



Retail Insights

by MI-Marketing™

By partnering with a leading Mobile Network Operator, we helped a food retailer find more ways to clearly distinguish itself and win more customers.



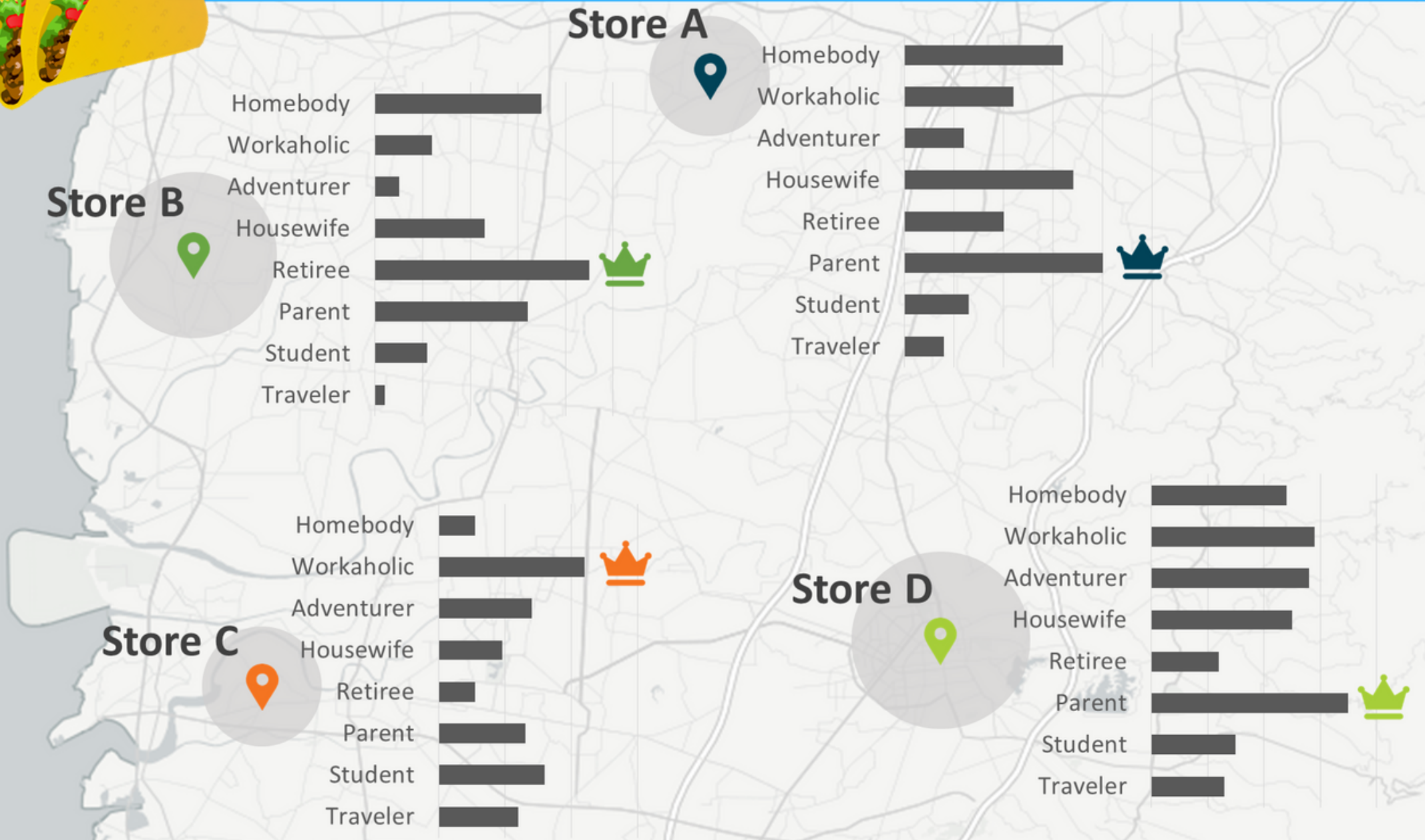
Business Challenge: Lack of information to select the right stores for localized service initiatives.

Most supermarkets stock very similar merchandise and have to cut prices to the bone. It is challenging to find the “wow factors” to differentiate from its competitors. A national supermarket chain has been planning on several localized service initiatives to drive sales growth and build stronger community ties.

For example, it is aiming to offer delivery-for-elderly, old furniture recycling, in-house kids playground. However, it needs to answer the following questions before selecting the right stores for each service: What are the demographics and lifestyles of the people in selected areas? Does the current grocery offer fulfill their needs?



Findings





Findings

Demographics and lifestyle vary in selected areas and stores:

- Store A and D: High percentage of parents who spend most of their times at home.
- Store B: The ratio of retirees around Store B is higher than other three selected stores in this study.
- Store C: The percentage of Workaholics is relatively high around this store.



Actions

The Supermarket selected Store B for initiatives catering to older adults:

- **Free delivery service.**
- **In-store guidance for shopping.**
- **Increased shelf space for nutrition.**
- **Store events for the community.**



Results

The positive feedback from the initiatives have earned the Supermarket media attentions and steady sales growth compared to other stores in the same area.



Solution: MI-DMP™ + MI-Marketing™

- MI-DMP™ employs both rule-based and clustering algorithms to transfer unstructured users' offline and online data into 400+ behavioral labels.
- MI-Marketing™, a data analytics tool, leverages MI-DMP labeling system and allows users to generate anonymous and aggregated reports on consumer insights; such as footfall analyses, trends of visits, visitor profiles and lifestyles.

