Understanding a customer's willingness to recommend the brand using
Key Driver Analysis

R	R-Square	Model Significance
0.875	0.765	0.000

- A Key Driver Analysis using Linear Regression has been used to assess how client brand performance attributes impact willingness to recommend the brand

- The model fit statistics listed to the top right 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 to the right 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

  - 5 attributes were determined to be statistically significant drivers for customer willingness to recommend the brand

Standardized Beta Scores ordered by Significance		
	Standardized Beta Scores	Significance
Performance: has competitive pricing	0.732	0
Performance: has good sales	0.284	0.001
Performance: has a quality deli counter	0.149	0.016
Performance: has quality baked goods	0.183	0.024
Performance: creates baked goods on site for bakery section	0.127	0.032
Performance: makes shopping easy	-0.121	0.061
Performance: has products I can't get at other stores	0.055	0.246
Performance: has ample parking	0.048	0.455
Performance: has the products I want	-0.04	0.632
Performance:makes checking out easy	-0.021	0.714
Performance: has a clean environment	-0.016	0.715
Performance: offers store coupons	-0.011	0.8
Performance: offers organic options	0.013	0.86
Performance: has a wide variety of brands	-0.004	0.965

Drive customer recommendation by focusing on competitive pricing, sales, and fresh in store amenities

- Customers are more likely to recommend the brand if it has competitive pricing, good sales, has a quality deli counter, and offers quality baked goods made fresh on site

- Focusing on these attributes will ultimately boost customer recommendation by the corresponding point lift listed in the chart below

CUSTOMER RECOMMENDATION

.73   .18   .28   .13   .15

Has Competitive Pricing

Has Good Sales

Has a Quality Deli Counter

Has Quality Baked Goods

Creates Baked Goods on site

Understanding a brand using
Performance vs. Importance Mapping
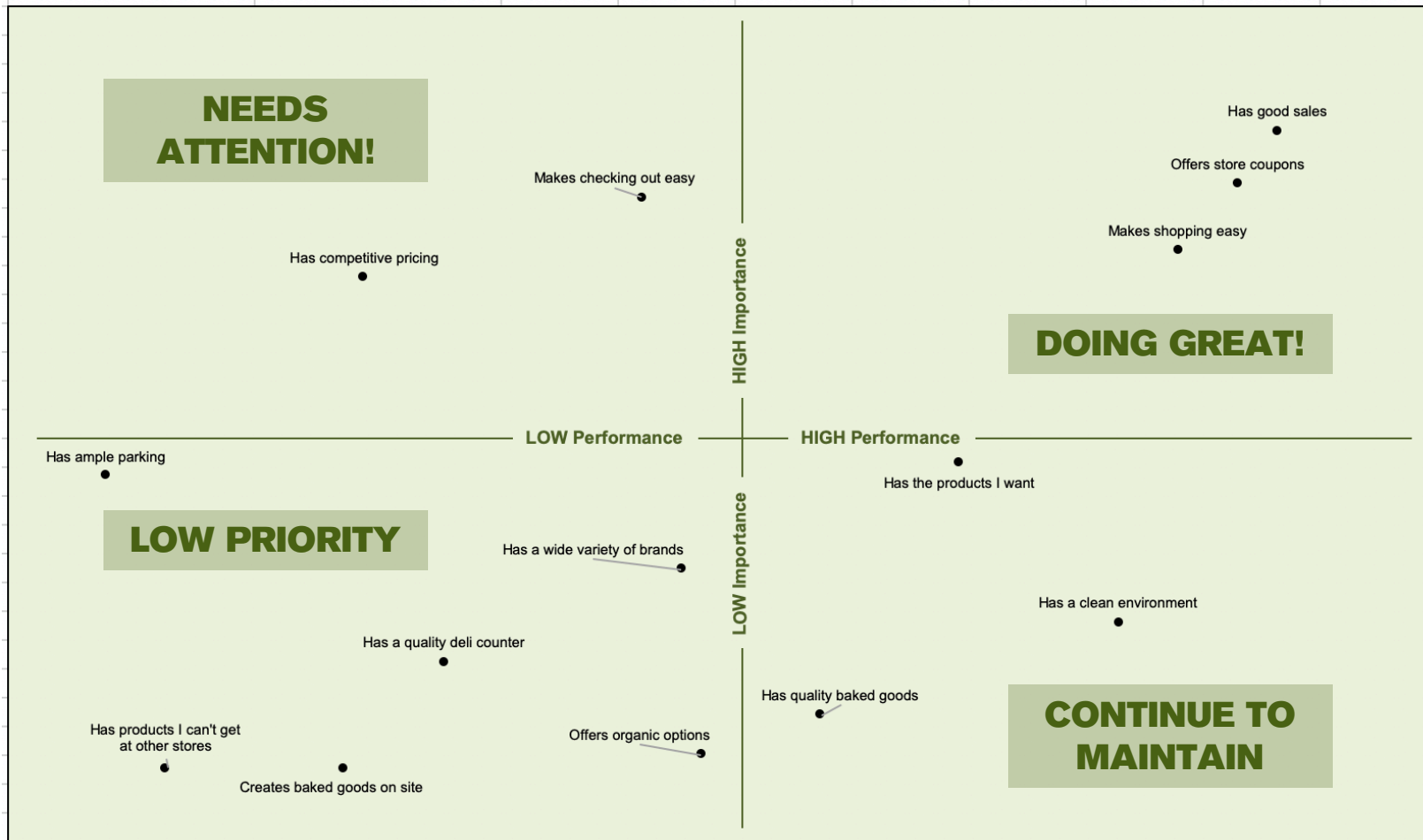
How the brand should move forward based on the Performance vs. Importance results:

NEEDS ATTENTION!

- Areas of importance to customers that are under performing are easy checkouts and competitive pricing

- These are areas where the brand could focus a little more attention in order to get performance up

DOING GREAT!

- The brand is doing very well in making shopping easy for its customers, offering store coupons and having good sales

- The brand should continue to excel in these areas as they are of high importance to the customer

LOW PRIORITY

- These attributes are of low importance to the customer and are also under performing

- These attributes are good to be aware of so that the brand doesn't waste its time focusing on these attributes

CONTINUE TO MAINTAIN

- These are attributes that are also of low importance to the customer; however, they are performing well

- The brand should continue to maintain these attributes just in case they become important to the customer

HIGH

LOW **Performance** HIGH

Importance

LOW