

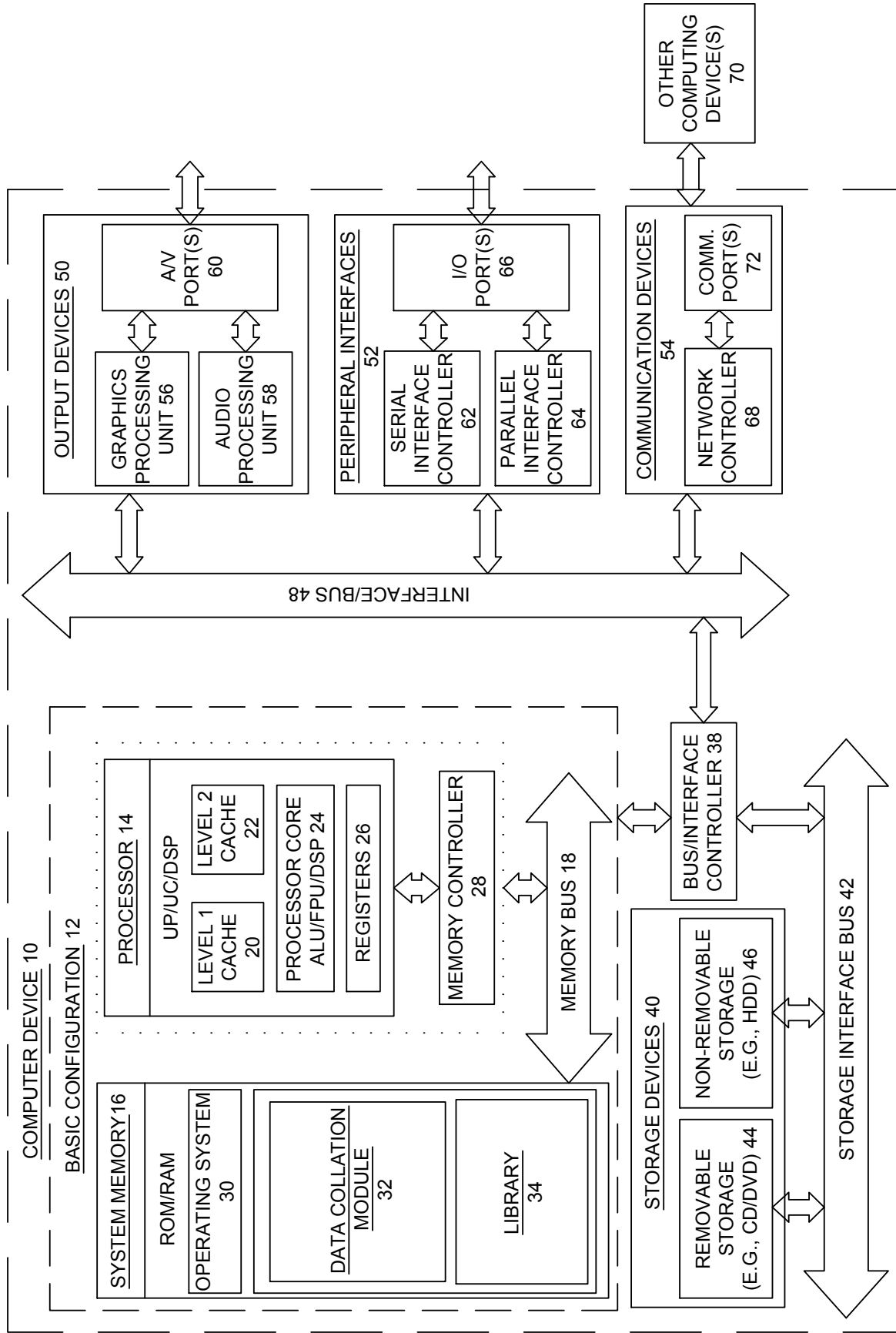


FIG. 1

