



SplashAnalytics

Break Through The Surface

How does training impact sales?

The problem:

One of the world's leading home audio manufacturers relies on a dedicated team to train retail sales associates, run in-store product demos, and manage store display effectiveness. It also uses a mystery shopping company to assess how well retail store employees represent its brand and products. But it was drowning in murky survey data and couldn't isolate what worked and what didn't.

The challenge:

Identify key performance metrics embedded in the secret shopper survey. Determine the overall effect of training and product demos and how long they worked.

Our solution:

We used Principle Component Analysis to boil down over 70 survey questions into 12 essential logical components, such as "Brand Positioning" and "Competitor Features." Then we designed regression models to isolate which of those 12 components were key performance indicators for sales.

The result:

Using the identified KPIs over a five-week trial period, the client saw a 7.6% increase in sales resulting from training visits and a 4.3% increase in sales resulting from product demo visits. The client adjusted training to focus on areas that truly drive performance and is now training selectively in stores where expected profit from sales increases will significantly exceed the cost of training.

ABOUT US

Capabilities:

Advanced regression modeling, clustering and classification, design of experiments, hypothesis testing, machine learning, data visualization, and geospatial data analysis utilizing Python, R, SAS, SPSS, and Tableau

Founded:

March of 2012

Staff:

Highly skilled team of 11 with 100+ years of business and analytics experience

Location:

Based in Louisville, KY, and recently named one of its fastest growing privately held companies

Target Industries:

Retail
Healthcare
Manufacturing
Direct Marketing Services
Membership Organizations

Let us use data to help you
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