

A person wearing a red hoodie is pushing a metal shopping cart through a grocery store aisle. The shelves are filled with various products, and the scene is slightly blurred to create a sense of motion. A semi-transparent grey banner is overlaid across the middle of the image, containing the title and authors.

Shopping Missions

Data Analytics and Virtual Reality Serving Shopper Needs

Maria Gavriilidi (Marinopoulos) & Panagiotis Sarantopoulos (ELTRUN/AUEB)

What do you **look for**?

Categories?



- Shopping Goals: Individual, Isolated
- Store Visits: Bulk, Scheduled, Structured
- Principal Guides: Shopping **Lists**

Solutions?

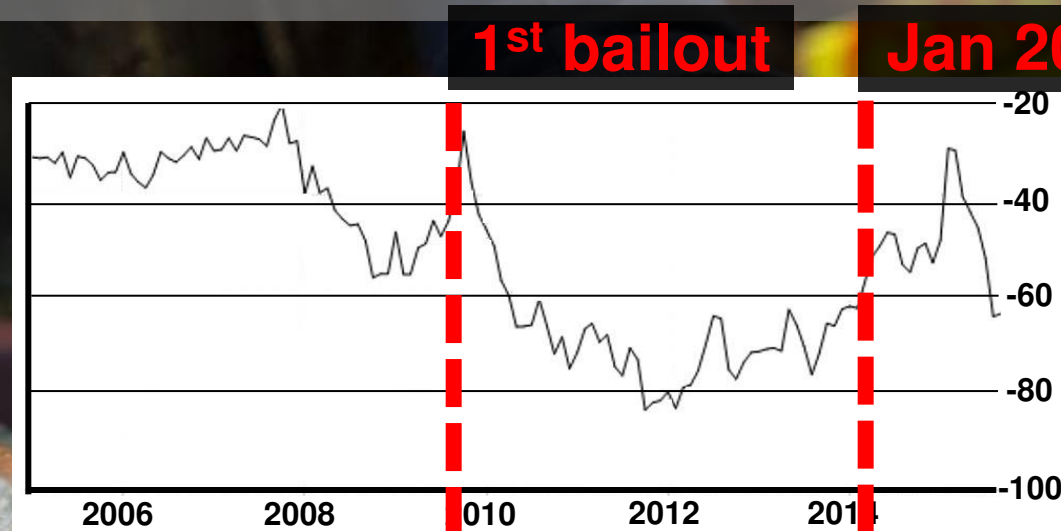


- Shopping Goals: Holistic, Interrelated
- Store Visits: Savvy, Agile, Just-in-time
- Principal Guides: Shopping **Missions**

Turbulent environment

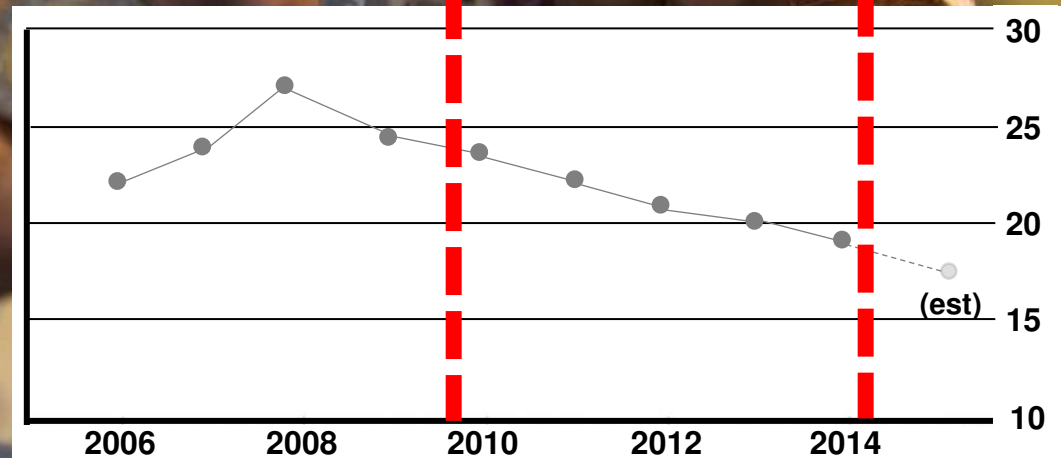
Consumer Confidence Index

www.tradingeconomics.com



Total Supermarket Sales (Billion €)

www.ielka.gr



Strategic Alignment & Collaboration

- Shopping Mission Identification Methodology
- Experimental Design Expertise
- Academic Neutrality

