

link

CASES



FOOD
WASTAGE



SPACE
MANAGEMENT



VIDEO
ANALYTICS



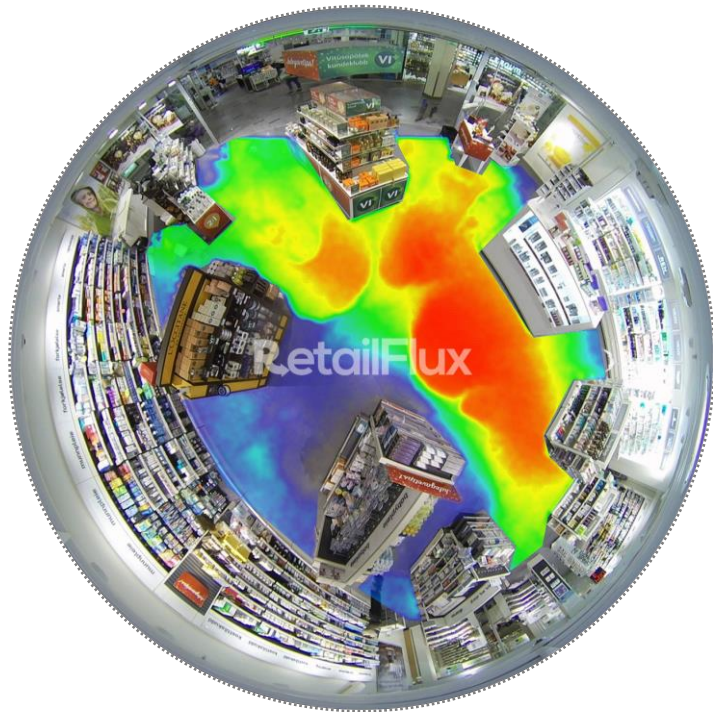
RETAIL
SOLUTIONS

PHARMACY CASE

CASE - SHOPPER FLOW & SECTORS

HOW ARE SALES IN THE DIFFERENT
SECTORS AND PARTS OF A PHARMACY





CASE SUMMARY

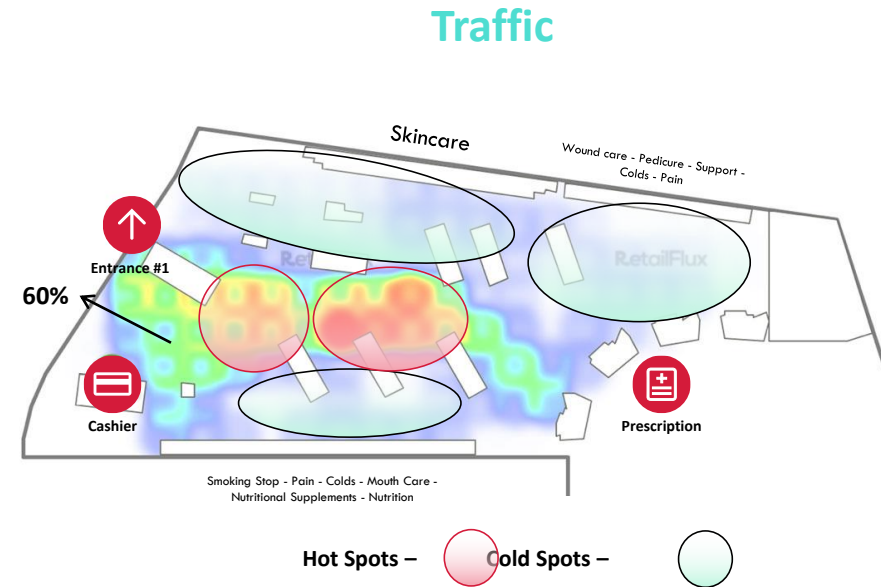
SHOPPER FLOW & SECTOR

Which part of the pharmacy is visited most frequently and which is not? Where do shoppers stop and in front which shelves? Where do they not stop? Where in the store are we doing well – and can we build on these successes for the entire store?

By defining certain areas of interest within the store, and dividing the stores in to SECTORS, Link Video Analytics enables you to do detailed analysis of every part of the store. When adding sales numbers, totally and in every sector you are able to do improvements based on insights, and create increased revenue based on current successes.

