

## CASE STUDY: Retailer Pricing and Assortment Automation

### How one grocery retailer automated competitive pricing and assortment intelligence to reduce data management costs by 40% while increasing data insights by 200%

As retailers continue to navigate evolving shopping behaviors from in-store, to pickup to delivery, the one consistent challenge for retailers is the SPEED OF CHANGE.

Everything changes faster:

- Competitive pricing changes daily is not more frequent
- Product assortment expands categories with an unlimited digital shelf
- Information availability and accessibility increases and grows more complex.

While the speed of change is increasing, making sense of these changes is moving slower and costing retailers more than ever before.

### TOO MANY HOURS TOO MANY DOLLARS

One grocery retailer was painfully aware that the pace of their competitive pricing and assortment data collection, internal analysis and ability to make decisions based on their learnings left them reacting to competitors rather than building the growth strategy they need to reach their targets.

In fact, this retailer used a team of at least 8 data analysts each spending 40-50 hours a week auditing collected data. This does not include the significant additional time spent manually adjusting their web scrapers to account for frequent DOM changes stalling data collection.

Struggles with data quality and maintaining accessibility meant talented analytical resources were not being used to inform business decisions to make the retailer more competitive and serve their shoppers best.

Additionally, this retailer was limited their ability to prioritize which pricing and assortment areas needed attention or would most impact their business because more data meant more people needed to cleanse it.

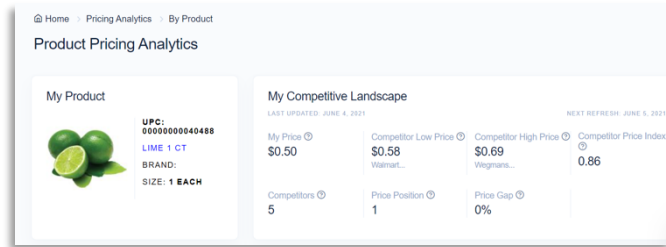
These practices simply were not sustainable or effective.

#### Highlights

- Over 7 million product listing data points collected each day.
- 40% reduction in data collection and cleansing cost.
- 10x reduction in cleansing and auditing time

## AUTOMATED AND ACCURATE LEADS TO SCALE

Bungee Tech initially was approached to help this grocer with hard to access and match categories including fresh and private label due to Bungee Tech's expertise in product matching.



This grew to over 7 million product information records (a 200% increase) delivered each day using 40 Bungee-created and maintained custom data collection scrapers.

The addition of Bungee Tech's 99%+ product matching accuracy generated

with machine learning enabled automation and backed with mandatory human verification has lifted the burden manual data auditing from this grocer's team.

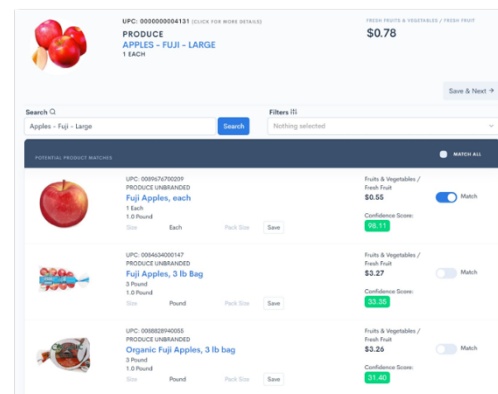
Furthermore, the Bungee Tech team provides 24/7 monitoring and correction for any competitive site access issues freeing this grocer's team to provide timely and dependable pricing and assortment analysis to grow their business.

## WHEN LESS LEADS TO MUCH MORE

When this retailer felt like they were falling behind, any changes to current practices must include the ability to know more, faster.

With the automating collection, cleansing and delivery of competitive pricing and assortment data, this retailer experienced a 10x reduction in the time it took to gain useable information even though they were now collecting and analyzing 200% more data points.

Not only was the pace improved, but the repeatable accuracy of the data resulted in a 40% cost savings vs their previous manual processes.



Equally important, 7 of the 8 dedicated data auditors were able to be repositioned in the organization to analytical roles where they were using their talents to drive intelligent decision making in stores.

## PRICING AND ASSORTMENT INSIGHTS MUST BE REPEATABLE

The pace of change for today's retailers has placed greater pressure to be more competitive and make decisions faster. Retailers are in a constant frenzy to collect more data from more competitors more often.

Unfortunately, this has resulted in heavy internal investments that are not sustainable or settling for poor quality data that is not immediately useable.

The worst case is that any pricing and assortment insights extracted that lead to revenue gains are quickly given back in added expenses.

This retailer demonstrates that prioritizing repeatable and scalable data practices with a trusted automation partner not only can keep up with the speed of change to maximize decision making impact, but also reduce operational costs leading to increased efficiency.

*To learn more about this retailer's experience, Bungee Tech's retailer offerings including our Retailscape solution or request your own comparative data sample, please contact Mike Bruening ([mike.bruening@bungeetech.com](mailto:mike.bruening@bungeetech.com)).*