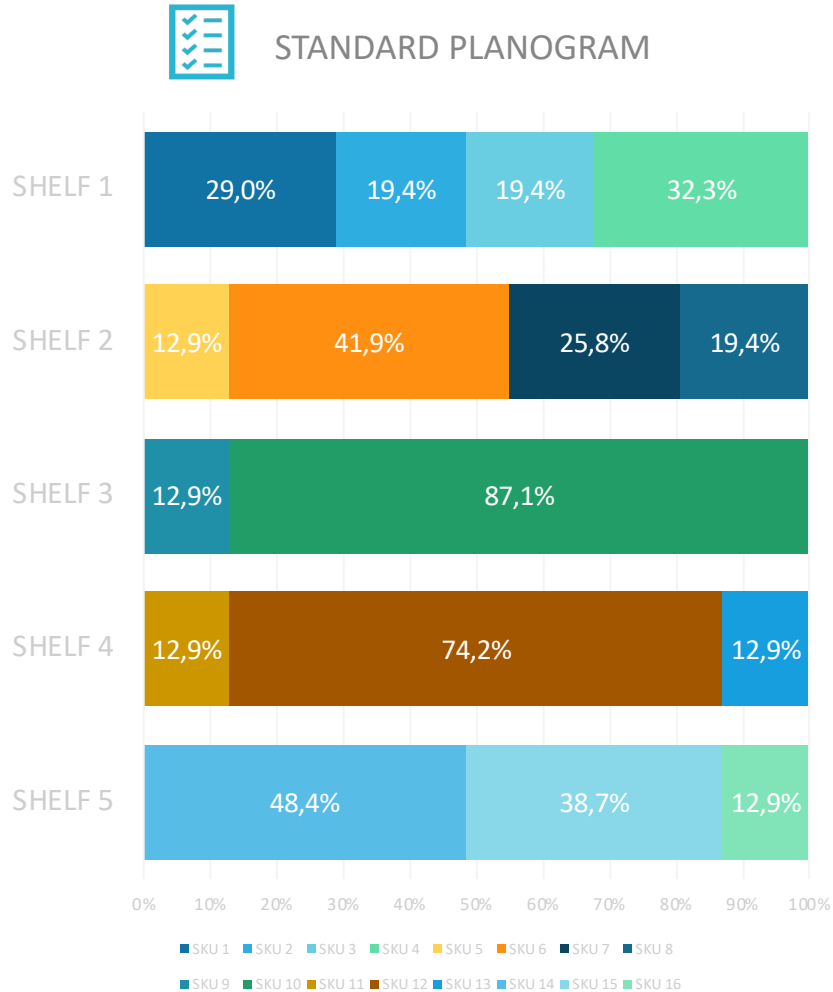
LOW PROFIT SKU'S
80% SHARE



■ SKU 1 ■ SKU 2 ■ SKU 3 ■ SKU 4 ■ SKU 5 ■ SKU 6 ■ SKU 7 ■ SKU 8 ■ SKU 9 ■ SKU 10 ■ SKU 11 ■ SKU 12 ■ SKU 13 ■ SKU 14 ■ SKU 15 ■ SKU 16 ■ SKU 17 ■ SKU 18

WHAT WAS THE OUTCOME?

