

Delivering competitor location insight with Alteryx: use case visual submission

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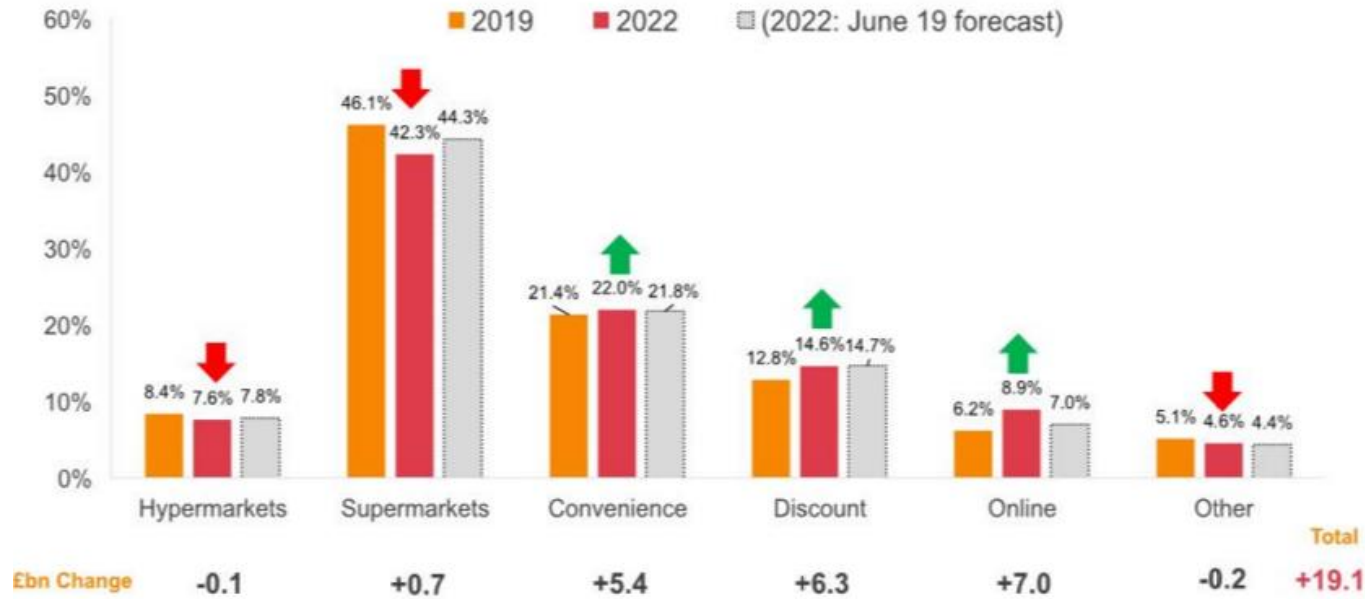
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Sainsbury's Property Analytics & Insight



