

# assortment analysis



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## Background

A major bakery supplier asked the Perishables Group (PG) to identify the optimum number and attribute mix of items that should be carried in an in-store bakery cookie cate-

gory. PG conducted an assortment study to help the major bakery supplier identify key cookie sizes and flavors in successful cookie categories for 10 retail accounts.



## Approach

PG identified the optimal cookie category assortment, based on fact and data gathered through the following steps, to increase cookie category performance at selected retailers.

PG first compiled 52 weeks of cookie item performance data including weekly item volume, dollars and attribute information (flavor, size, ounces, package count). Ten retailers were then selected from the Perishables Group database, representing the four different regions of the U.S.

PG separated cookie items into year-round and seasonal items, then determined top performing attributes (brand, flavor, subcategory and category) in dollars and volume per store/week via Pareto Curve

Analysis for year-round and seasonal items.

The PG analytical services team then examined the top performing attributes, and determined the most popular size and package count. They then determined average dollars and volume per store/week per SKU for each occasion (Christmas, Valentine's Day, etc.). The results were then compared to regional trends to find items that do well in the regions that the retailers currently do not carry.

## Results

PG was able to compile this information to create the optimal assortment strategy for each retailer and calculate dollar opportunity.

The Perishables Group enabled the bakery supplier to use the assortment knowledge both internally and with their retailer accounts to demonstrate their category leadership