

Understanding a *Customer's BRAND PREFERENCE* using Key Driver Analysis

R	R-Square	Model Significance
0.835	0.698	0.000

Standardized Beta Scores ordered by Significance		
	Standardized Beta Scores	Significance
Performance: has competitive pricing	0.679	0
Performance: has a quality deli counter	0.26	0
Performance: creates baked goods on site for bakery section	0.207	0.002
Performance: has good sales	0.297	0.003
Performance: has a wide variety of brands	-0.181	0.067
Performance: offers organic options	-0.13	0.123
Performance: has products I can't get at other stores	0.083	0.126
Performance: has ample parking	0.085	0.247
Performance: makes shopping easy	0.024	0.741
Performance: makes checking out easy	-0.02	0.758
Performance: has quality baked goods	0.027	0.764
Performance: has the products I want	0.027	0.774
Performance: has a clean environment	0.008	0.88
Performance: offers store coupons	0.004	0.938

- A Key Driver Analysis using Linear Regression has been used to assess how client brand performance attributes impact a customer's brand preference
- The model fit statistics listed at the top indicate that the model is a good fit
 - Both the "R" and "R-Square are high, and the model significance is at a 95% confidence
- The standardized beta scores listed below show the brand performance attributes ordered from best performance to least performance
 - Best performance attributes have a higher standardized beta size as well as a higher statistical significance
 - 4 attributes were determined to be statistically significant drivers for customers to prefer the brand

Drive Brand Preference by offering competitive pricing, housing a quality deli counter and fresh baked goods, and offering good sales

- Customers are more likely to prefer the brand if it has competitive pricing, has a quality deli counter, offers quality baked goods made fresh on site, and offers good sales
- Focusing on these attributes will ultimately boost brand preference by the corresponding point lift listed in the chart below

	<i>BOOST IN BRAND PREFERENCE</i>
HAS COMPETITIVE PRICING	0.68
HAS GOOD SALES	0.29
HAS A QUALITY DELI COUNTER	0.26
CREATES BAKED GOODS ON SITE	0.21

Understanding a *Customer's PURCHASE INTENT* using Key Driver Analysis

R	R-Square	Model Significance
0.815	0.664	0.000

Standardized Beta Scores ordered by Significance		
	Standardized Beta Scores	Significance
Performance: has competitive pricing	0.701	0
Performance: has good sales	0.376	0
Performance: has products I can't get at other stores	0.164	0.004
Performance: has quality baked goods	0.241	0.013
Performance: has the products I want	-0.186	0.065
Performance: has a quality deli counter	-0.118	0.11
Performance: creates baked goods on site for bakery section	-0.091	0.197
Performance: offers store coupons	0.066	0.206
Performance: offers organic options	-0.096	0.275
Performance: has ample parking	0.078	0.315
Performance: has a wide variety of brands	-0.103	0.32
Performance: makes shopping easy	0.035	0.646
Performance: makes checking out easy	-0.026	0.698
Performance: has a clean environment	0.018	0.737

- A Key Driver Analysis using Linear Regression has been used to assess how client brand performance attributes impact a customer's intent to purchase
- The model fit statistics listed at the top indicate that the model is a good fit
 - Both the "R" and "R-Square" are pretty high, and the model significance is at a 95% confidence
- The standardized beta scores listed below show the brand performance attributes ordered from best performance to least performance
 - Best performance attributes have a higher standardized beta size as well as a higher statistical significance
 - 4 attributes were determined to be statistically significant drivers for customers' intent to purchase

Drive Purchase Intent by offering competitive pricing and good sales, carrying products not found in other stores, and offering quality baked goods

- Customers are more likely to purchase if the brand has competitive pricing, good sales, products not found in other stores, and quality baked goods
- Focusing on these attributes will ultimately boost purchase intent by the corresponding point lift listed in the chart below

	<i>BOOST IN PURCHASE INTENT</i>
HAS COMPETITIVE PRICING	0.70
HAS GOOD SALES	0.37
HAS QUALITY BAKED GOODS	0.24
HAS PRODUCTS I CAN'T GET AT OTHER STORES	0.16

Drive both Brand Preference and Purchase Intent by offering competitive pricing and good sales!

- Customers are more likely to both prefer the brand and purchase if the brand has competitive pricing and good sales
- These attributes create a great overall customer experience and should be held to high regard
- Focusing on these attributes will ultimately boost brand preference and purchase intent by the corresponding point lifts listed in the chart below

	<i>BOOST IN BRAND PREFERENCE</i>	<i>BOOST IN PURCHASE INTENT</i>
HAS COMPETITIVE PRICING	0.68	0.70
HAS GOOD SALES	0.29	0.37