



Retailing



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Market Basket Analysis



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Benefits of Market Basket Analysis



Store Layout: Organize or set up your store according to market basket analysis in order to increase revenue. The products are placed near each other so that the customer notice and take a decision to buy them.



Marketing Messages: Market basket analysis increase the efficiency of marketing messages, With the help of market business analysis data, you can give relevant suggestions to your customer.



Recommendation Engines : Market basket analysis is the base for creating recommendation engines. A recommendation engine is a software that analyzes identifies and recommends content to users in which they are interested.

MARKET BASKET ANALYSIS (MBA)



- Frequent ItemSets
- Upsell
- Cross-sell
- Product placement
- Inventory Efficiencies
- Supply Chain Efficiencies
- Promotions Effectiveness

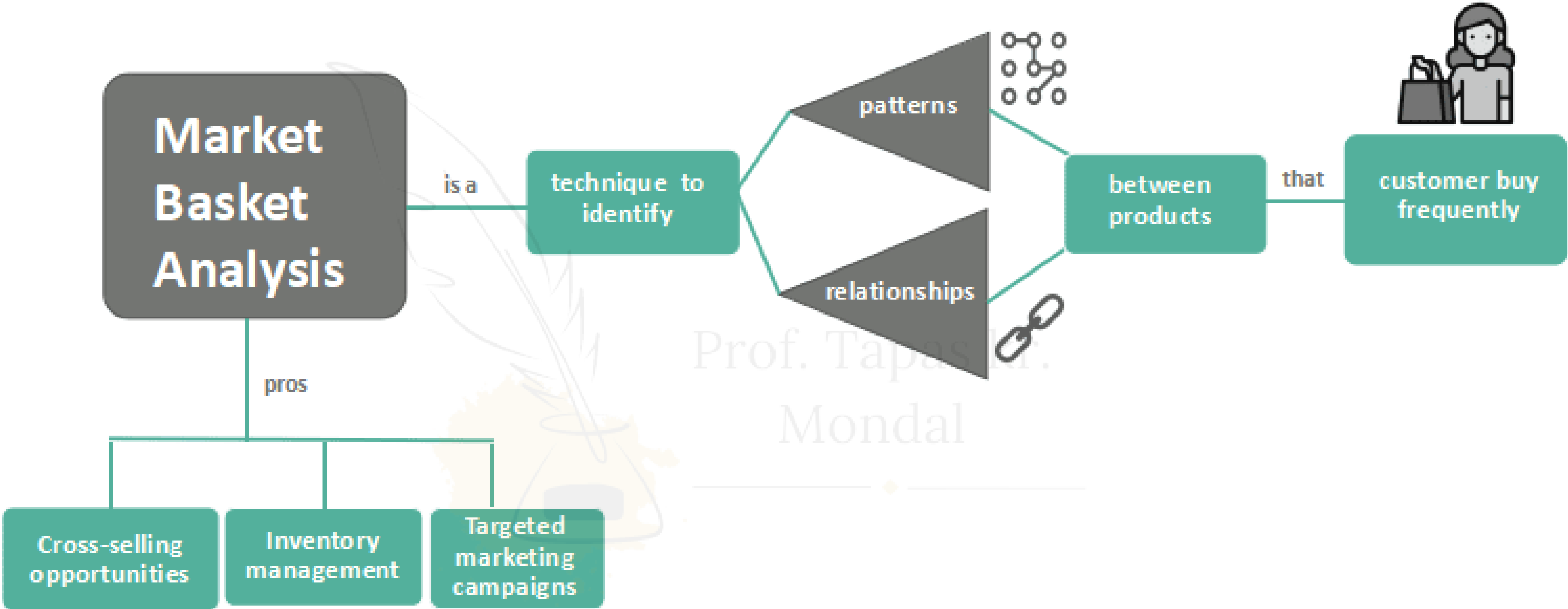
Association Rules

{SKU1, SKU2} => {SKU3}

{Beauty} => {Chips}

{Health & Beauty} => {Organic,
International}

Market Basket Analysis



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Benefits of Market Basket Analysis



CAGR Value

Global Market Grow at Highest CAGR till forecast.