The role of Property



Source: IGD, August 2020 view

Large percentage of grocery sales forecast from Bricks and Mortar



Physical infrastructure still key to online

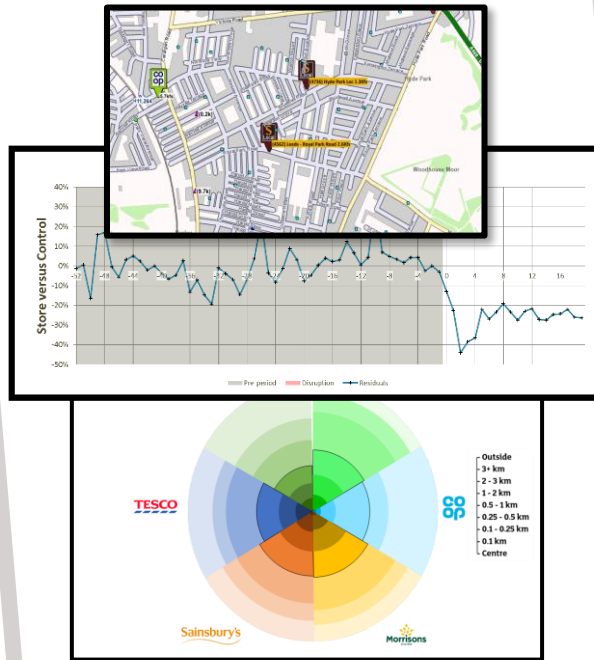


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live well for less

Property Analytics & Insight



