

Market Basket Analysis

Shape consumer shopping behavior with market basket analytics.

Gain Consumer Insight with Revionics Analytic Services

Retailers leverage Market Basket Analysis to provide a window into consumer shopping behavior, revealing how consumers select products, make spending trade-offs, and group items in a shopping cart. Understanding how baskets are built can help retailers merchandise more effectively by leveraging market basket dynamics in pricing and promotion decisions.

Analysis of transaction-level sales data can reveal deep insights into consumer buying behavior and answer questions such as:

- What products tend to be purchased together?
- Are customers more willing to buy multiples if incented?
- What consumer baskets are the most profitable to my business?
- What buying behavior characterizes my most profitable customer?

Understanding basket-level dynamics allows retailers to make better decisions related to base and promotional pricing enabling them to:

- **Improve cross-selling opportunities** across categories
- **Up-sell to better or more profitable brands** within purchased categories
- **Drive store traffic** with the right offer and incentive
- **Improve sales** with in-store displays by co-locating the right items
- **Understand the holistic impact** of promotions and price changes
- **Improve performance** of multiple-purchase offers (e.g. 2 for \$2)

Category Impact						
Products: All ▶						
Version	Revenue					
	Baseline	Item Lift	Affinity	Cannibalization	Pantry Loading	Forecasted
Master	\$255,356.80	\$110,625.44	\$44,305.44	\$21,751.93	\$0.00	\$344,228.97
Version 2	\$256,698.09	\$186,889.17	\$31,346.28	\$16,513.59	\$0.00	\$427,074.10

Objectives and Service Goals: Analysis of transaction-level data provides retailers insight that can drive important merchandising and pricing decisions. First, the analytic service provides insight into the relationships that exist between product groups. This information can assist in steering product placement and promotional decisions. By understanding affinities and cannibalization for these decisions, forecasts are more accurate by providing a holistic view of the impact of price and promotional decisions.

Revionics
Analytic Services:

Key Value Item Analysis

Store Cluster Analysis

Market Basket Analysis

Schedule a consultation today.

More Information

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Join industry leading retailers representing over 20,000 retail locations who trust Revionics to optimize their over \$50 billion in annual sales revenue.

Retailers in **Grocery, Convenience, Specialty, General Merchandise, Health and Beauty, Deep Discount, Home and Garden, Building Supplies** and **Grocery Wholesale** rely on Revionics!

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Visit our website to attend a webinar, download white papers or case studies, and view customer testimonials today! www.revionics.com

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Market Basket Analysis

This Revionics Analytic Service evaluates transaction-level sales data to provide insight into purchasing behavior. The service includes three major areas of focus:

Affinity Analysis: Proprietary science identifies driver and drag relationships among items that frequently co-occur in baskets. Affinity coefficients for drag-along items are measured.

Basket Profiling: Statistical analysis of basket size, profitability, and composition by product, brand, or product category.

Multiples or Count Modeling: Examine product multiples purchase behavior both at base and promoted price points.

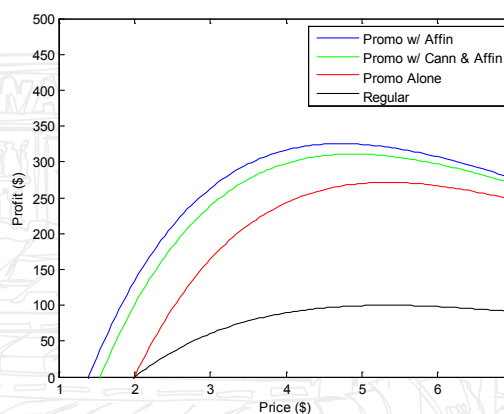
Time to Value: The Market Basket Analysis can take as little as 4-6 weeks and the value is felt long-term, as optimally priced products are more competitive and will enhance price image within your customer base!

Service Deliverables

Market Basket Analysis provides retailers with the following deliverables:

- Lists of all significant affinity relationships reflected in the retailer's sales data
- Basket profiles and characteristics
- Multiples or purchase count behavior models
- Integration of Analysis findings with Revionics Base and Promotional pricing modules

For Revionics Customers: For retailers who subscribe to Revionics Price and Promotion Optimization solutions, the Market Basket Analysis deliverables integrate automatically. Affinity affects and insight into multiples offers are just two examples of how this service enhances Revionics science and retailer's consumer insight.



Revionics delivers innovative Life Cycle Price Optimization solutions to retailers, including base, promotion, and markdown pricing. The Revionics technology leverages an integrated forecast, enabling a coherent view of customer demand across all decision areas.