Market Segmentation



By Application

By Type

Key Industry Development

- Partnerships/Mergers
- New Collaborations
- Product Launches
- Acquisitions



Market Size

Market Size is expected to grow during base year to forecast period



Market Growth

Global Market Growth is anticipated to rise at a considerable rate during current year to forecast period



Regional Analysis



- North America
- South America
- Asia-Pacific
- Europe

Top Key Players

A comprehensive analysis of major market players and the prominent strategies adopted by them.



Recency



R

**RFM
Analysis**

F

M



Frequency

Monetary Value

RFM Metrics



RECENCY

The freshness of the customer activity, be it purchases or visits

E.g. Time since last order or last engaged with the product



FREQUENCY

The frequency of the customer transactions or visits

E.g. Total number of transactions or average time between transactions/engaged visits



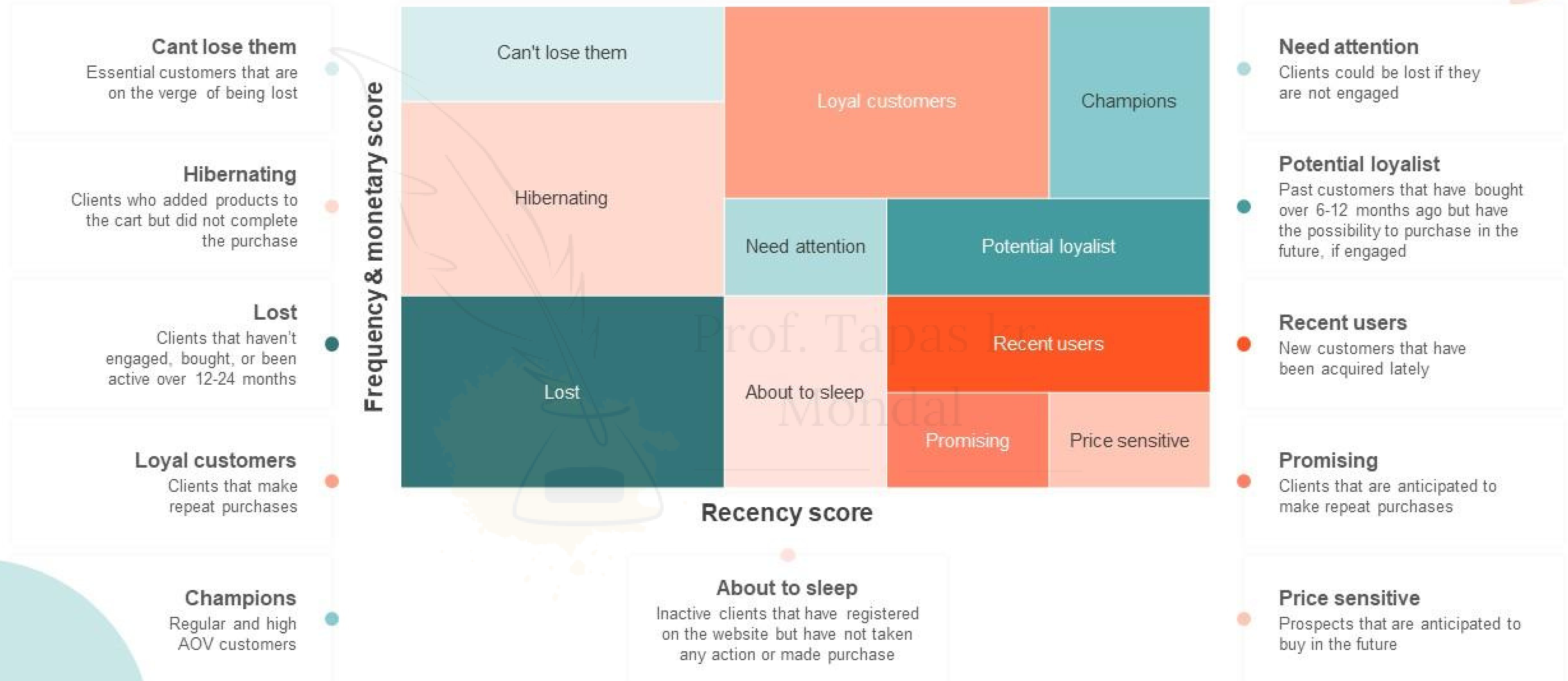
MONETARY

The intention of customer to spend or purchasing power of customer

E.g. Total or average transactions value

RFM analysis matrix for customer segmentation

This slide highlights a matrix of RFM analysis for segmenting market customers to gain better understanding of target audience and develop effective marketing strategies. It classifies segments such as cant lose them, hibernating, lost, loyal customers, champions, need attention, potential loyalist, recent users , etc.