- POS Scanner Data
- Loyalty Cardholders' Information
- Pilot Store Renovation

ΜΑΡΙΝΟΠΟΥΛΟΣ Α.Ε.
100% Ελληνική εταιρία



ELTRUN/
AUEB



Common Goals:
✓ **Basket Growth**
✓ **Superior Satisfaction**

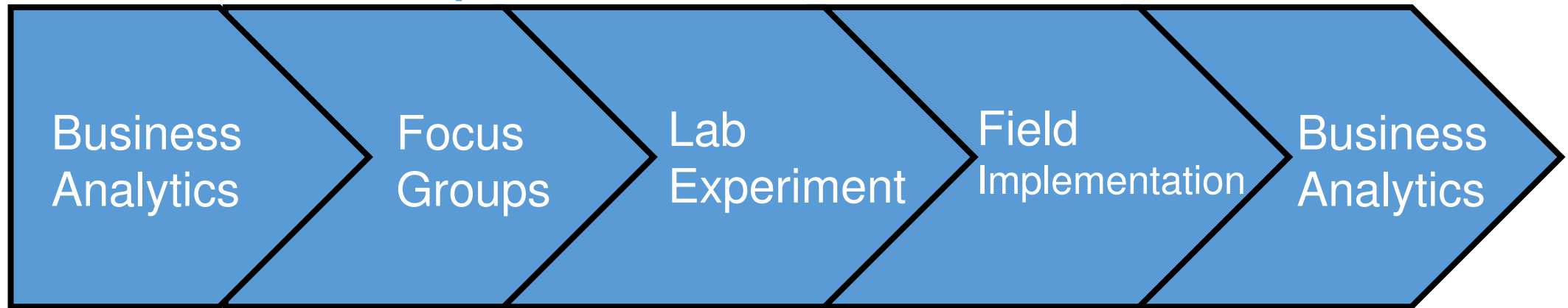
P&G

- Focus Group Infrastructure
- Expertise and Infrastructure for 3D Virtual Experimentation