Competitor & Market Insight



Location Planning & Strategy Support



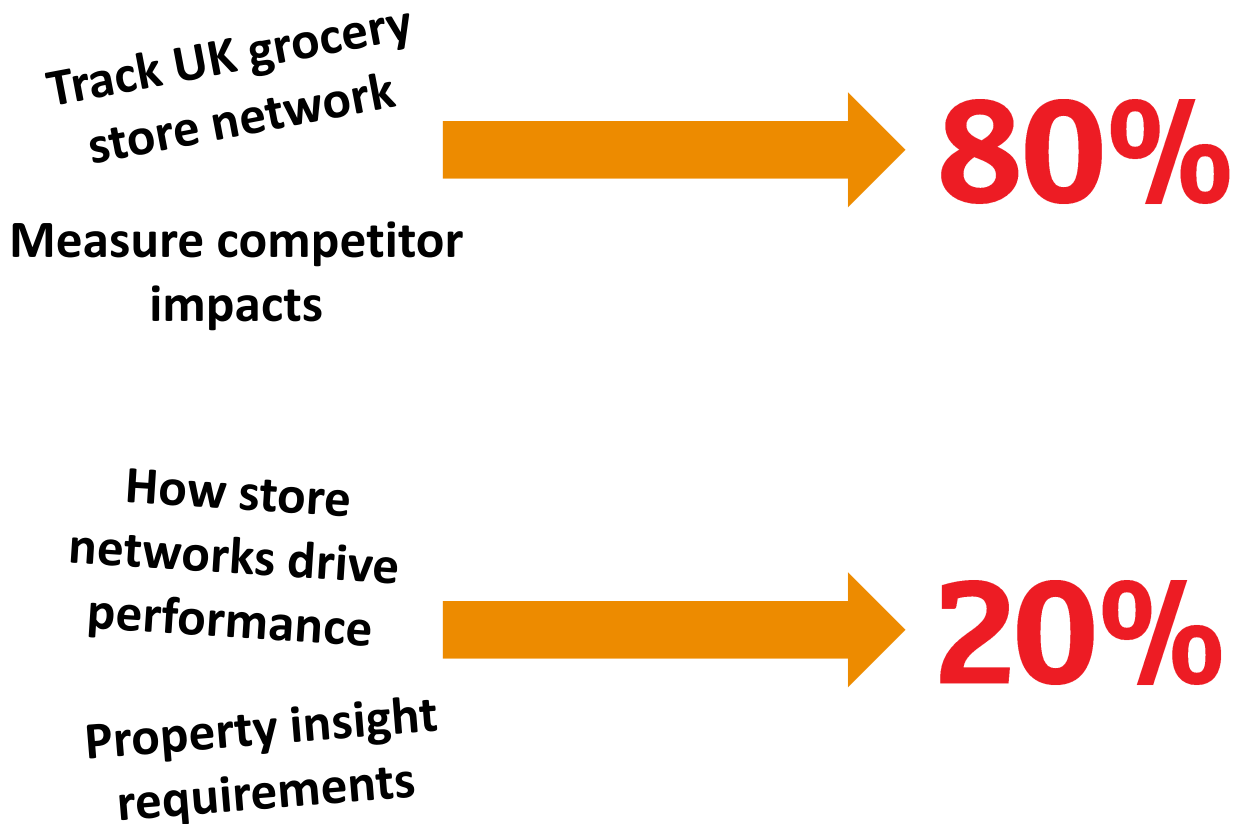
Ad-hoc spatial analytics



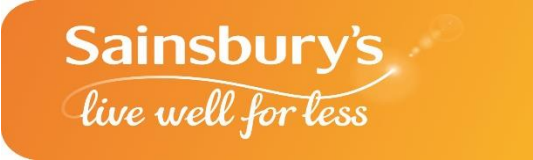
- 1 Track UK grocery store network
- 2 Measure competitor impacts
- 3 How store networks drive performance
- 4 Property insight requirements