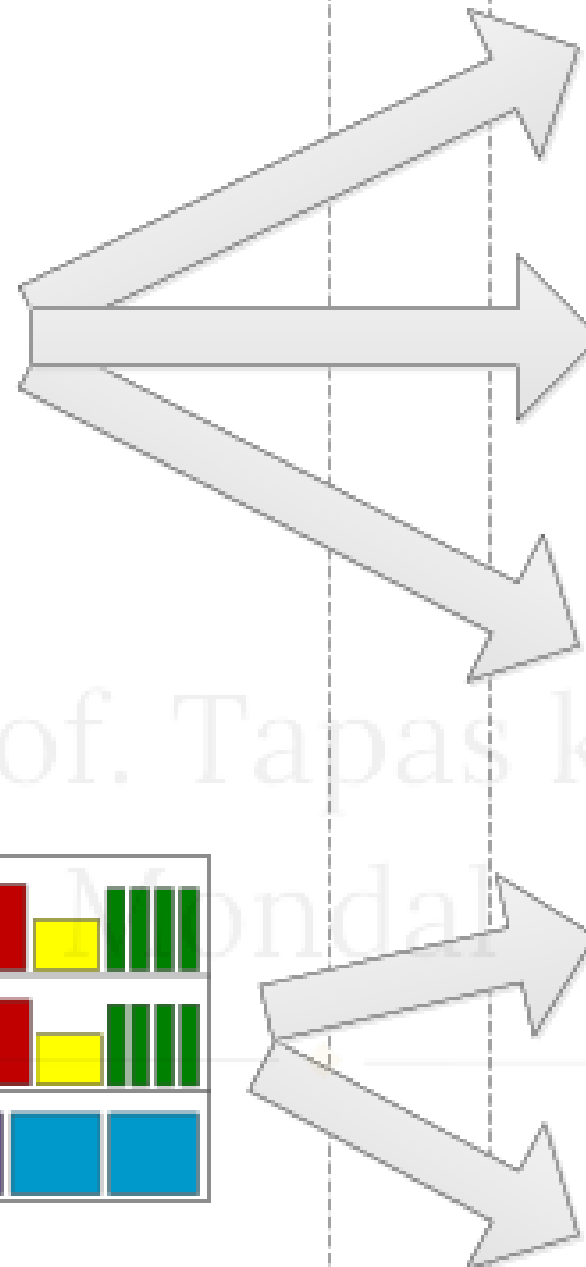
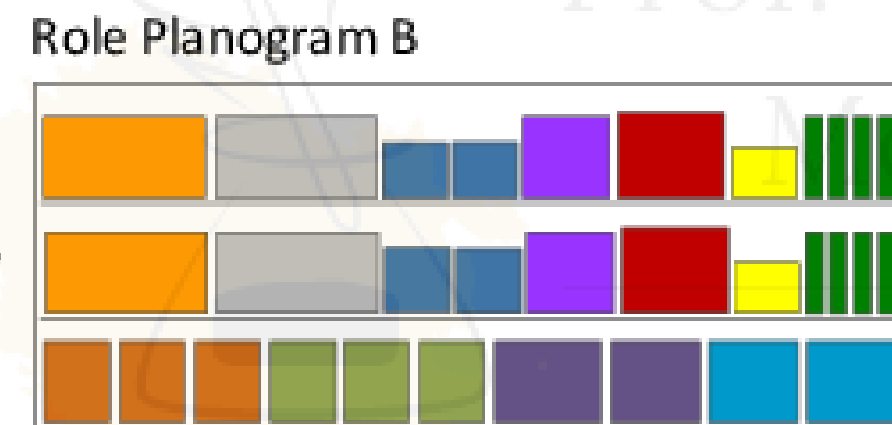
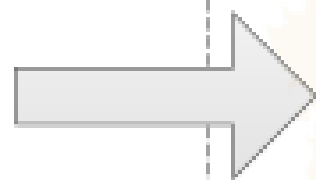
