

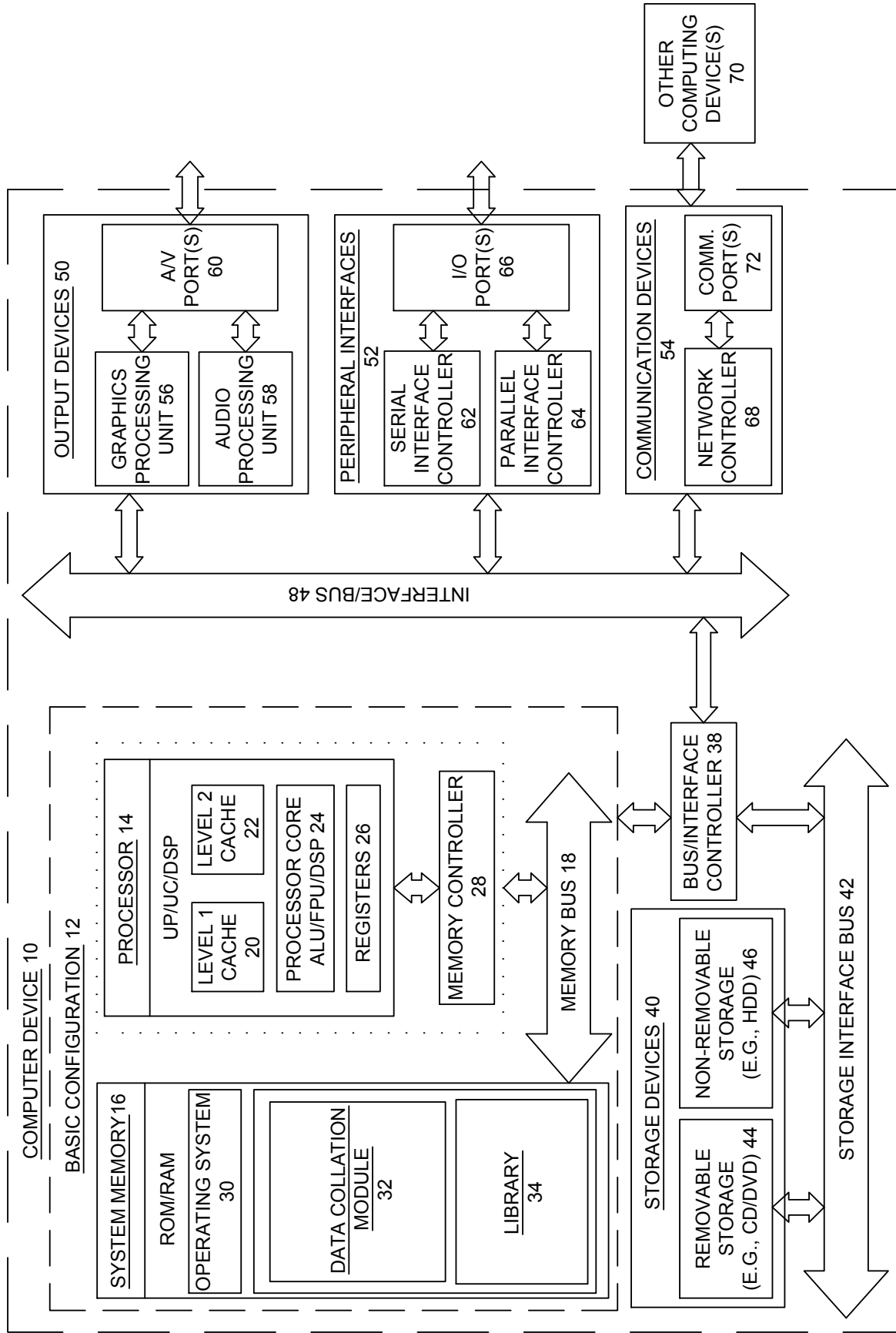


FIG. 1

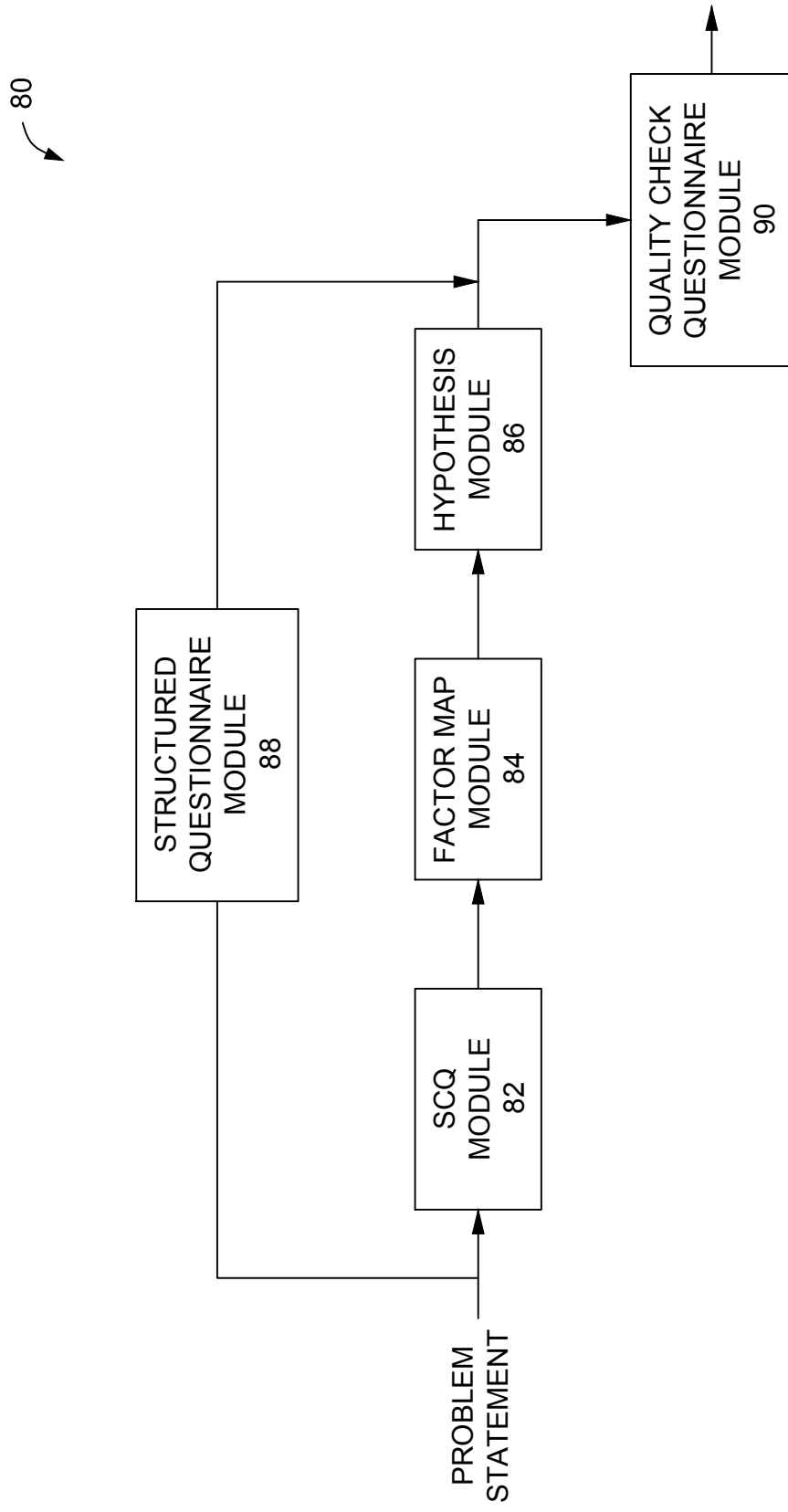


FIG. 2

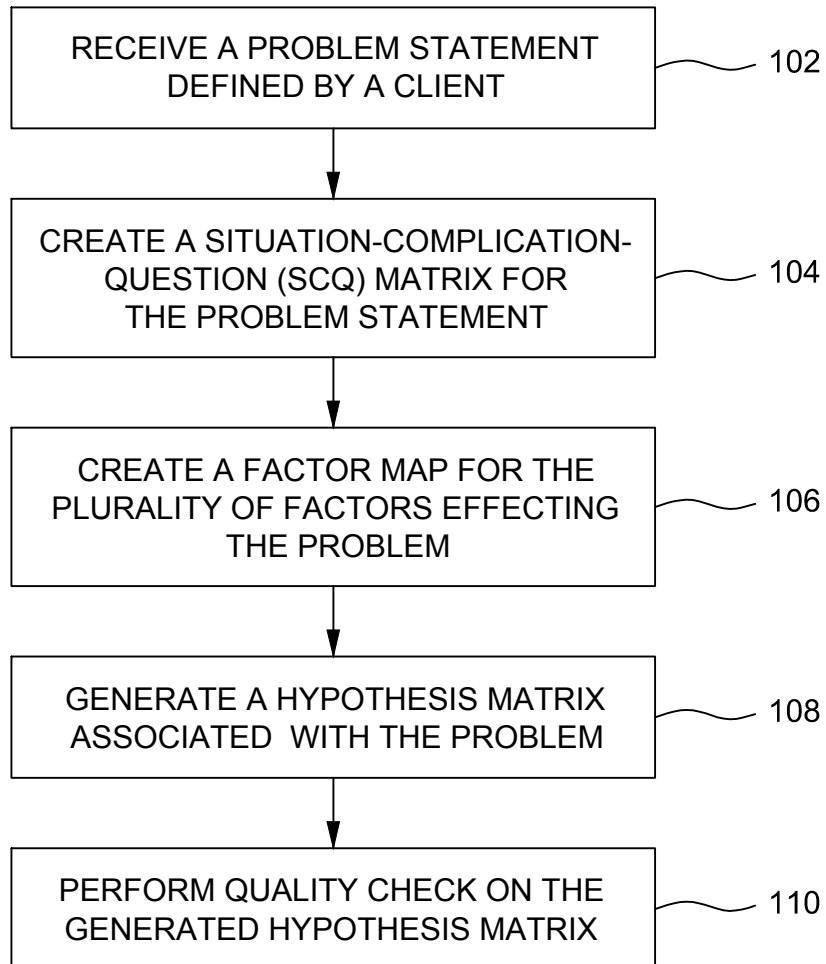


FIG. 3

120

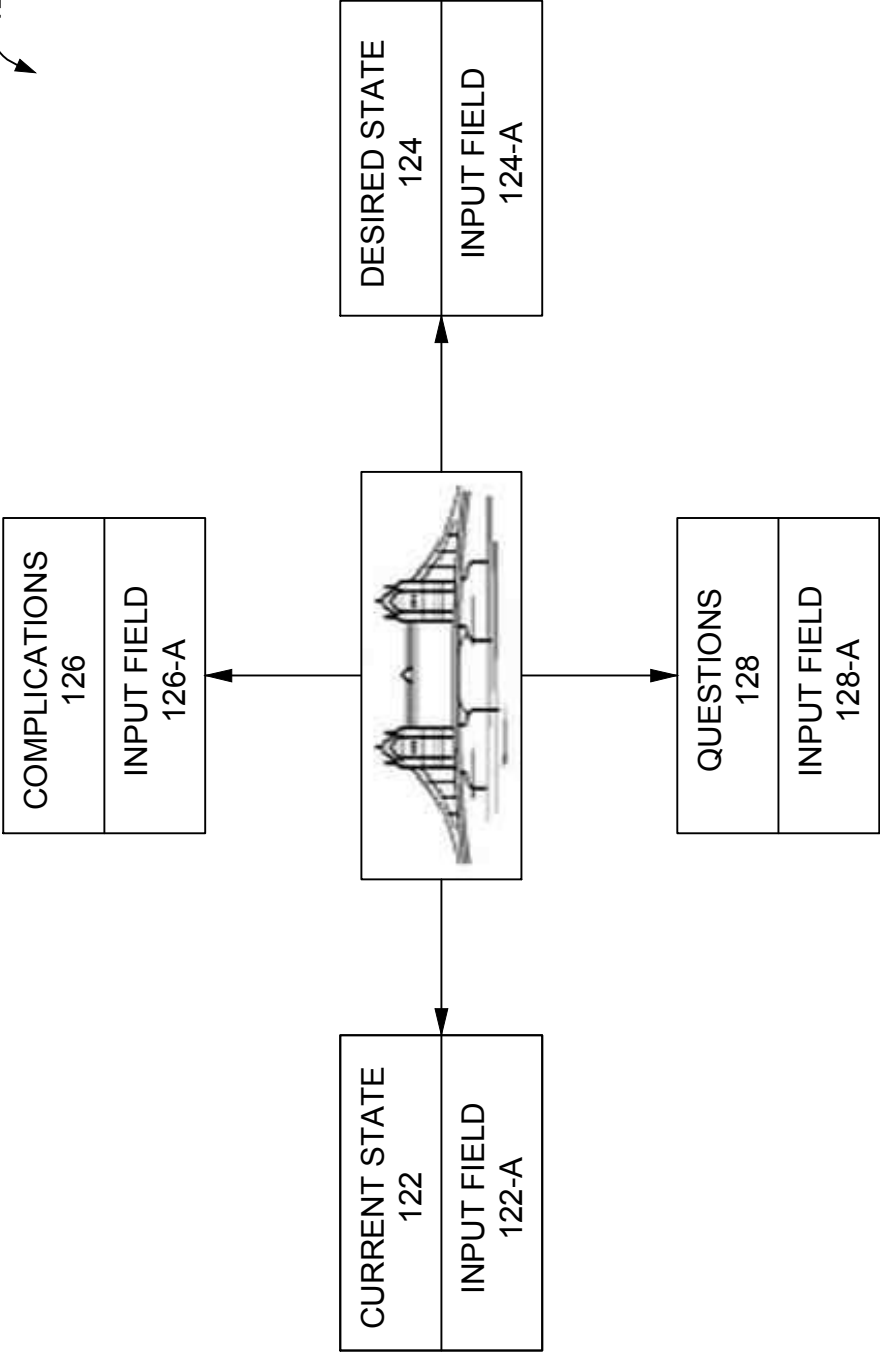


