



EVERYDAY GROCERY MARKET

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OUR STORY



- Everyday Grocery Market is a **new** player in Singapore
 - 3 Outlets
 - Yishun
 - Newton
 - Marsiling



- **Audience** : Sales & Marketing Director & Teams



- **Objective** :To gain membership & market share

PROBLEMS

- We are only in the market for **3** months
- Membership engagement is low(**~50%**)
- Data is limited

Data Preparation

- Data collected is clean except the date format, which cause a confusion of data
 - Data is cleaned and ready to be analyse



OUR INTERACTIVE DASHBOARD



OBSERVATIONS

- **54.02%** of members get products from **F&B**.
- **55.33%** of members gave **Rating of 5 or less**
- **48.61%** of members gave **Rating of 6 or above**
- **55.31%** of members use **Credit card on F&B the most**
- **46.67%** of members use **E-wallet on Home & lifestyle the most**



SOLUTIONS

MARKETING



Run **marketing** campaign on festive(Chinese New Year, Christmas, etc...)

MEMBERSHIP



Increase the **incentive/benefit for our members**

E.g. 2x points collection if more than 5 transactions and total more than \$300 spent

FEEDBACK



For lower ratings which is 5 or less, we need to gather on **feedback** on what to improve to increase the ratings

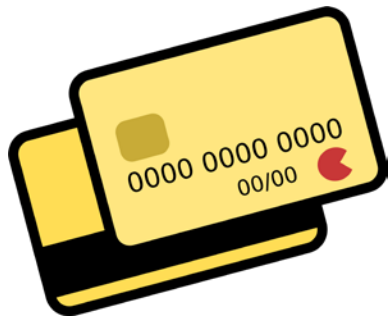
VARIETY



Bring in **more variety of F&B** to bring in more customers as majority of our customers are making purchase on F&B

SOLUTIONS

VENDORS



More members use credit card as payment, this could potentially allow **collaboration** with credit card vendors to launch **exclusive programme**



- With the **government initiative of digital payment**, there are also more membership using E-wallet for their purchase, this would also allow us to discuss **opportunity** to tie up the e-wallet vendors with our **membership incentive/benefits**
- E-wallet's top category is **Home & Living**, bigger purchase



THE END

