In retail it’s imperative for merchandising and category managers to find ways to improve inventory turnover, increase productivity of promotions, and enhance customer loyalty. You need data and analytical tools to help you gain insights into your customers and their shopping behaviour, so you can make smart decisions in areas like promotions, product assortment, and store strategy.

The Retail Heartbeat Market Basket Analytics solution from dunnhumby uses advanced science to give you these insights in a visual way, so you can take steps to maximise revenue, sharpen your competitive edge, and delight customers with a more relevant shopping experience.

**DRIVE A BETTER BOTTOM LINE.**
Retail Heartbeat is a fast, powerful machine-learning engine capable of current and historical analysis of millions of shopper transactions, all in a matter of seconds. Unlike other analytics tools, Retail Heartbeat uses the science of entropy to evaluate product relationships at every level in the store and customer hierarchy, across your entire enterprise.

Built on a low-cost proprietary transactional database, Retail Heartbeat is highly cost-effective and scalable, delivering unique insights on patterns such as basket diversity, affinity, and brand loyalty. Its robust interface gives you control over which items, assortments, customers, and stores to include in your analysis, so you can get as broad or as fine-grained as you need.

**What advertised items did they buy?**
**Who is using coupons, when, and in what stores?**

**On average, how much does your coffee customer spend per week on breakfast foods?**
**How diverse is their basket? What departments do they cross-shop?**

**What’s the impact of certain customers or customer segments on store sales?**

**Are customers trying your new product?**

**What’s the impact of certain customers or customer segments on store sales?**

**How brand loyal are your shoppers? What mix of private-label products do they buy?**

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IT’S ALL ABOUT THE SCIENCE.
At dunnhumby, we believe that applying science to shopper data is key to making smart decisions that capture customer loyalty and generate results. Using Retail Heartbeat, you can evaluate trends by store, zone or banner; customer or customer segment; time of day or day of the week; individual SKU, product combination or category; promotional response; and loyalty card usage. Here are some examples of the ways it can benefit your organisation.

LEVERAGE DEMOGRAPHIC TRENDS.
Which shoppers are visiting which store branches, when? What customers prefer which products? Use Retail Heartbeat to optimise your zone and assortment strategy so that you can ultimately increase overall basket size and conversion. By understanding which customers are engaging with a given location or category, you can tailor your strategy to be more relevant and personalised.

IMPROVE YOUR PROMOTIONS.
Retail Heartbeat helps you decide which products to promote to which shoppers to meet your strategic objectives. For example, who is using coupons, when, and in what stores? What products sell well together? Can you target a promotion to improve your basket diversity?

Retail Heartbeat helps you see patterns so that you can promote the right products together to the right shoppers, for greatest impact. It can even help you generate a forecast based on specific events. For example, how much will your candy sales increase during an Easter sale? How close to the event will sales start to lift? More importantly, you can target promotions to your most loyal customers, building long-term engagement with high-value shoppers instead of just offering discounts to bargain hunters.

REFINE YOUR PRODUCT ASSORTMENT STRATEGY.
Retail Heartbeat can help you make better product decisions by shining a spotlight on what customers actually buy, in what combination, at what time of day. Answer questions like:

- What are the frequency, size and profits gained when items are in a given basket?
- How brand loyal are my shoppers?
- What items are my top performers?
- Which items are impacted by removing a product from the shelf?
- What are my Key Value Items?
- What are my customers’ typical trip drivers?

Use these insights to determine how to support your private-label business, boost cross-sales, shrink products in a category, or meet other strategic business needs.

TRACK YOUR PERFORMANCE.
Retail Heartbeat can tell you how key measures such as sales, profit, visits, and basket size vary by time of day, season, store, customer segments, promotions—or any other dimension you want to evaluate.

WHY DUNNHUMBY HEARTBEAT MARKET BASKET ANALYTICS?

- Improve relevance to customers, driving increased loyalty
- Create more strategic and successful promotions
- Increase overall basket diversity and inventory throughput
- Refine your assortment strategy based on customer demand signals
Retail Heartbeat helps category managers and buyers truly understand how to manage for growth. Our unique reports show you which merchandising decisions increase or reduce overall shopping basket diversity.

With Affinity reporting in Retail Heartbeat, you can see visually which products are typically purchased together, and how your promotions affect the mix of products shoppers put in their basket. Now you can choose promotions that grow your business long term, instead of those that just attract deal seekers.
Heartbeat is a game changing analytical engine that leads to decision-making differentiation for a retailer and manufacturer. While using Heartbeat, 7-Eleven was able to better understand consumer purchasing patterns and changes in buying behaviors to improve product assortment, optimise pricing, support regional schematic store layouts, and drive effective promotions activities. I am an enormous fan of Heartbeat.

—VP of Planning, Pricing and Analytics, 7-Eleven

The Retail Heartbeat Market Basket Analytics solution enables you to take advantage of sophisticated, real-time data analytics to gain actionable insights into shopper behavior. Contact us today to learn more.

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dunnhumby is the world’s leading customer science company. We analyse data and apply insights from nearly one billion shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Monoprix, Raley’s, Macy’s, Coca-Cola, Procter & Gamble, and PepsiCo.