

creating custom data



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Background

Sara Lee had a wealth of information about deli UPC products and about how consumers shopped the deli; however, they were lacking syndicated sales data for service as well as bulk deli meats and cheeses. These products represented a major portion of the deli business but Sara Lee had no way to track sales or synergize the information with other data sets.

The Perishables Group (PG) provided Sara Lee with a custom total deli perspective, allowing the client to access the same source of data for both UPC and random-weight products.

Approach

The Perishables Group developed a database and ongoing data program for Sara Lee. The database includes customized geography views (retailers, regions and national), a hierarchy of products matching Sara Lee's organization of the deli meat and cheese business, item attributes including a "brand tier" level designed using criteria determined by the deli team and reporting designed to reach varied internal and external audiences.

PG enabled core Sara Lee users to query data and run reports through a customized Web-based portal. PG also provided a dedicated on-site analyst and training sessions to ensure all Sara Lee users learned the tools and understood how to utilize the data sets.

Results

Sara Lee deli marketing, customer marketing and sales personnel use Perishables Group data and tools to identify sales opportunities, fully understand brand and product performance and develop category management partnerships with key retailers.

PG collaborated with the Sara Lee team to develop first-of-its-kind tools and analyses for the deli, including price elasticity and price gap analysis, price and promotion analysis, Sara Lee Deli Assortment Tool and Perishables Consumer Profiles with sales data.

Sara Lee's new sales platform positioned the company as the leader in deli category understanding and earned Sara Lee the distinction of deli "Category Captain" by Progressive Grocer.

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4 weeks ending 12/31/17		Movement			
Geography	Total Volume	% Change vs YAGO	Volume Share (of Total Deli Bulk Meats)	Volume Share Change vs YAGO	Total Dollars
Total US	1,338,838	+5.9%	4.6%	+0.4	8,498,712
East North Central Sub-region	570,570	+4.7%	9.9%	+1.0	3,637,212
East South Central Sub-region	92,323	+25.2%	13.1%	+3.3	580,112
Mid Atlantic Sub-region	118,699	-11.7%	1.9%	-0.2	720,112
Mountain Sub-region					
New England Sub-region					
Pacific Sub-region					
South Atlantic Sub-region					
West North Central Sub-region					
West South Central Sub-region					
Midwest Sub-region					

4 weeks ending 12/31/05		Movement			
Geography	Total Volume	% Change vs YAGO	Volume Share (of Total Deli Bulk Meats)	Volume Share Change vs YAGO	Total Dollars
Jewel DIV					
Deli Bulk Meats					

BRAND	PRODUCT	Total Volume	% Change vs YAGO
TOTAL (ALL BRANDS)	Deli Bulk Meats	763,029	+2.2%
TOTAL (ALL BRANDS)	Deli Meats Beef	102,034	-2.2%
TOTAL (ALL BRANDS)	Deli Meats Bologna	23,297	-21.6%
TOTAL (ALL BRANDS)	Deli Meats Chicken	12,000	-16.2%
TOTAL (ALL BRANDS)	Deli Meats Ham	257,951	+6.9%
TOTAL (ALL BRANDS)	Deli Meats Salami	102,891	+5.6%
TOTAL (ALL BRANDS)	Deli Meats Turkey	224,751	+1.8%
TOTAL (ALL BRANDS)	Lunchmeat Loaves	30,105	+4.5%
Sara Lee	Deli Bulk Meats	94,819	-0.1%