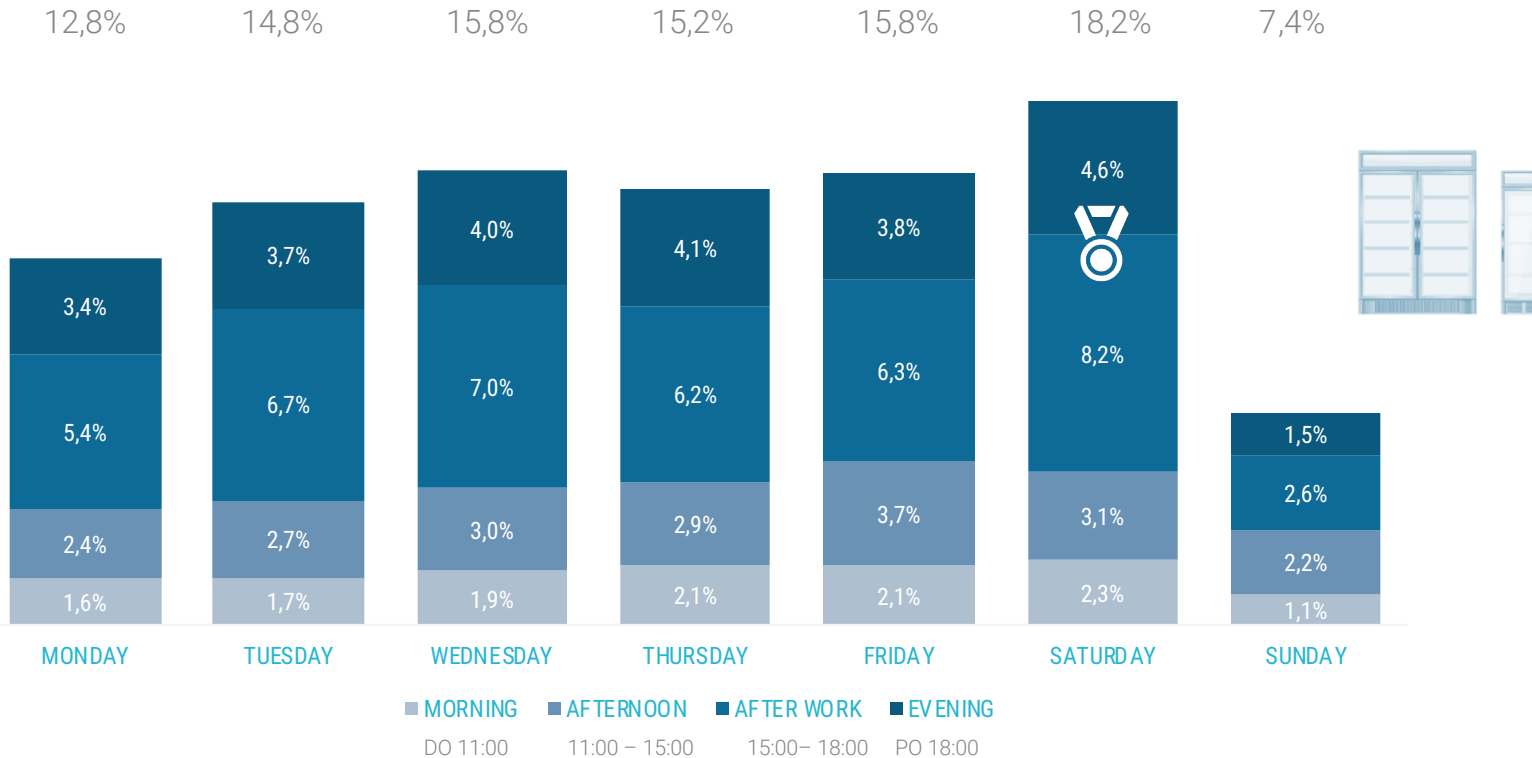
FOR SALES PROFITABILITY IMPROVEMENT REQUIRED IS TO ADJUST 2 FIRST SHELVES



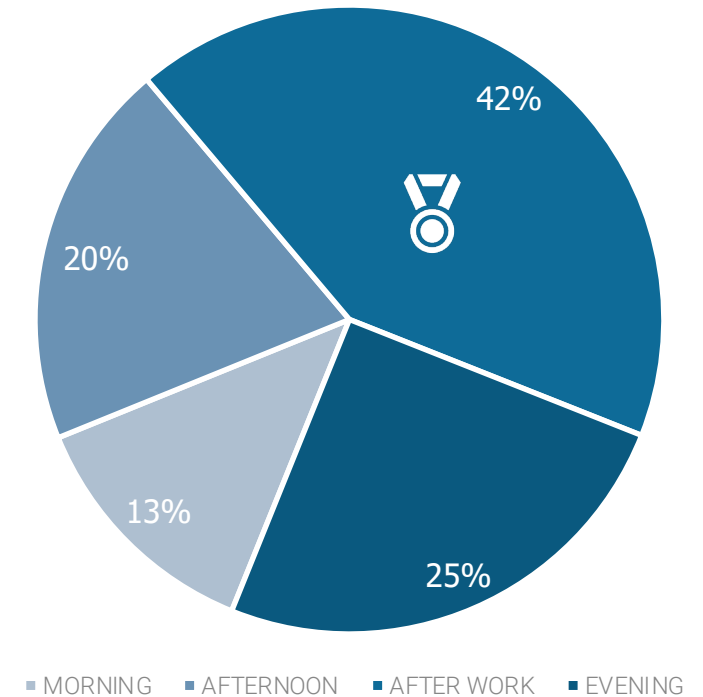
WHAT WAS THE OUTCOME?

