

# using advanced analytics to optimize click & collect and in-store inventory



+3%

VS. CONTROL STORES

+48%

MULTI-PACK SALES  
VS. PRIOR YEAR

+6%

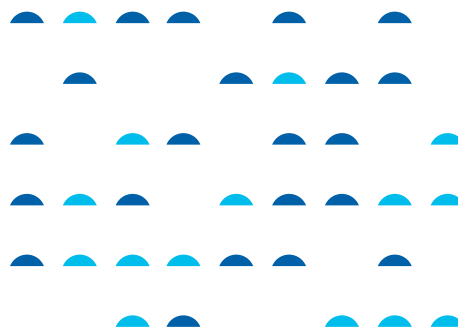
SALTY CATEGORY GROWTH  
VS. PRIOR PERIOD

## the challenge

With the shifting demands brought on by the COVID-19 pandemic, retailers' explosive growth brought new challenges like out-of-stocks and changing customer demands which were different from historical trends.

A large retailer's successful e-commerce growth highlighted the need to manage inventory across its click & collect business as well as its in-store shopper purchases. Unfortunately, this retailer's size and aisle length did not provide for the space required to support both businesses from the primary shelf for things like Frito-Lay Multi-Packs, a product that over-indexes for e-commerce.

We needed new solutions so in-store shoppers would find the products in stock and store pickers could fulfill the click & collect demand.





“pepviz helped us find a way to accelerate sales growth by creating holding power for both online and in-store shoppers with limited available shelf space in a rapidly changing environment.”

**JOHN FROST**  
Sr. Vice President Retail, PepsiCo

## the solution

With the capabilities of pepviz™, the retailer was able to compare sales performance, e-commerce sales mix, and shelf space across stores. With a proprietary approach and advanced analytics, our team identified retail locations that had the greatest sales potential for e-commerce growth across food & beverage.

This helped determine which stores had the highest potential for e-commerce sales growth and needed additional holding capacity to support those sales for Frito-Lay Multi-Packs.

## the results

The results were staggering. Stores in the test saw their salty category sales grow by 6% over previous weeks.

Through the addition of strategically acquired shelves for Frito-Lay Multi-Packs, multipack sales in the test grew by 48% over the prior year and outpaced other stores from the same retailer by 3%.

The success of the test affirmed pepviz’s approach, and the retailer is continuing to roll out this approach in additional stores to meet evolving consumer needs.

## ABOUT PEPVIZ

pepviz is a first-of-its-kind data practice that helps you unlock new ways to grow in food & beverage. With actionable insights and dynamic data, we help:

- win new shoppers
- drive trips and loyalty
- inspire impulse
- improve category performance
- boost omnichannel shopping

Find our latest thought leadership and discover ways to uncover new growth at [pepviz.com](https://pepviz.com)



change the  
way you data