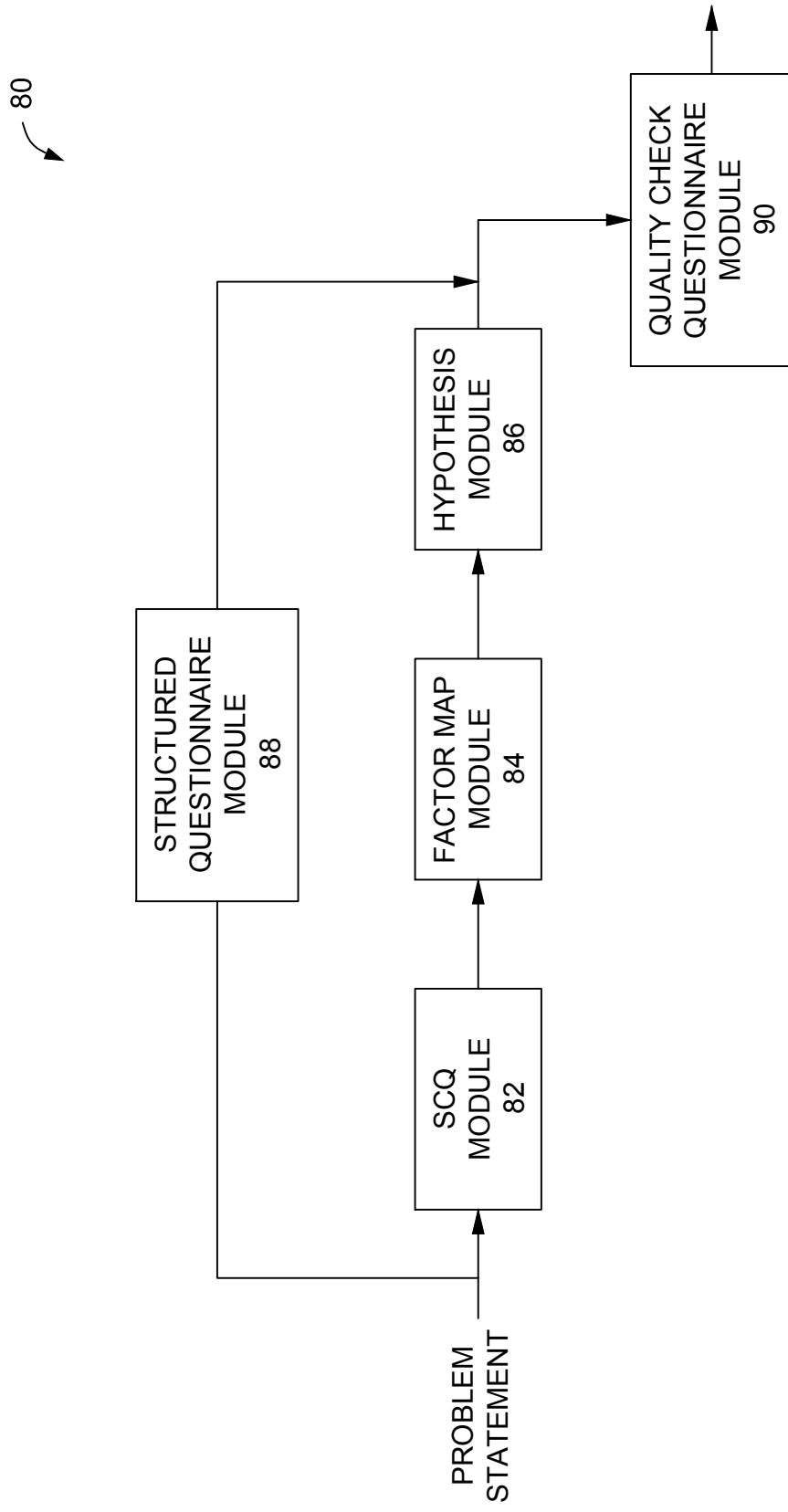


FIG. 2

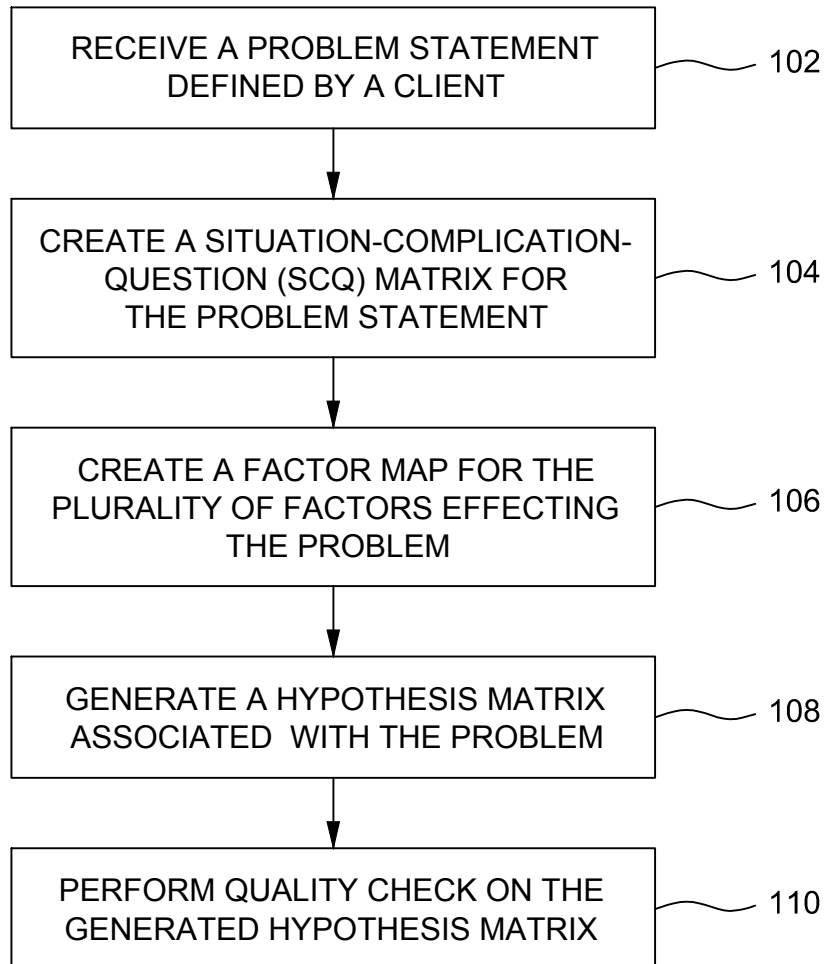