SATURDAY IS THE BEST-SELLING DAY DURING A WEEK AS AFTER WORK IS THE BEST TIME OF THE DAY

% VOLUME SHARE OF TIME OF DAY DURING A WEEK

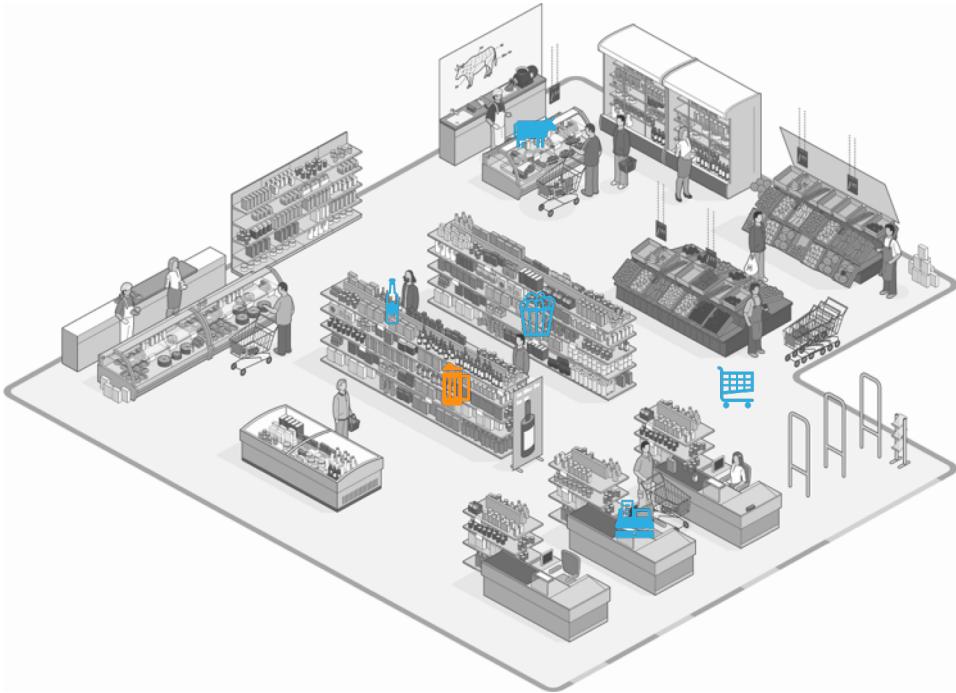


% VOLUME SHARE OF TIME OF DAY IN TOTAL WEEKLY SALES

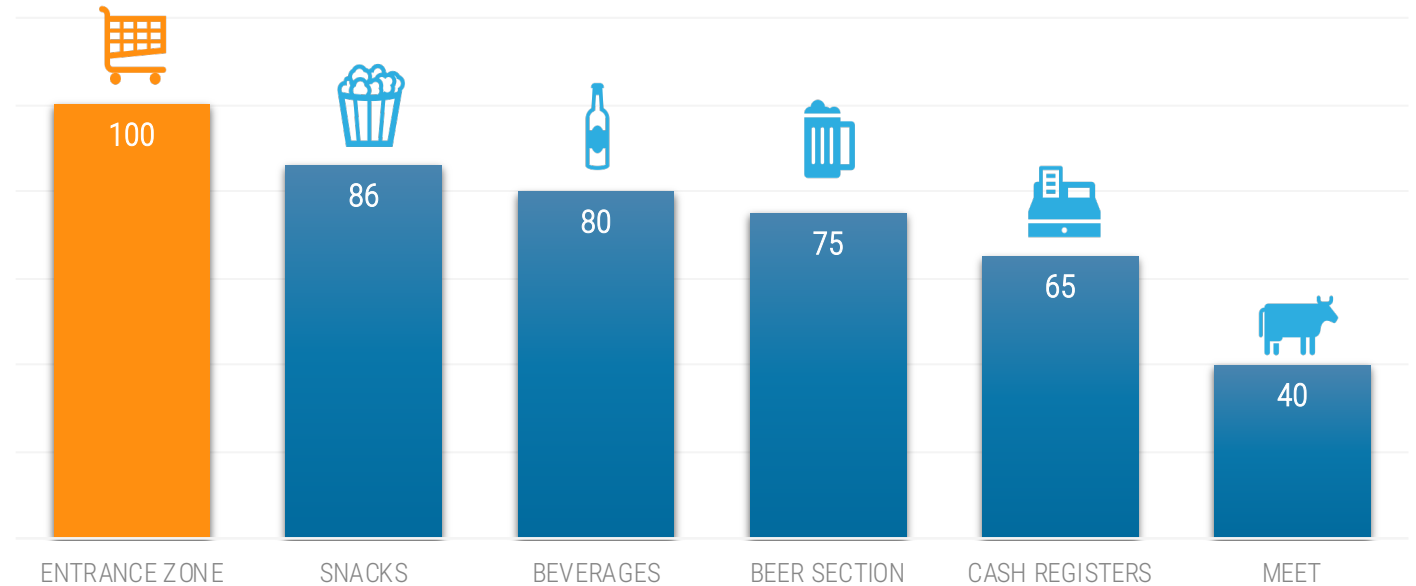


WHAT WAS THE OUTCOME?

