

# Grocery | Data Intelligence

# Growth trajectory for E-Grocery



**80% v 40%**

Act v Proj growth 2019-20

**130Mn+**

Addressable E-Grocery HH  
against 23 Mn Active HH

**53%**

6 Yr C.A.G.R

**87%**

HH base untapped

**80%**

Of new user acquisition  
through Tier 2+ Pincodes

**1.5x**

Sustained growth momentum  
for E-Grocery post pandemic

# One app: From transactions to loyalty



Transactions,  
Product Discovery



Entertainment &  
Engagement



Loyalty

# Empowering brands with Flipkart grocery data signals



Enabling brands to take data backed decisions based on behavior of 90+ million monthly grocery shoppers on Flipkart



## Understand customer purchase trends

- Customer penetration
- Avg. customer spends



## Understand brand trends

- Affinity analysis (Basket Analysis)
- Order penetration
- Avg. order value



## Understand brand loyalty, retention & switching trends

- Loyalists
- Retention
- Switchers



# Understanding the metrics



- **Customer Penetration:** The unique customers or households brand/category has been able to penetrate on Flipkart Supermart/Category/Geo level.
- **Order Penetration:** The unique orders on Flipkart Grocery the brand/category is present in
- **Sales Per Customer:** The average amount spent by each customer associated with the brand/category
- **Avg Order Value:** The average total bill value of each order placed on Flipkart Grocery where the brand/category is present in
- **Affinity Analysis:** A Basket Analysis revealing unexpected trends based on how frequently two products/brands are being bought together over a timespan.
- **Retention:** Unique customers coming back to buy from the brand/category.
- **Switchers:** Unique customers buying from your brand/category in the past; but are now buying only from the competition
- **Loyalists:** Unique customers buying from your brand/category in the past & are now buying only from your brand - and no single unit from the competition
- **GMV Share:** The share of Gmv that a brand holds in a category/Overall Flipkart Grocery.

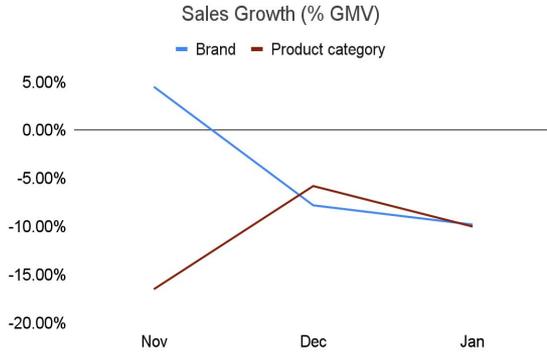
# Understanding the **metrics**



- **NTB:** The new and repeat users for a particular time period at brand and category level.
- **Source of customers at vertical level:** Data of customers at NN, OO, ON (new to flipkart new to grocery, old to flipkart old to grocery, old to flipkart new to grocery).
- **Purchase Frequency:** Orders Placed per Account.
- **SOV (At ATC and PPV level):** Share of Voice
- **Absolute CVR:** Units per Add to Basket
- **Quantity per HH:** Quantity bought per household

# Data Intelligence: Success Story

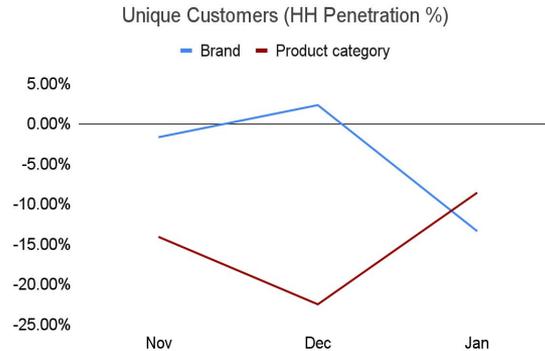
# Data insights for a packaged food brand revealed sharp decline



A decline for the brand while the category's customer base increased



Brand's sales growth within the category has been on a consistent decline



An increase in loyal customers is lower than the increase in switching customers

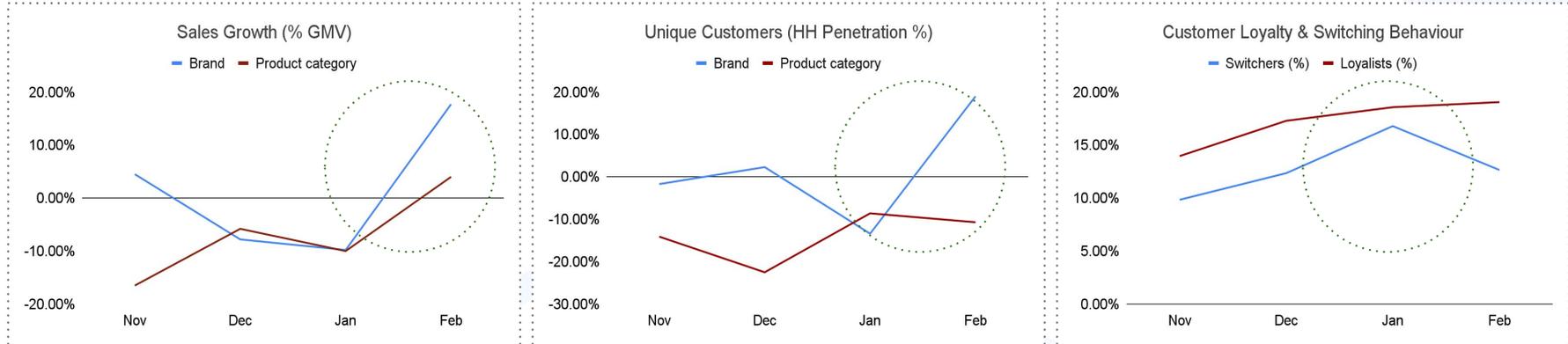
**Brand Intelligence report:** Enabling brands to take data backed decisions based on behavior of 60+ million monthly grocery shoppers on Flipkart

Source: Based on the [Data Intelligence](#) report shared with the brand for its presence in product category from Oct'21 till Jan'22

# Data backed decisions by the brand for stronger customer connect

Based on the insights discovered, key levers were identified that influenced brand's presence on **FK Supermart**; leading to sharp increase across metrics:

- Banner Ads
  - Gamification Constructs
  - Custom Landing Stores
  - Targeted Sampling
  - Product Contextual Ads / Product Listing Ads
- 
- Steady increase in loyalty
  - Sharp decline in switching customers
  - A sharp increase in sales for the brand even with declining category penetration
  - Increase in the rate of sales growth



Thank you.