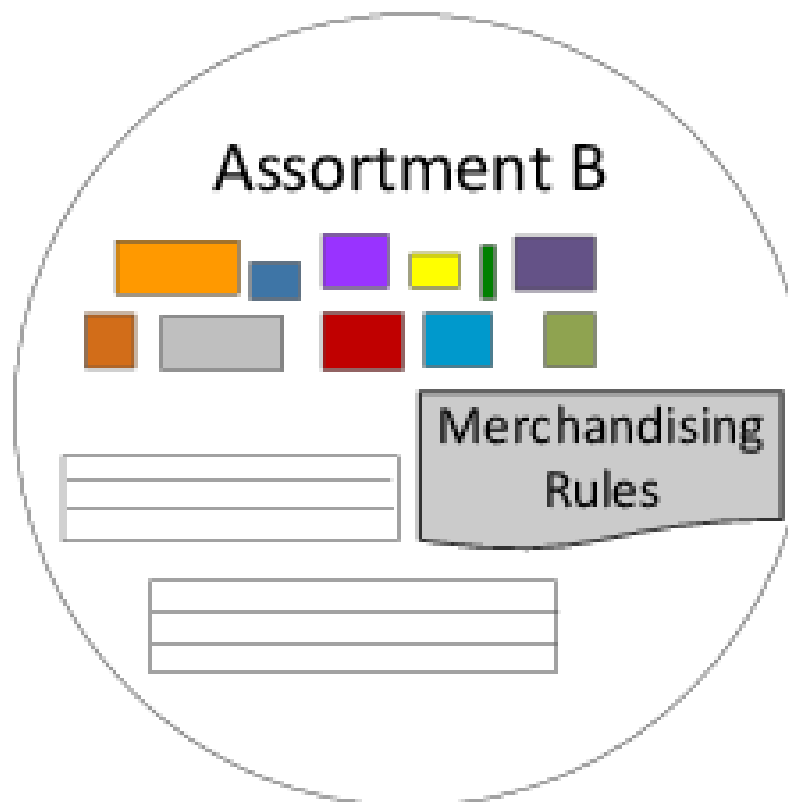
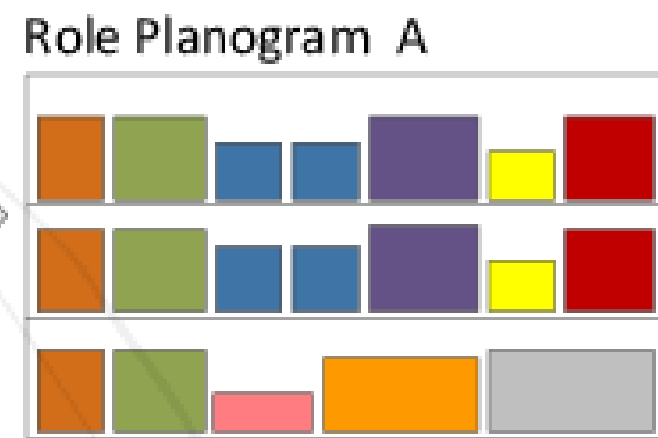
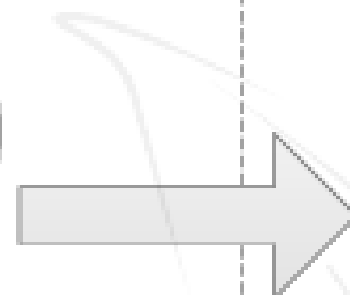