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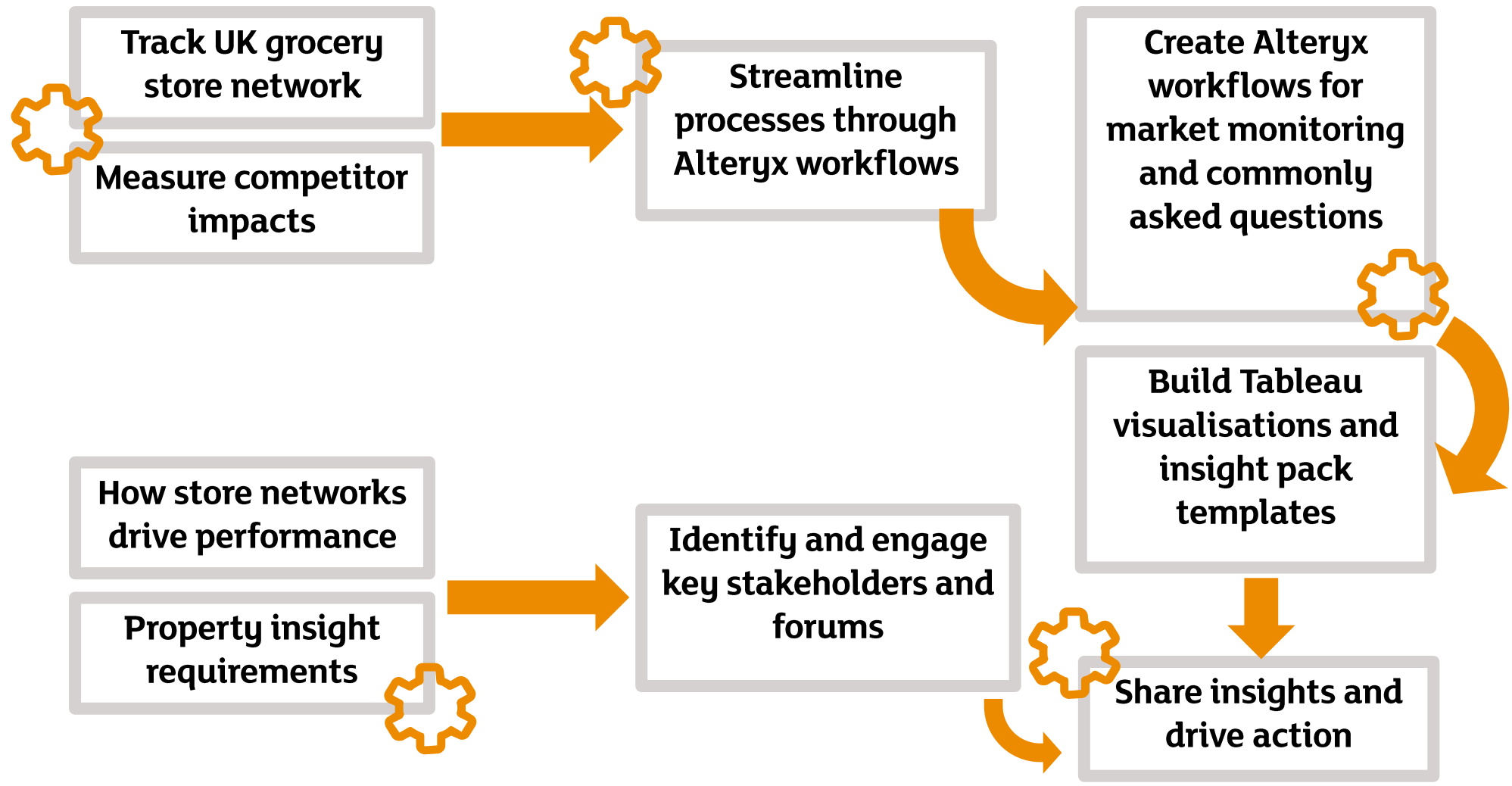
The Challenge