How? An **End-to-end** Approach

Category-centered
Retailing

Mission-centered
Retailing



Step 1: Business Analytics

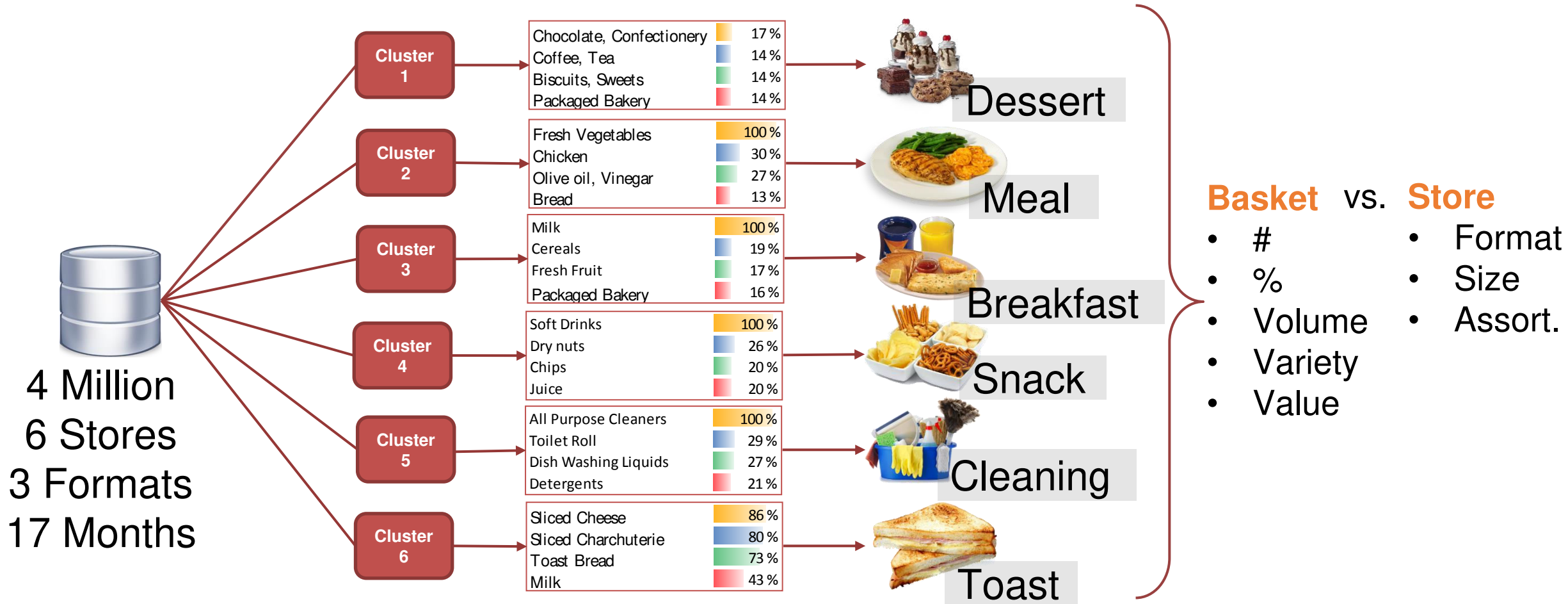
Baskets

Clusters

Categories

Missions

Descriptives

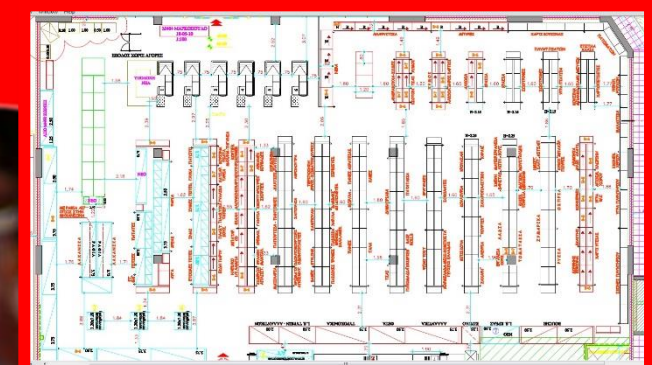
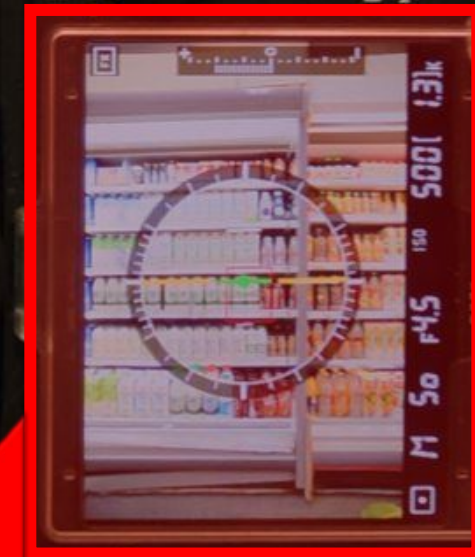


