ORACLE®
Data Cloud

HARNESS THE POWER OF GUEST DATA WITH THE SHOPPER INTELLIGENCE PLATFORM

FROM LOYAL CONSUMERS TO NEW PROSPECTS, UNDERSTAND HOW TO DRIVE SHOPPING BEHAVIOR AT LOWES FOODS

Which guest segments drive sales for my brands? What store grouping is most effective for new item trial? How do I gain insights on category health to drive assortment decisions? The Shopper Intelligence Platform can help answer these questions and more.

Know your guests to drive incremental sales

Harness guest purchase data across stores down to the item level—this includes all departments and categories plus all Fresh departments. Combined with Oracle Data Cloud's proprietary guest behavior segmentation, partner with Lowes Foods to grow sales and loyalty among key segments and personas along the Guest Journey.

ENGAGEMENT SEGMENTATION

"You are how you shop" – data driven approach that results in a unique segmentation for each retailer client.
Variables considered: Shopper Value, Deal Sensitivity, Categories Shopped, Department Skews, Time of Day, Trip Behavior, Brand Loyalty

ESSENCE SEGMENTATION

"You are what you buy" – created based on item-level analysis of purchase behavior across the store.
Key dimensions: Affluence, Age & Gender, Kids, Health & Wellness, Dieting, Cooking Style, Special Dietary Needs, Pets, Ethnicity

WHAT YOU GET AT A GLANCE

The Lowes Foods Shopper Intelligence Platform includes:

Store group flexibility	Timely updates	Choice of level of access
Access to segmentation	Easy to use web-based platform	Ad-hoc and analytic queries

USE CASE

You know your sales are declining, but you're unsure how they look compared to the rest of the category and total store. There's money to put against marketing activation. You want to determine if you should go after guests leaving the category, guests who are switching to other brands, or guests who are spending less in the category than normal.

The Shopper Intelligence Platform can help answer this business challenge:

Identify what drives your brand's growth or decline at Lowes Foods:

The Sales Decomposition report shows how your sales are trending across Lowes Foods guest segments. Is the change driven by an increase/decrease in households, guests making more/less trips or changes in basket size? Additionally, use the Source of Volume report to show which brands your products are taking share away from and those you are losing share to.

Understand what other brands are in the basket:

Use the Product Affinity report to learn which items are typically in the basket with your brands to identify opportunities for cross promotion.

Help inform assortment decisions based on guest data:

A combination of Brand Relevancy, Product Interaction and Ad-Hoc reports can provide detailed insight into which items and brands are most important to Lowes Foods guests. These findings are useful in optimizing the assortment and staying relevant to a changing shopper landscape.

Create custom reports specific to your objective:

The Ad Hoc tool offers maximum flexibility, allowing users to customize store groups, shopper groups, items and time periods to answer various questions arising through the course of doing business. Use this tool to measure the performance of key promotions, analyze the impact of pricing or planogram changes or benchmark individual store performance.

START MAKING BETTER BUSINESS DECISIONS TODAY

Contact:

Please contact your Lowes Foods Category Manager for more information.

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