# WINNING IN STORE

## With BDSA's Basket Analytics

A key part of maximizing store and brand sales is evaluating drivers of change, and responding with strategies that are tailored to customer behavior. This is particularly relevant now, as we begin to emerge from a year of immense change.

**For example, CO basket data shows fewer daily transactions, but larger baskets as customers stocked up during the onset of the pandemic in Q1/Q2 2020; loosening restrictions in Q3 and beyond resulted in a shift – smaller baskets, but more transactions per day:**

BDSA Basket Analytics: Average Daily Transactions & Basket Size ($), CO Market
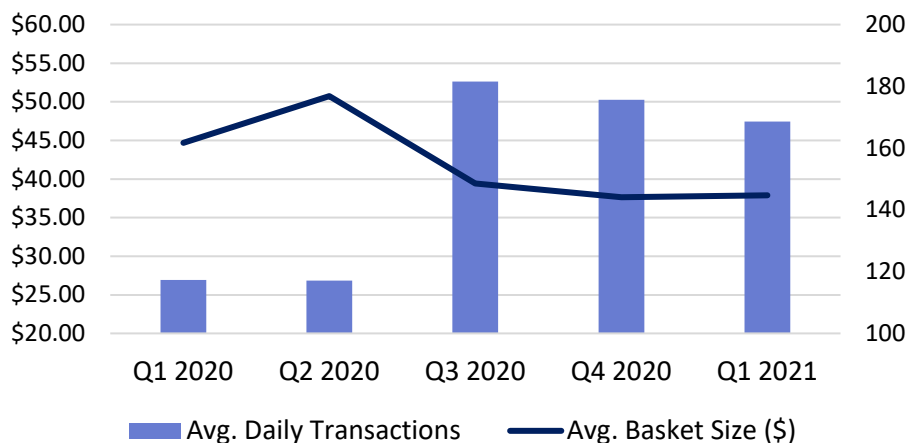


**In CO during Q4 2020, the average number of daily transactions increased vs. Q4 2019, as well as the average price per item; conversely, the average basket size ($) and average number of items per basket decreased...**

**B D S A**
**DATA. DEEPER.**

## ...so what does all this mean?

### +48%

**Increase in Avg. Daily Transactions**

Retailers: Bring shoppers to your store; be prepared for traffic

Manufacturers: Be where your shoppers are; drive awareness and brand recognition

### -15%

**Decrease in Avg. Number of Items per Basket**

Retailers: Use promotional tactics to drive basket size and quantity

Manufacturers: Drive bundles; consider cross-category and pricing promotions

### +8%

**Avg. Price per Item**

Retailers: Don't leave money on the table; optimize pricing across assortment

Manufacturers: Optimize pricing and understand willingness to pay