FIG. 4

130

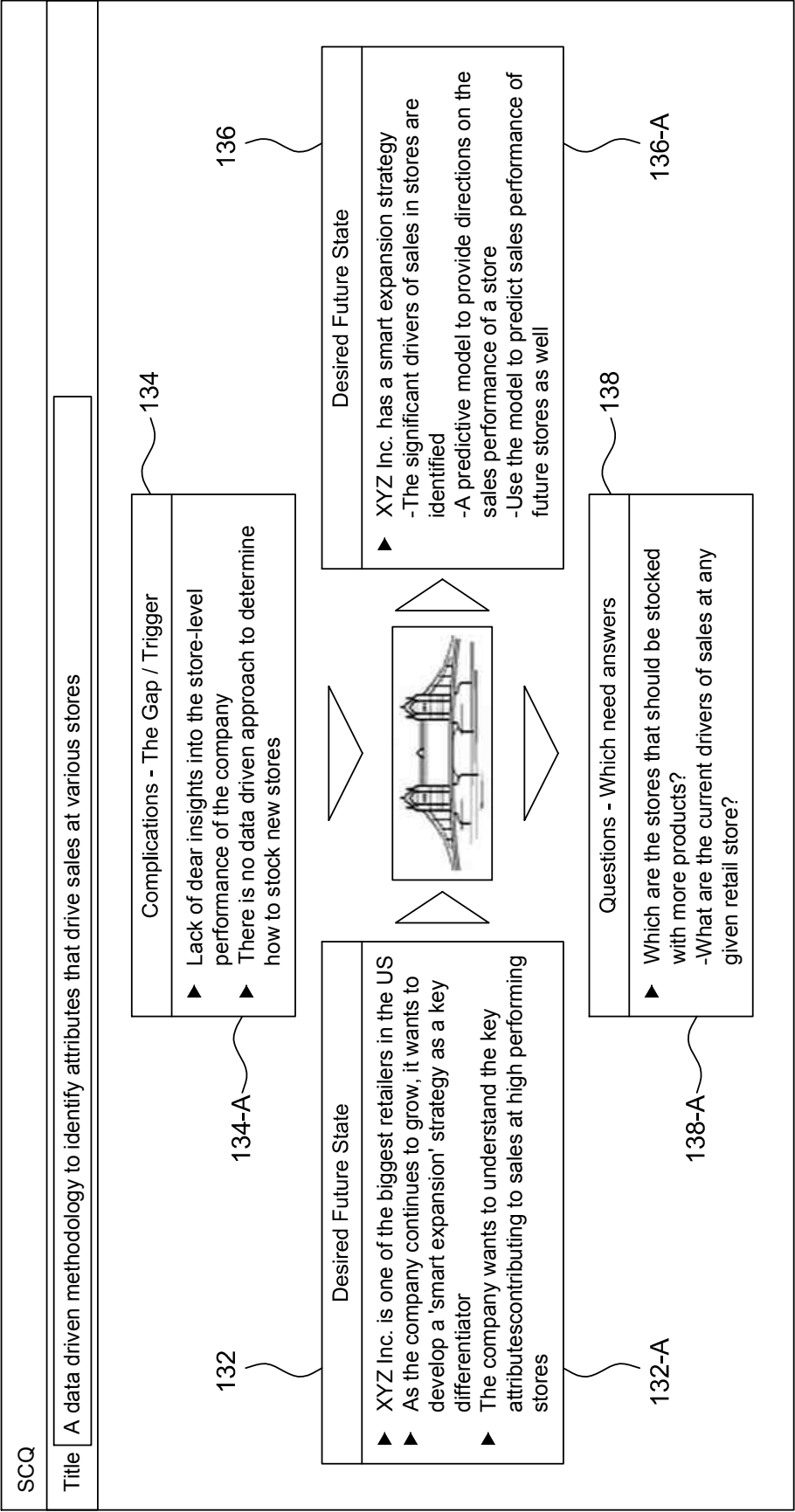


FIG. 5

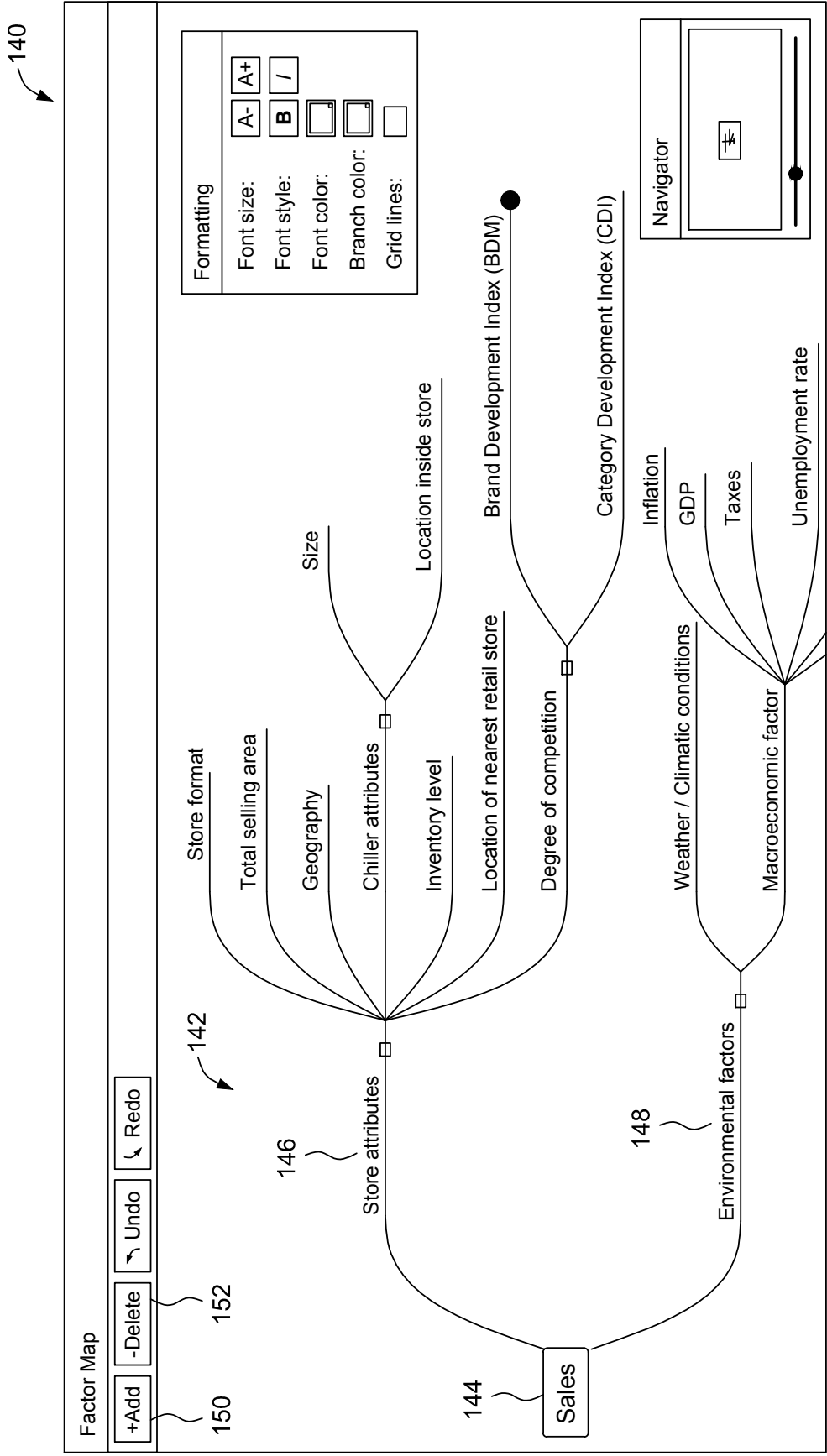


FIG. 6

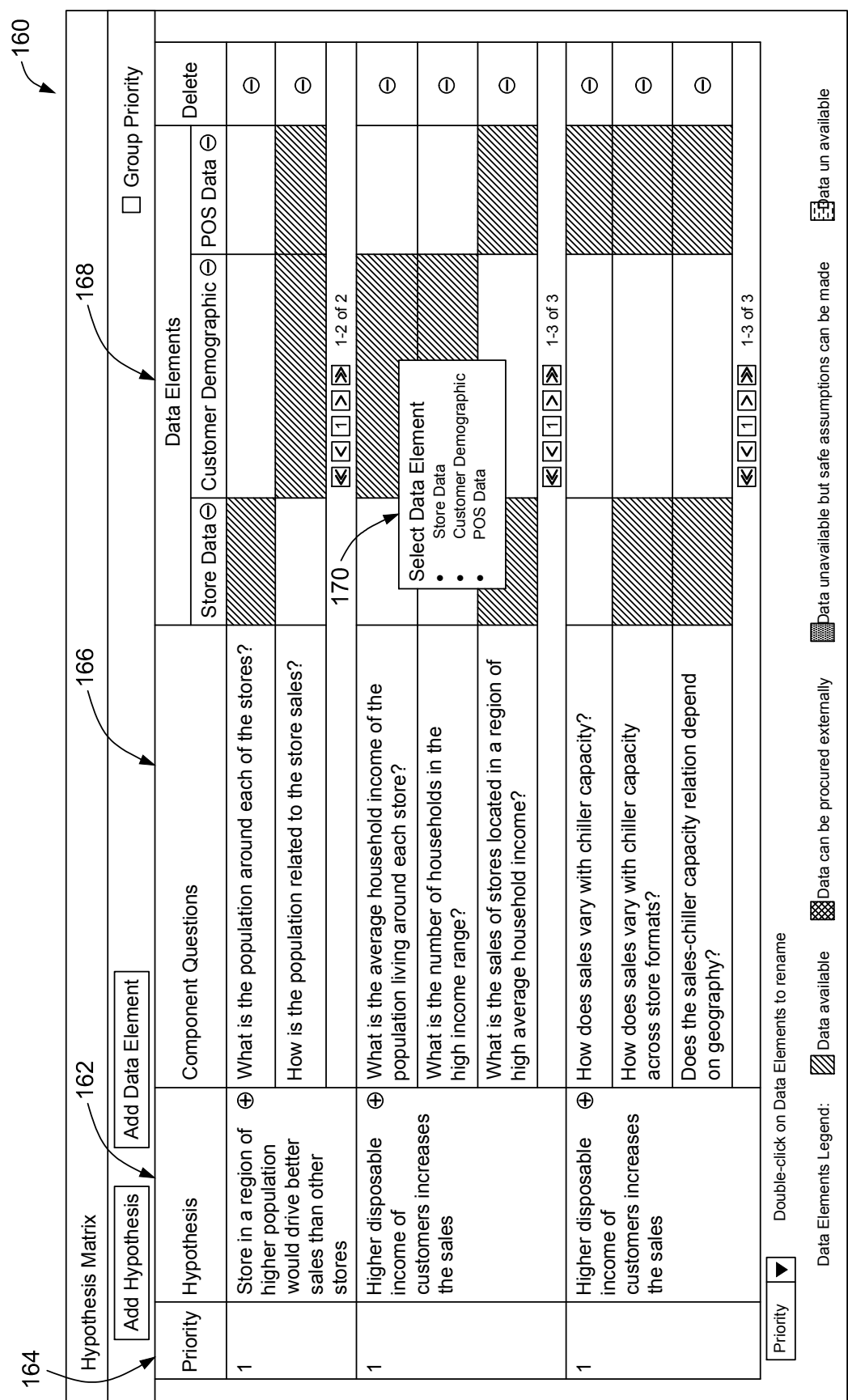


FIG. 7

<div>181</div> <div>Who is the end consumer?</div>	<div>181-A</div> <div>▶ Martha Walsh, Director, Consumables Insights Partner</div>
<div>182</div> <div>What is the business question?</div>	<div>182-A</div> <div>▶ Identify the Walmart stores where lower income households over index in Pet Aquatics spend/hh as compared to Pet department spend/hh</div>
<div>183</div> <div>What triggered the question?</div>	<div>183-A</div> <div>▶ In previous analysis, Mu Sigma mentioned that Pet Aquatics shoppers over index in <\$35K and >\$125K income groups. Markia Hammonds, Buyer, Pet Aquatics, got interested in drilling down one level further.</div>
<div>184</div> <div>What do you intend to do with the output?</div>	<div>184-A</div> <div>▶ The information will help the buyer to make OPP assortment decision.</div>
<div>What do you 'expect' as the outcomes?</div> <div>185</div>	<div>▶ <\$35K income group will highly over index in certain stores which should be the focus for OPP assortment</div> <div>185-A</div>