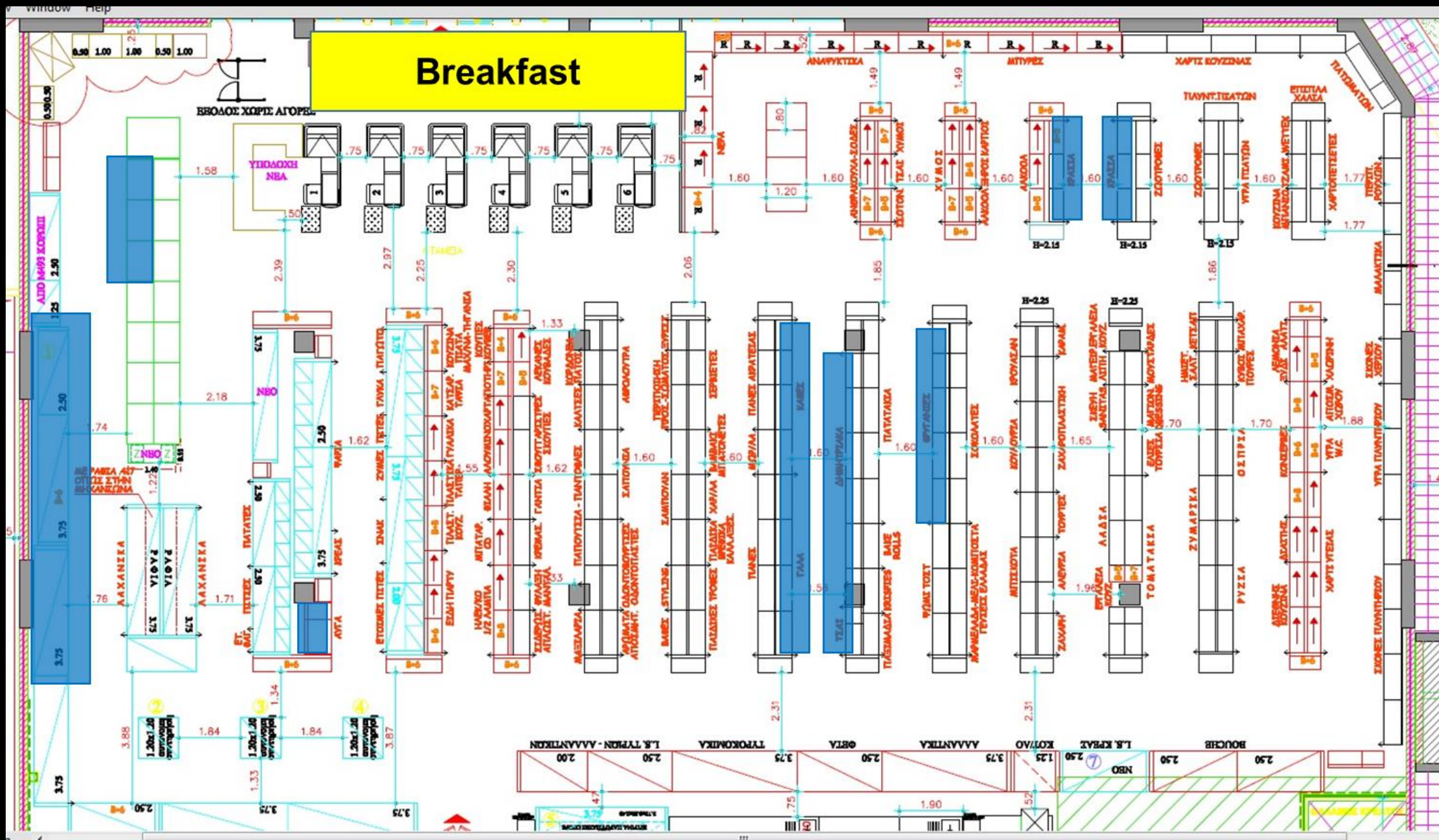
Step 2: Focus Groups

52 shoppers