FIG. 3

120

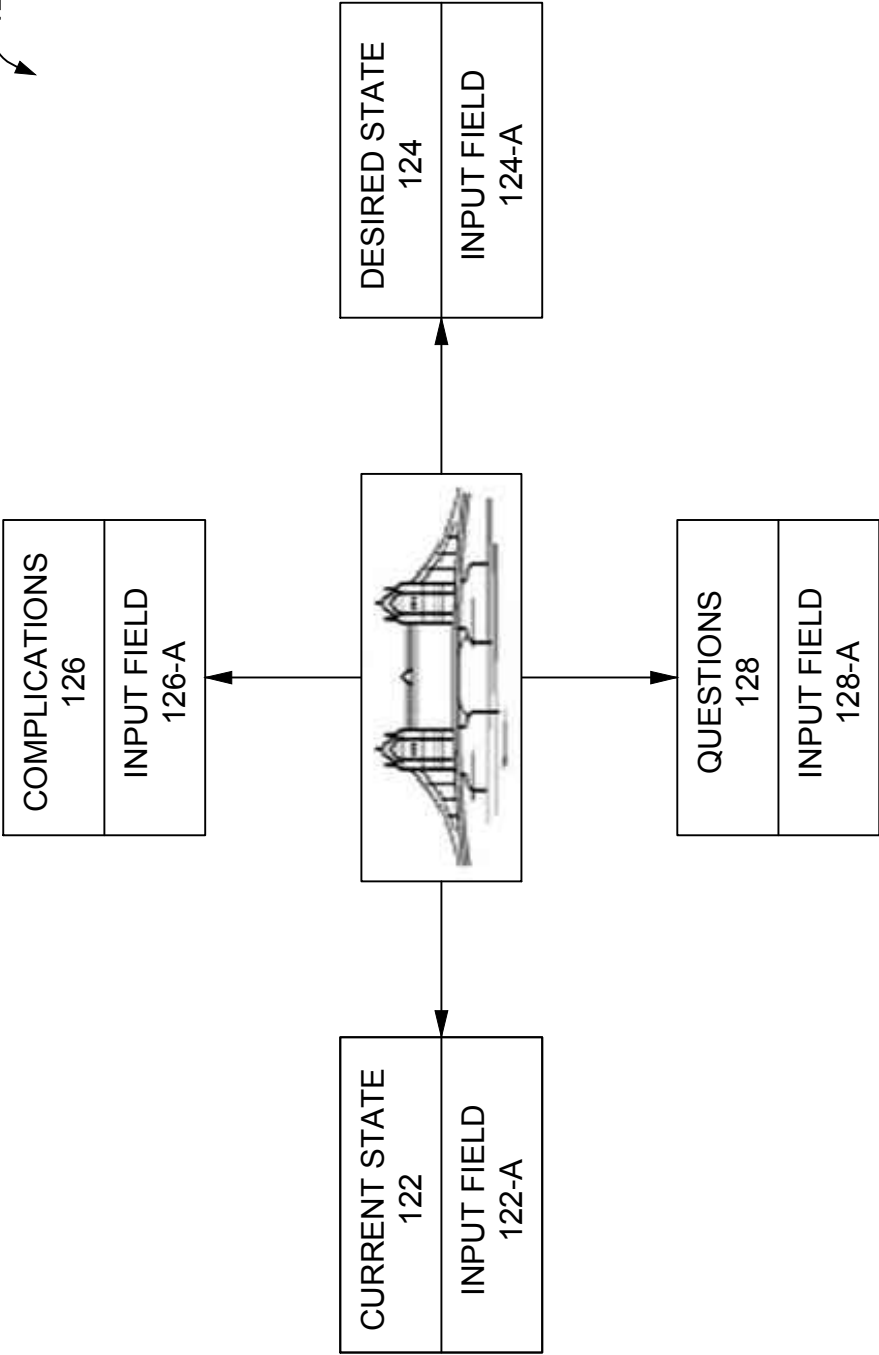