Generation Process

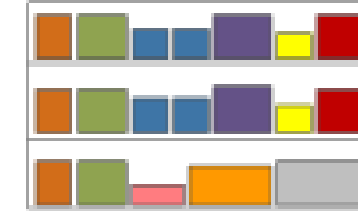
Role Planogram for each cluster of stores with same assortment and similar sales and space patterns

Replication Process

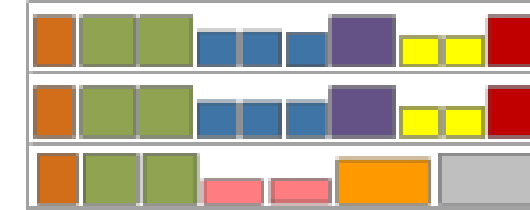
Planograms for all stores, with the same arrangement as the role Planogram



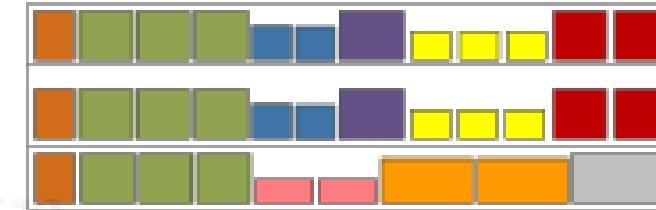
Store A.1