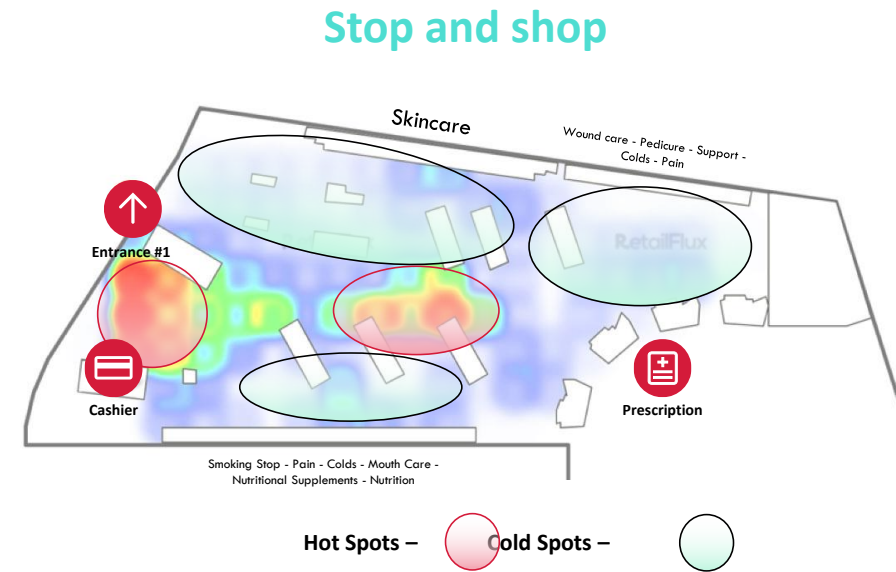
CENTRE OF THE STORE IS MOST FREQUENTLY VISITED

- Shoppers stay away from shelves & walls
- The «Main street» thru the middle of the store are where shoppers are moving
- When leaving the store, both exits are used but most shoppers are leaving the store where the cash register is located.

