

Fine-Tuning Retail Sales

Situation

A major electronics retailer believed that sales could be improved by customizing assortment and marketing tactics by store or neighborhood type.

Solution

Five U.S. markets were selected for analysis and testing. Store-level sales for 11 sub-categories were compared to store demographics and psychographics.

Results

The study showed clear areas of opportunity. Sales by category varied widely based on income, age, education, and lifestyle. The retailer was not meeting the needs of a key demographic group in a number of stores, and has substantially changed its assortment in these stores.