Can you tell us how Operator X's opening programme is impacting us vs our competitors?



The Solution



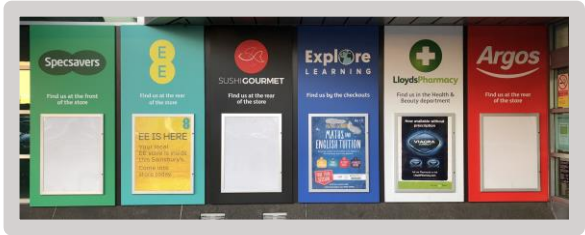
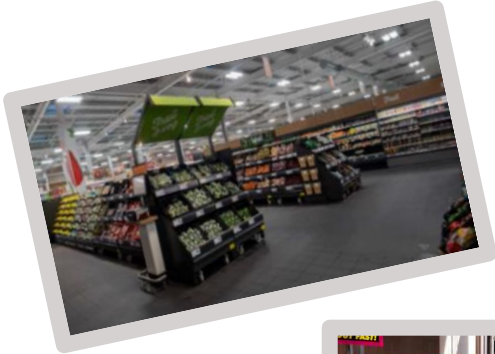
The Challenge

Track UK grocery
store network
Measure competitor
impacts

20%

How store
networks drive
performance
Property insight
requirements

80%



Output Example: Periodic Insight Pack



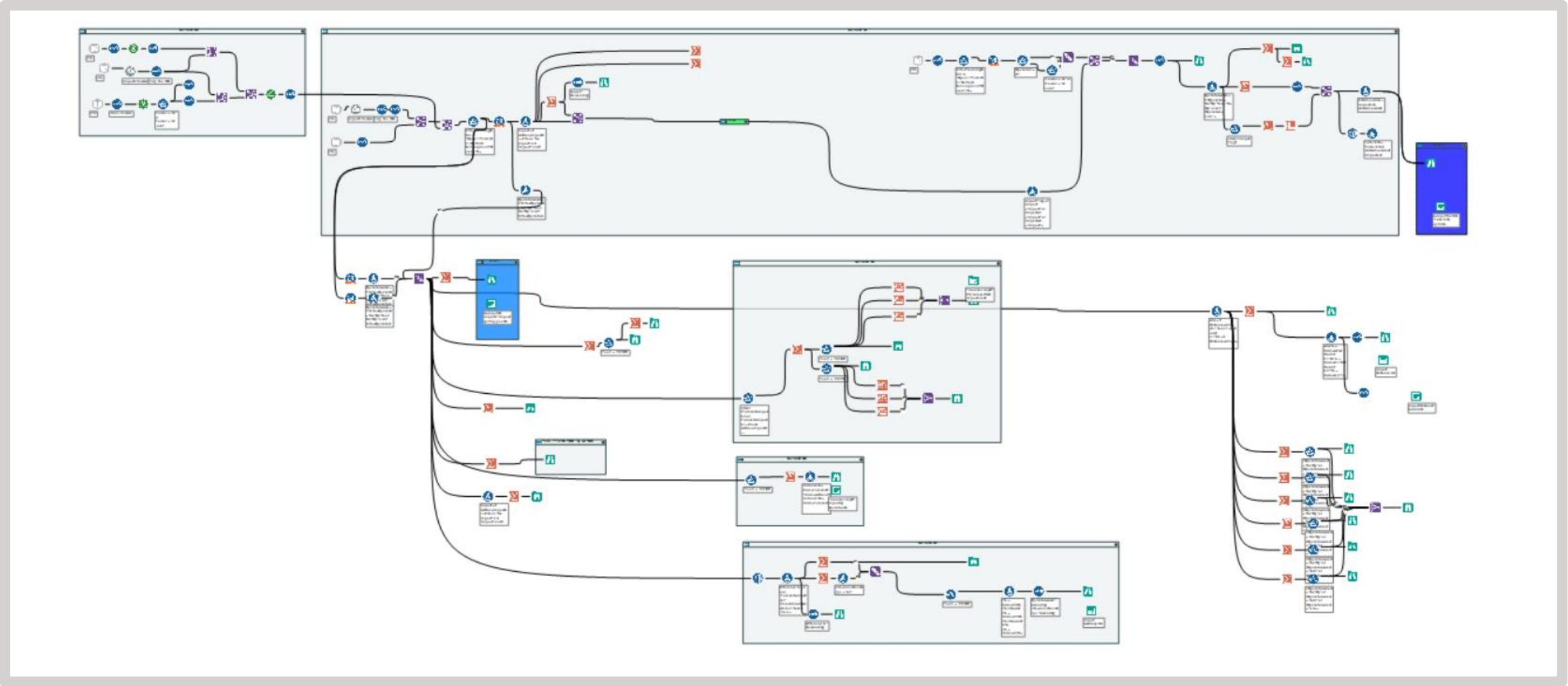
Impact

Team: Ability to produce update with 1-2 hour turnaround

Business: Understand extent of market challenges

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Workflow Example: Annual Impact Update