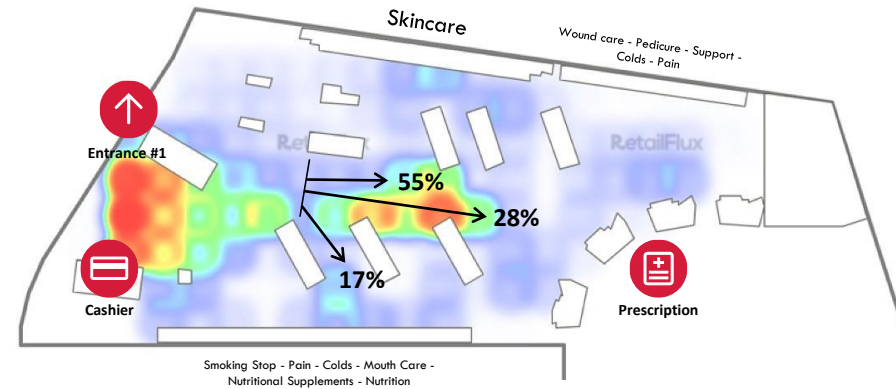


THE SHOPPERS DO NOT STOP IN THE SHELVES ALONG THE WALLS

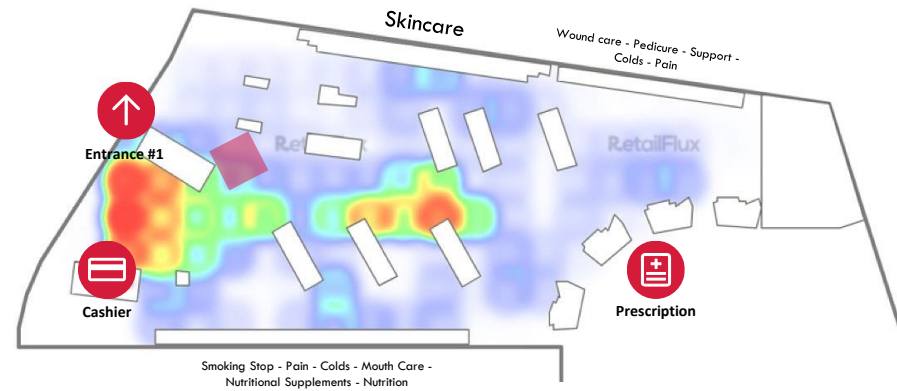
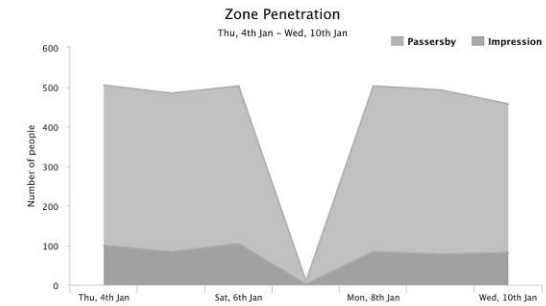
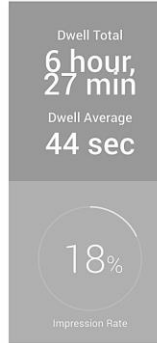
- Customers stop in the entrance/exit where the cashier & a campaign table are located
- This is partly because of queue in front of the cashier.
- The other HOT ZONE is in the middle of the store. This is where shoppers are stopping up, to wait for their receipt to be ready.
- Utover dette er det få varme områder hvor kundene.
- There are few – if any other areas where »most» shoppers stop up.



ONLY 17% OF SHOPPERS ARE WALKING TO THE SHELVES ON THE RIGHT SIDE OF THE STORE



ZONE ANALYSIS : ONLY 18% STOPS AT THE END-GONDOLA



SECTOR ANALYSIS – METHODOLOGY

A UNIQUE INSIGHT INTO SALES AND TRAFFIC AT THE CATEGORY LEVEL

We conducted a Sector analysis of «Pharmacy X» at a mall.

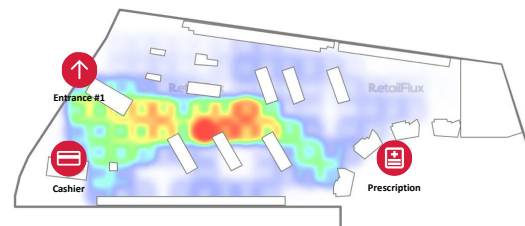
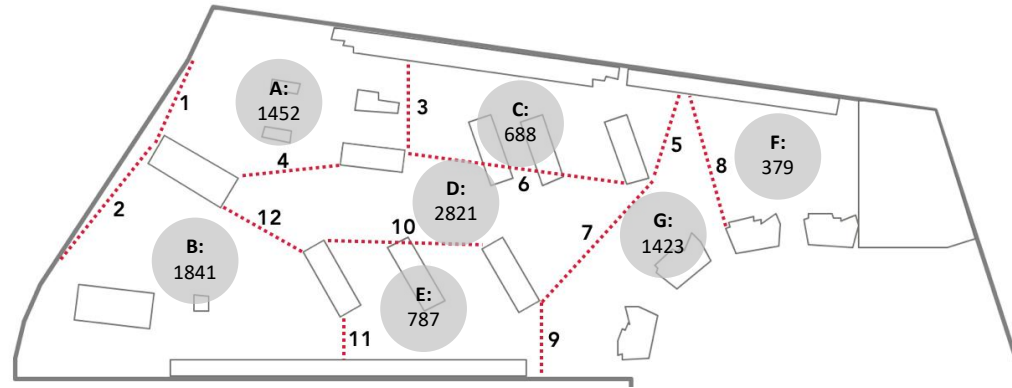
The background for the project was to measure the effect of each category at «Pharmacy X».

The method used to measure this effect is pretty straight-forward.

- By defining each category in the store as a «separate store», we have measured the number of customers entering the category, and how many of those are buying from the category.
- This makes it theoretically possible to measure each category's traffic, revenue and conversion rate.
- This type of analysis makes it possible to optimize the category composition in stores, so the highest revenue categories get the most traffic.