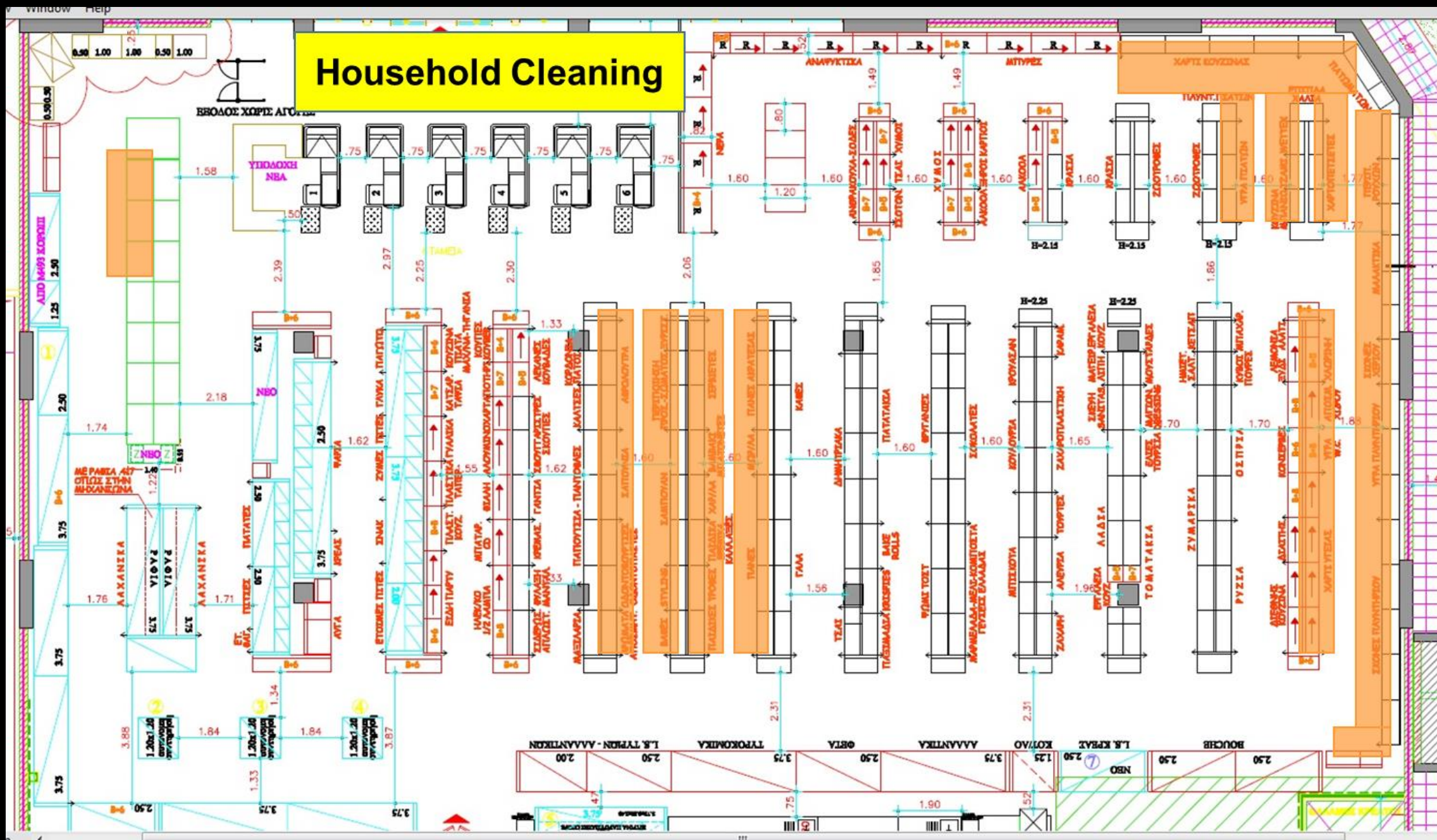


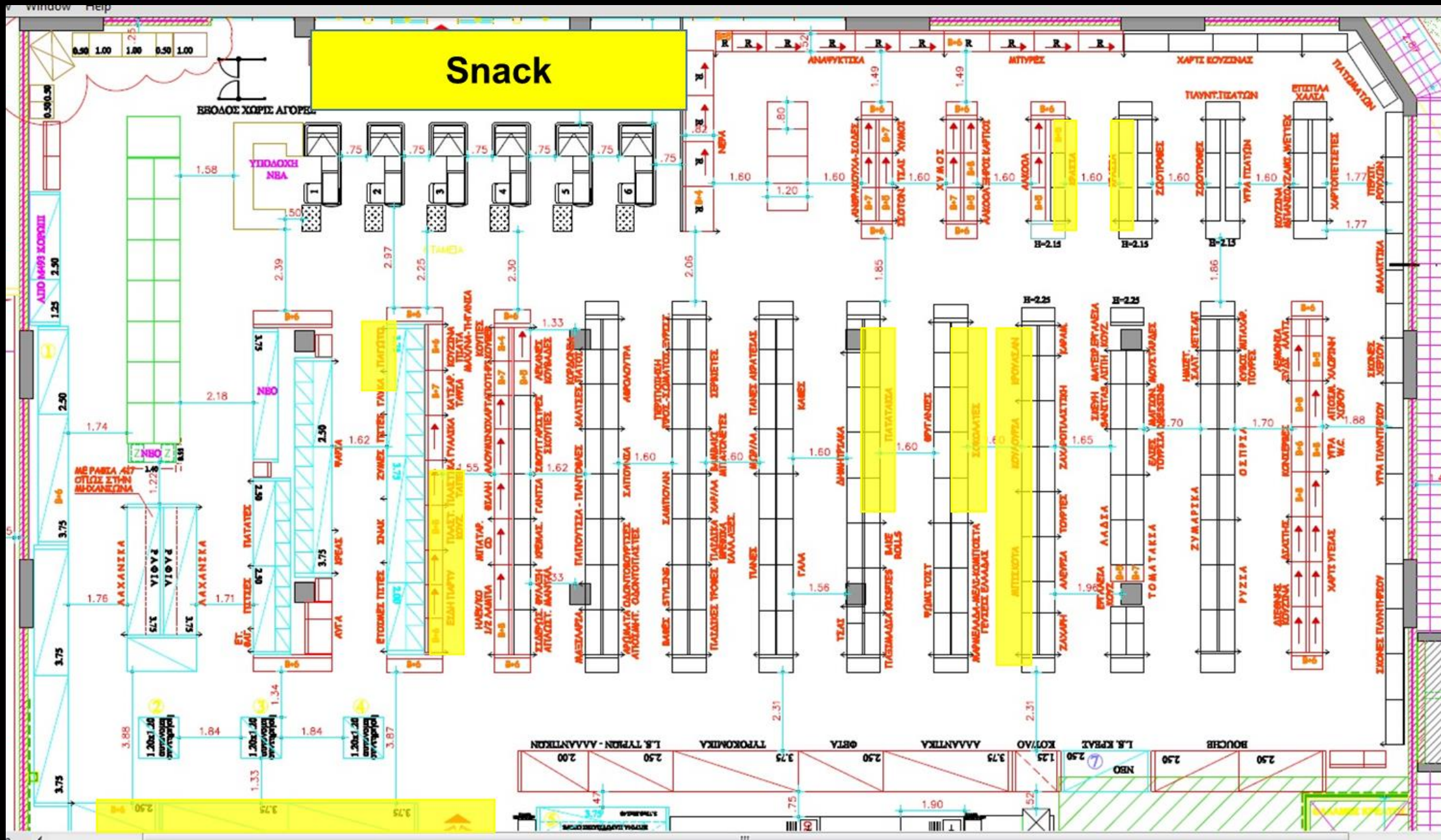
Store Virtualization (P&G)