Output Example: Annual Impact Update



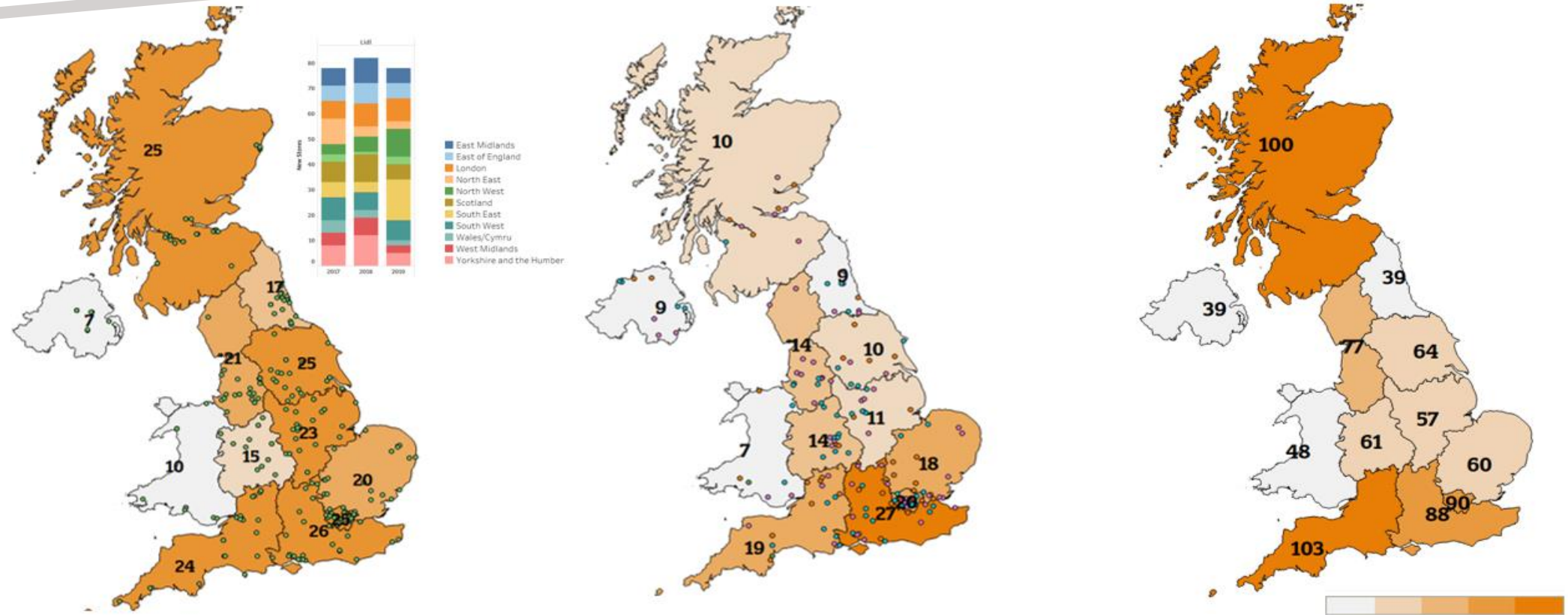
Impact

Team: Complete summary of yearly measurements

Business: Understand how accurately we predict market challenges to improve this process



Output Example: Visualising Estate Activity



Impact

Team: Easy to create and update spatial view

Business: Quickly understand competitive regional picture to shape local interventions

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Output Example: Maximising Impact of Customer Insight



Comments

Why highly satisfied	24
Why not highly satisfied	39
Why not satisfied	23
Total Comments Last 7 Days	86

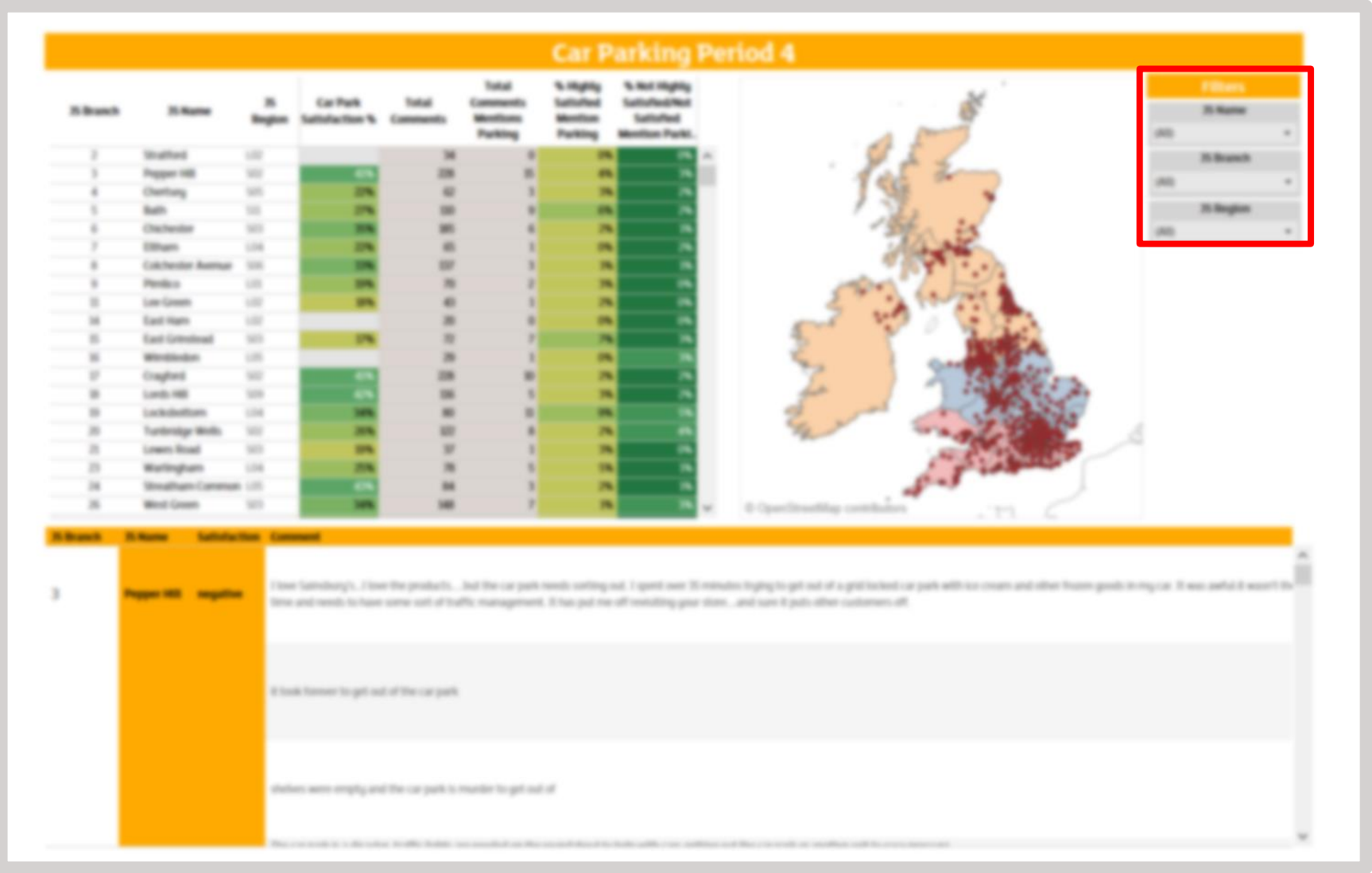
Why Highly Satisfied	Comments	
	Consistency and availability	
	The roll of the store is nearly finished and everything has finally stopped moving. I think some parts of the store look good, whilst others seem a little confused (magazines with the bar roll).	
	The store is being upgraded and everything seems to be falling into place. Aides are able and easy to navigate. Lots of staff around to ask for help if need.	
	The store is very well laid out and easy to find items, the items on offer are of good quality and change in stock. Checkout is very quick.	
Why Not Highly Satisfied	Branch is going through a roll at the moment so takes more time to find things, I know this is only temporary so when completely finished I'm sure the score would be better.	
	Score going through changes on all items up and down and lack knowledge on layout where to find items.	
	Score enhancement still underway. Things are not change where you expect them to be!	
Why Not Satisfied	Replenishment does not make shopping easy. Difficult to find what you are looking for. Quite noisy due to refurb.	
	Score undergoing replenishment... I'm not sure on the new layout, and the fact that some items I have bought before seemed to be unavailable.	
	The stock is limited these days. Frequently the shelves are empty. It's easier to shop elsewhere than find staff to check if stock is available.	
	The work going on in store is taking too long, place feels a mess and finding things is difficult, not many staff to ask.	