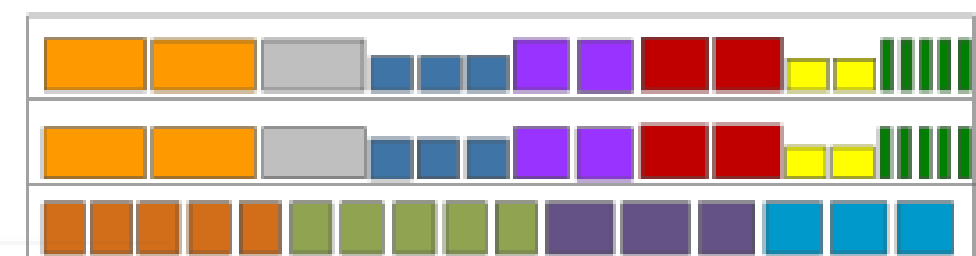
Store A.2



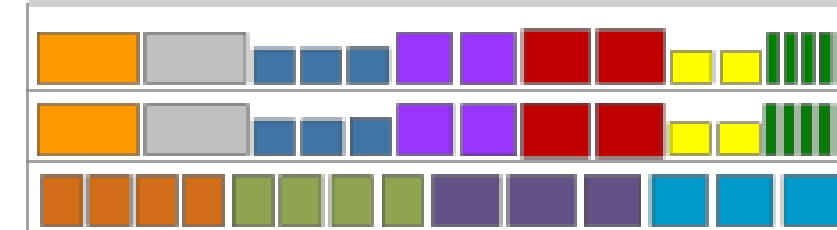
Store A.3



Store B.1



Store B.2

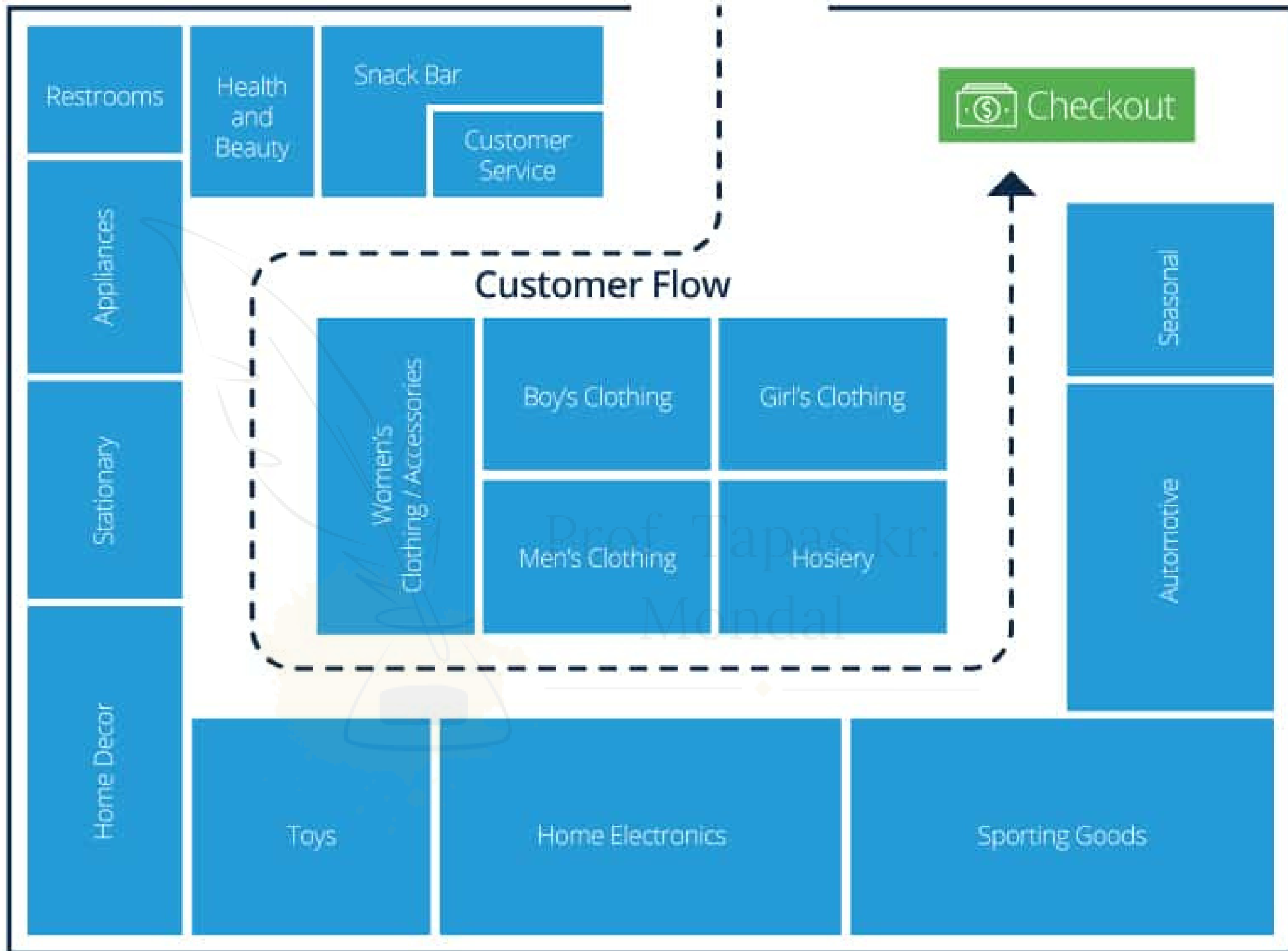


Commercial Department

Space Department with collaboration of the Commercial Department

Space Department

Stores







Thank You



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