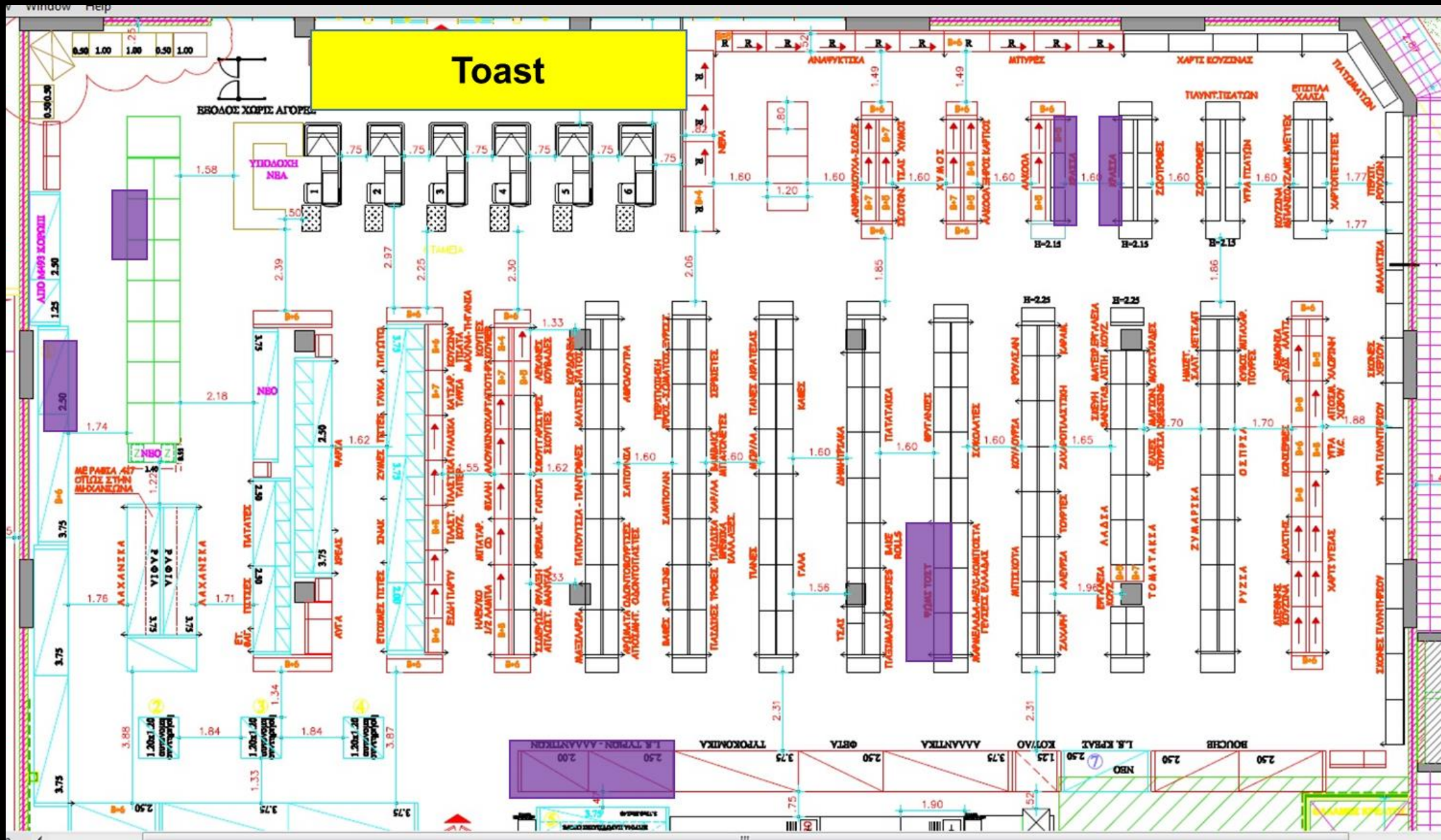


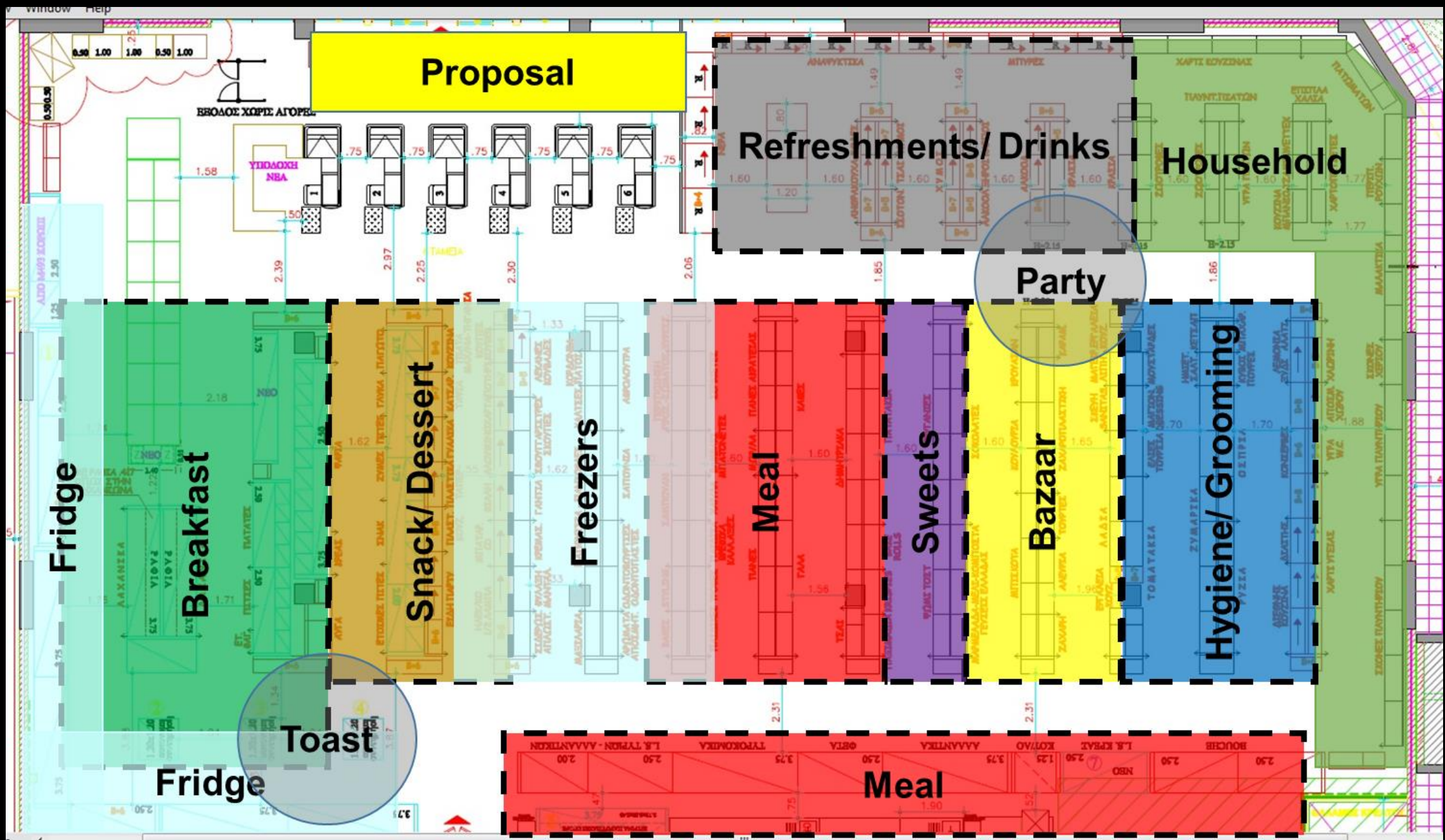


Household Cleaning









Proposal

Refreshments/ Drinks

Household

Party

Fridge

Breakfast

Snack/ Dessert

Freezers

Meal

Sweets

Bazaar

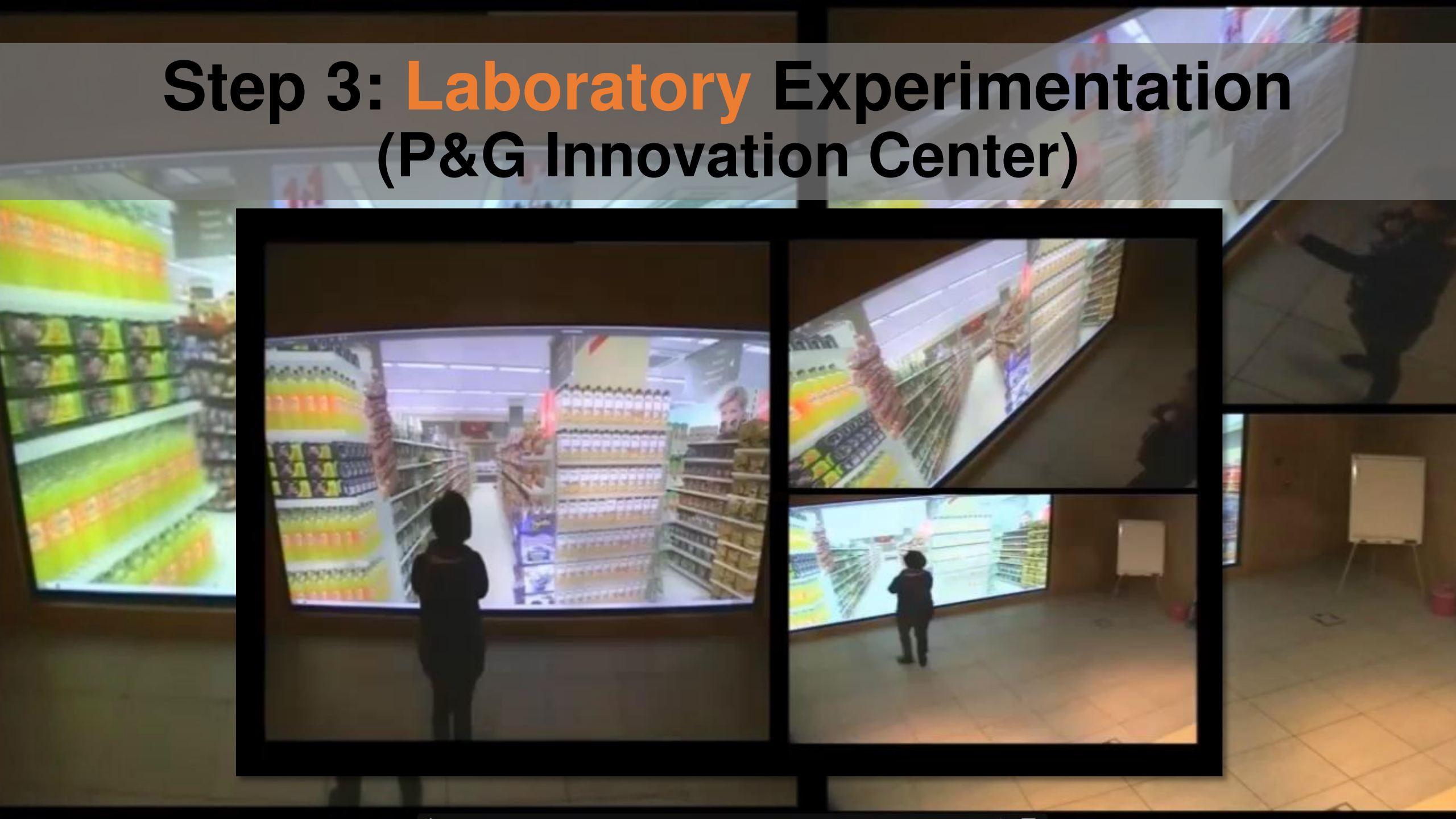
Hygiene/ Grooming

Fridge

Toast

Meal

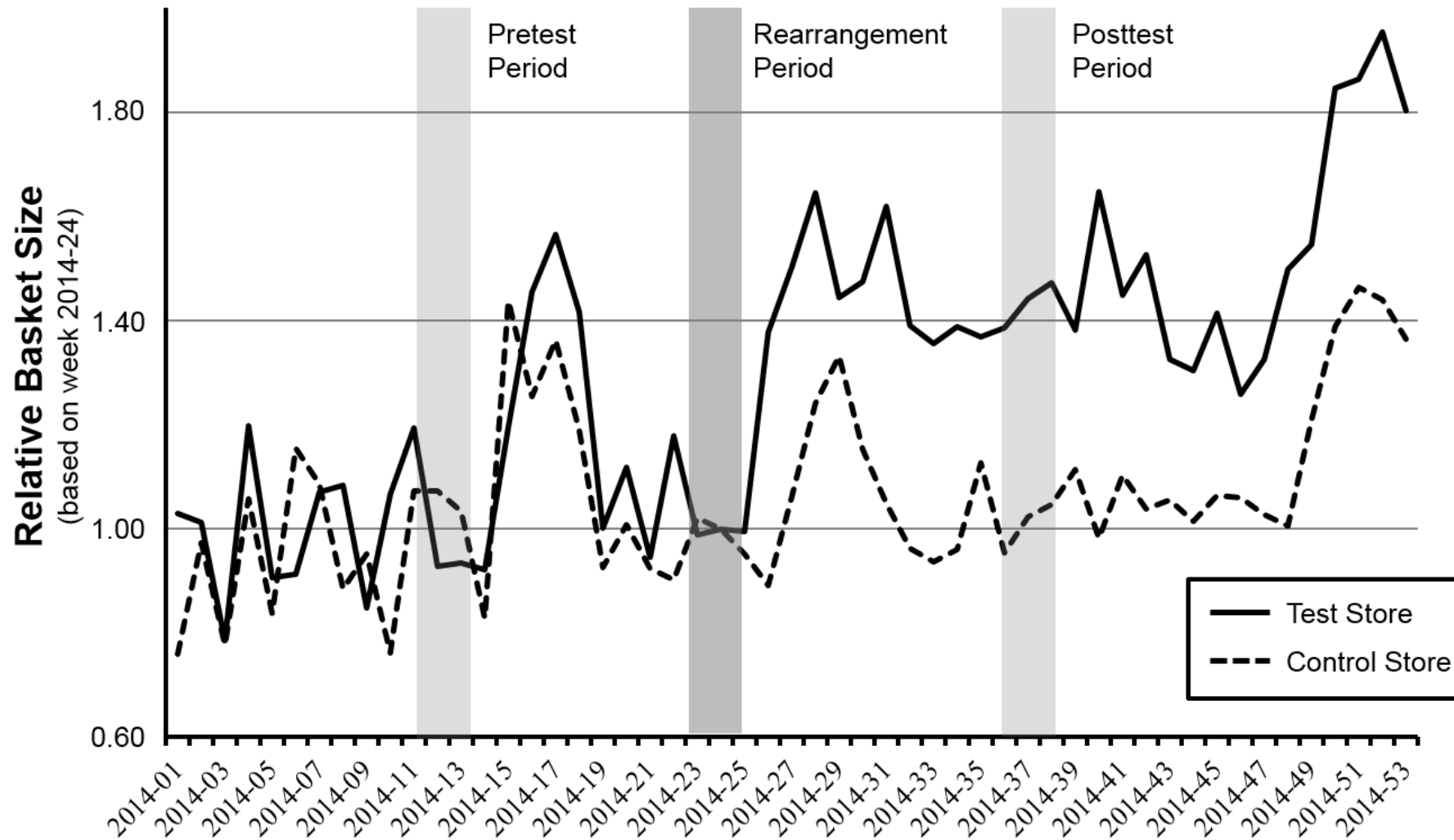
Step 3: **Laboratory** Experimentation (P&G Innovation Center)