Impact

Team: Bespoke dashboard 5mins to run
Business: Reduce customer disruption at Property level

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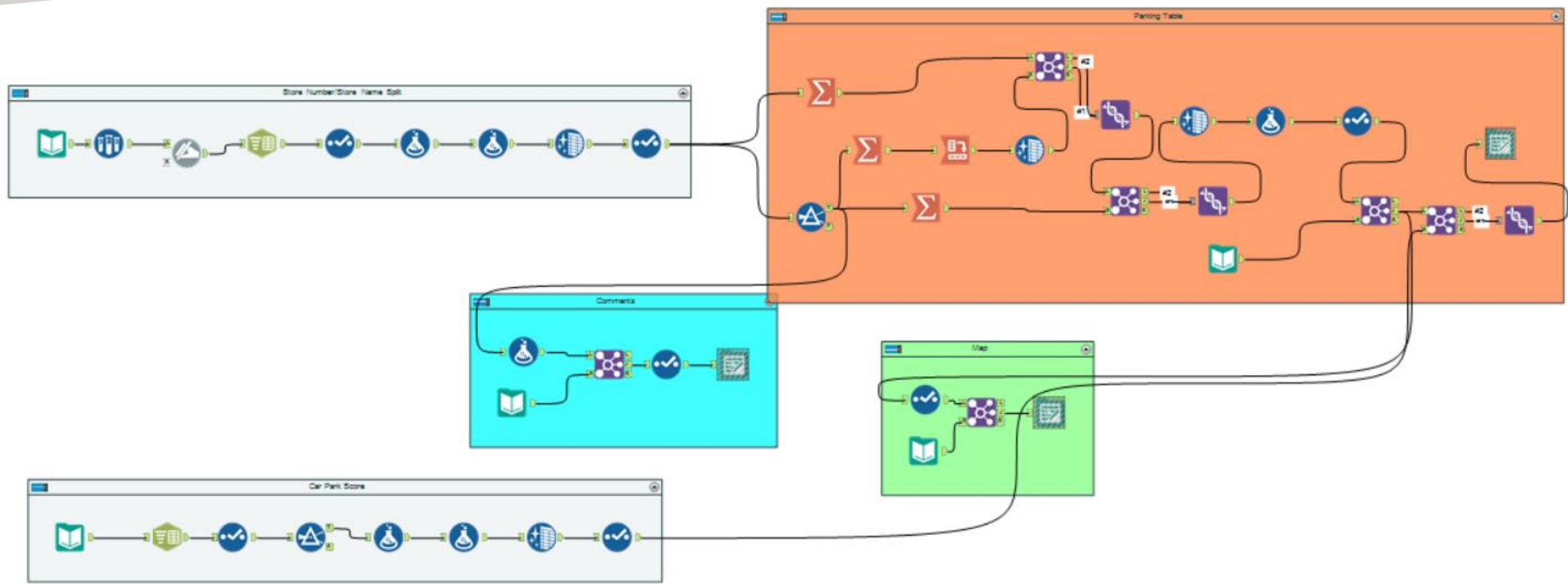
Output Example: Maximising Impact of Customer Insight



Impact

Team: Bespoke dashboard 5mins to run
Business: Align investment and activity with customer feedback

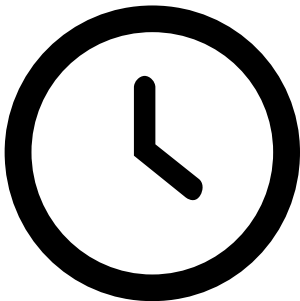
Workflow Example Maximising Impact of Customer Insight



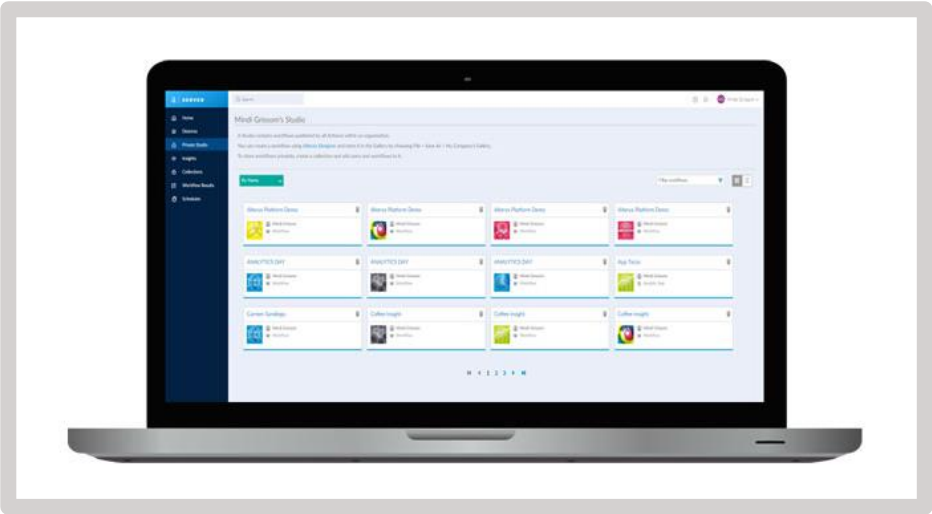
Next Steps



Automation



Self Serve



Interactive