THE BEST SALES EFFICIENCY COMES FROM ADDITIONAL STAND LOCATED IN ENTRANCE ZONE

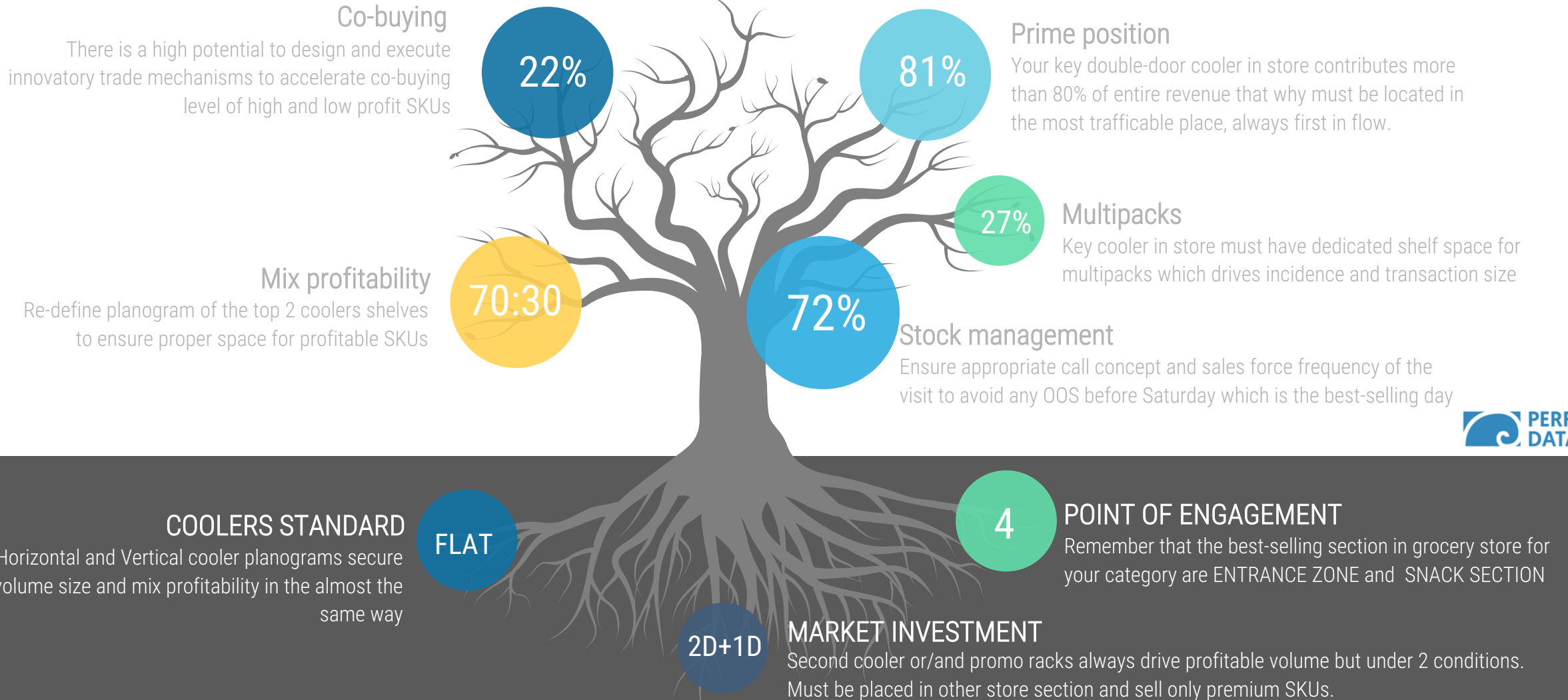


SALES INDEX PER STORE SECTION



CONCLUSION & CALL TO ACTION

KEY STRATEGIC INSIGHTS AND RECOMMENDATION TO GROW





STORE OF THE FUTURE
COMPONENTS



SALES MANAGEMENT
TOOLS



BI ANALYSIS &
RECOMMENDATION

THANK YOU!

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ABOUT SALES BUT WERE AFRAID TO ASK

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