Step 4: Field Implementation

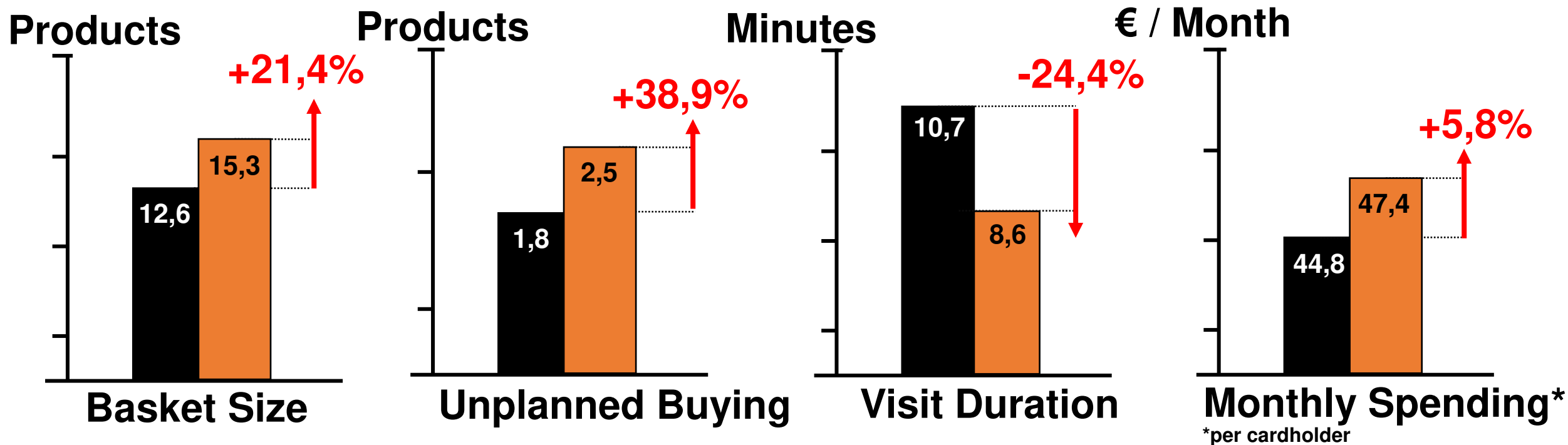


Step 5: Business Analytics (2)



Outstanding Results in all **Major KPIs**

■ Original Layout ■ Mission-based Layout



Scaling up to the Store Network



8 stores already
and more to come



Per Store Decision Support System

Decision Makers:

- **Store Manager**
- **Sales Director**
- **CMO**



A person wearing a red long-sleeved shirt is pushing a metal shopping cart with orange plastic accents through a grocery store aisle. The shelves in the background are filled with various products, mostly in red and yellow packaging, and are slightly out of focus. A semi-transparent grey banner is overlaid across the middle of the image, containing the main text.

Shopping Missions Thank you!

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http://www.eltrun.gr/shopping_mission/