FIG. 8

190

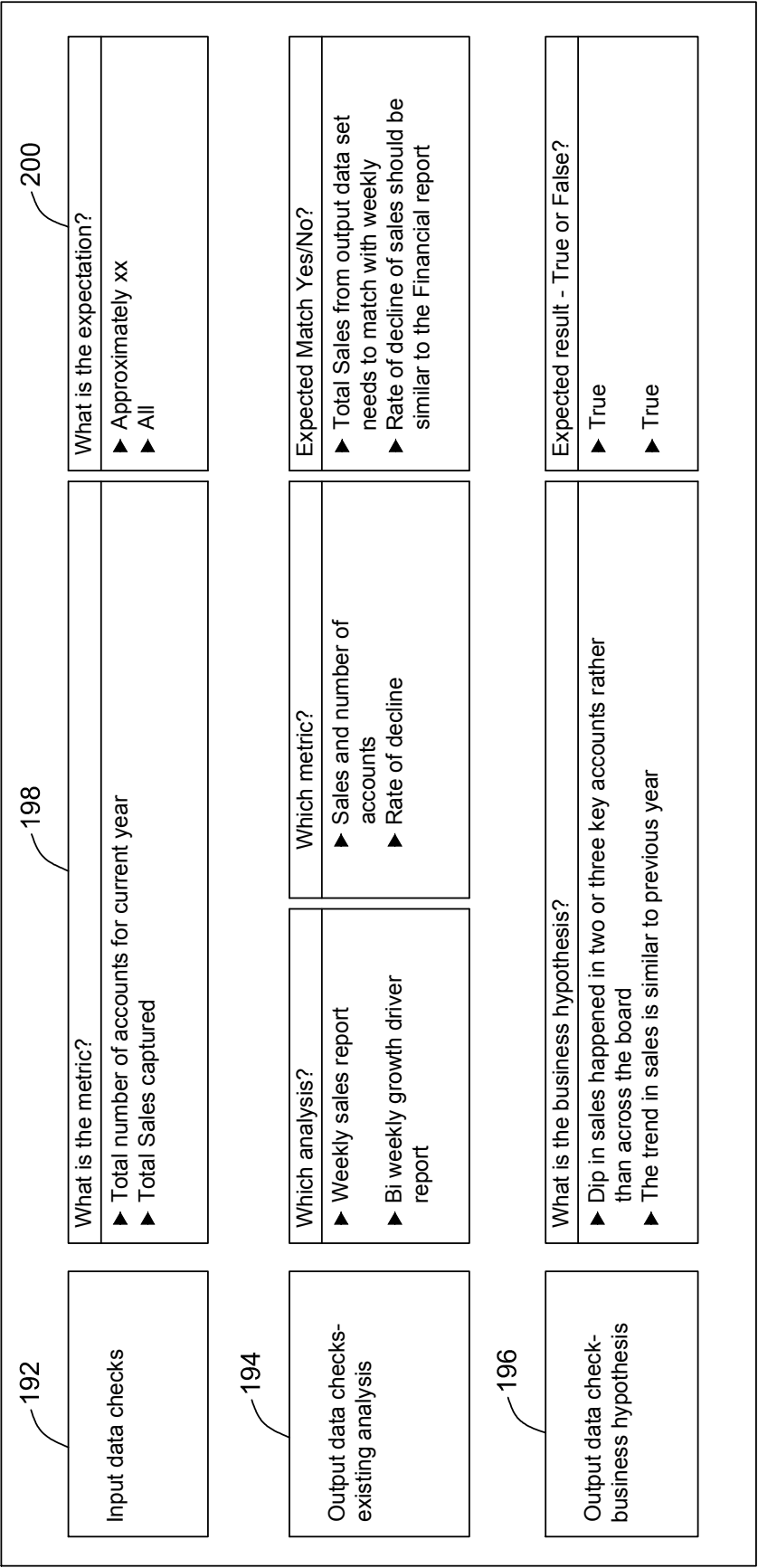


FIG. 9

Personal

Shared

210

Login

Username

john.smith

212

Password

214

Forgot Password?

Login

FIG. 10

220

222

Personal

Shared

228

New Problem Statement

224

226

236

store performance

Delete

Rename

Recent Activity

234

Problem Statement	Vertical	Horizontal	Problem Type	Business Type	Custom Category	Project	Activ
☐ Evaluation of Category Performance...	Retail	Merchandizing	Market Mix Modeling			Call Forecasting	ashw Upda dec 2
☐ Analysis of Effect of External Fac						Store Preference	ashw Upda dec 2
☐ Competitive Low Price						Store Preference	ashw Upda dec 2
☐ Impact of Employee Day Discoun						Evaluation of Cat	rajat 'Fact 2013
☐ Effectiveness of Meat Relaunch...	Retail	Marketing				Evaluation of Cat	ashw Upda dec 2
☐ Assortment for New Formate Sto...	Retail	Operations				Analysis of Effect	ashw Upda dec 2
☐ Assessment of Performance of S...	Retail	Store Operations				Analysis of Effect	ashw Upda dec 2

"Store performance" found in:

- SCQ names: SCQ
- FactorMap names: FactorMap

FIG. 11