Case study
National food company

OBJECTIVE: A national food company wanted to help defining and developing:

• Trade Area Analysis of its convenience and drug stores
• Profile Likely Customers to provide insights on inventory and expansion

SOLUTION: Our Custom Analytics team spearheaded a project to randomly select convenience and drug store clients in the Kansas City area for detailed analysis:

• Assign trade areas based on commute times for each store type
• Weight trade areas based on store competition in order to account for cannibalization of sales

RESULT: The company utilized this analysis to optimize inventory decisions and product mix; as well

• Identify under-penetrated areas for expansion