TRAFFIC IN SECTOR – CUSTOMERS MAINLY USE THE MAIN STREET

Average number of
customers per day:
1377



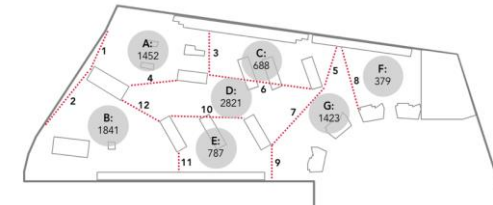
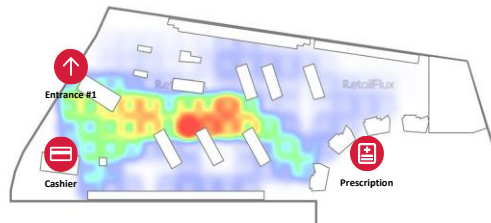
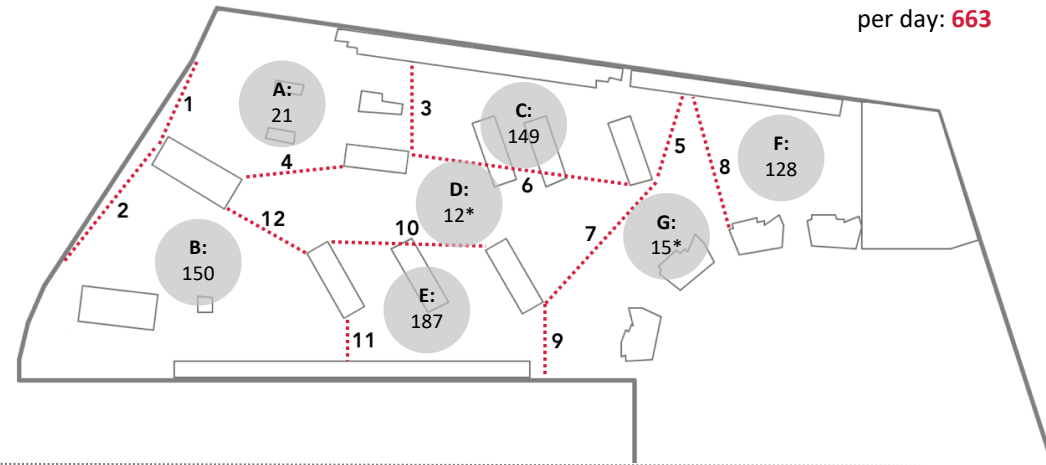
UNIT SALES IN SECTOR

– SECTOR E SELLS MOST PRODUCTS

AVERAGE UNIT SALES IN SECTOR PER DAY:

SECTOR	PRODUCT GROUP
SECTOR A	Make-up & Nails, Campaign Gondola (50%)
SECTOR B	Pain Related Products, Impulse Gondola, Oral Care, Cold, L'Occitane Gondola (50%), Campaign Gondola (50%)
SECTOR C	Skin Care
SECTOR D	Several End Gondolas
SECTOR E	Baby Care, Digestion, Supplements, Intimate Care, Contact Lenses, L'Occitane Gondola (50%), Miscellaneous Medicines, Allergy & Eye
SECTOR F	Pain Related Products, Digestion, Wound Care, Cold, Pedicure, Support, Sunglasses Stand
SECTOR G	Prescription Drugs

Average number of items purchased per day: **663**



Average number of customers per day: **1377**

SECTOR ANALYSIS – EXAMPLE SUMMARY

A UNIQUE INSIGHT INTO SALES AND TRAFFIC AT THE CATEGORY LEVEL

- The Traffic analysis shows that costumers primarily use the main street and to a limited extent visits the different corridors and the walls on the sides of the store. In particular Sector F, which is located at the back of the store, has a very small share of the shops visitors, but of the few visiting Sector F a high percentage ends up buying.
- Sector C and E stand out in several ways: These account for close to two thirds of the sales in the store and the value of the goods sold from these sectors is high. At the same time, only 50% of costumers actually visit these sectors at their shop visits. Is this due to the prescription costumers entering these sectors or is this a trend for all of the store's costumers? The Costumer flow analysis indicates that it's too narrow in these sectors, and this can be an explanation for why the sectors are poorly visited.
- Sector A has a lot of traffic in terms of revenue, both a low conversion rate. It should be possible to increase sales by exposing more products here. Maybe it's possible to move some skin care gondolas here to allow more room for costumers to move in sector C?



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