FIG. 4

130

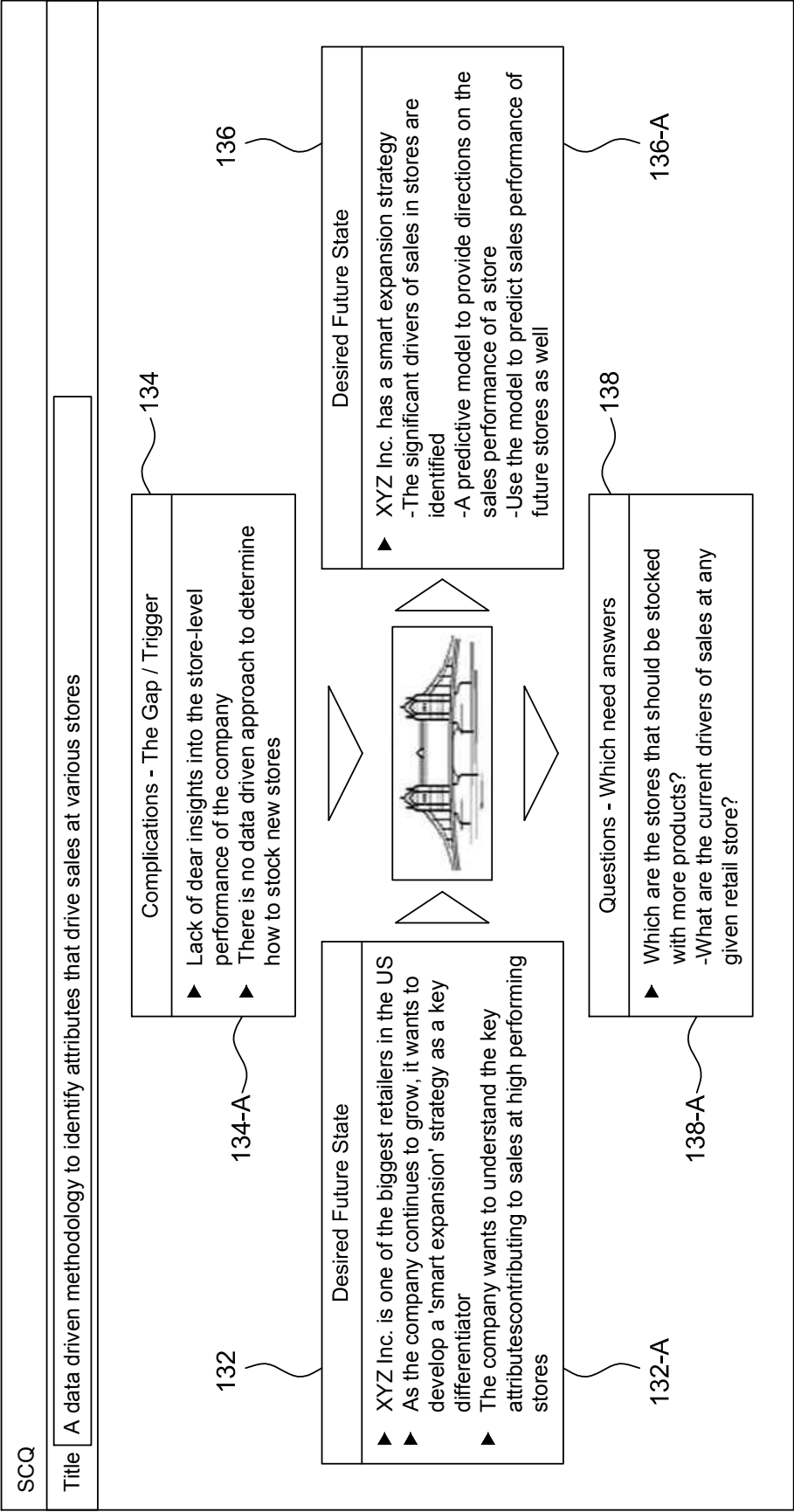


FIG. 5

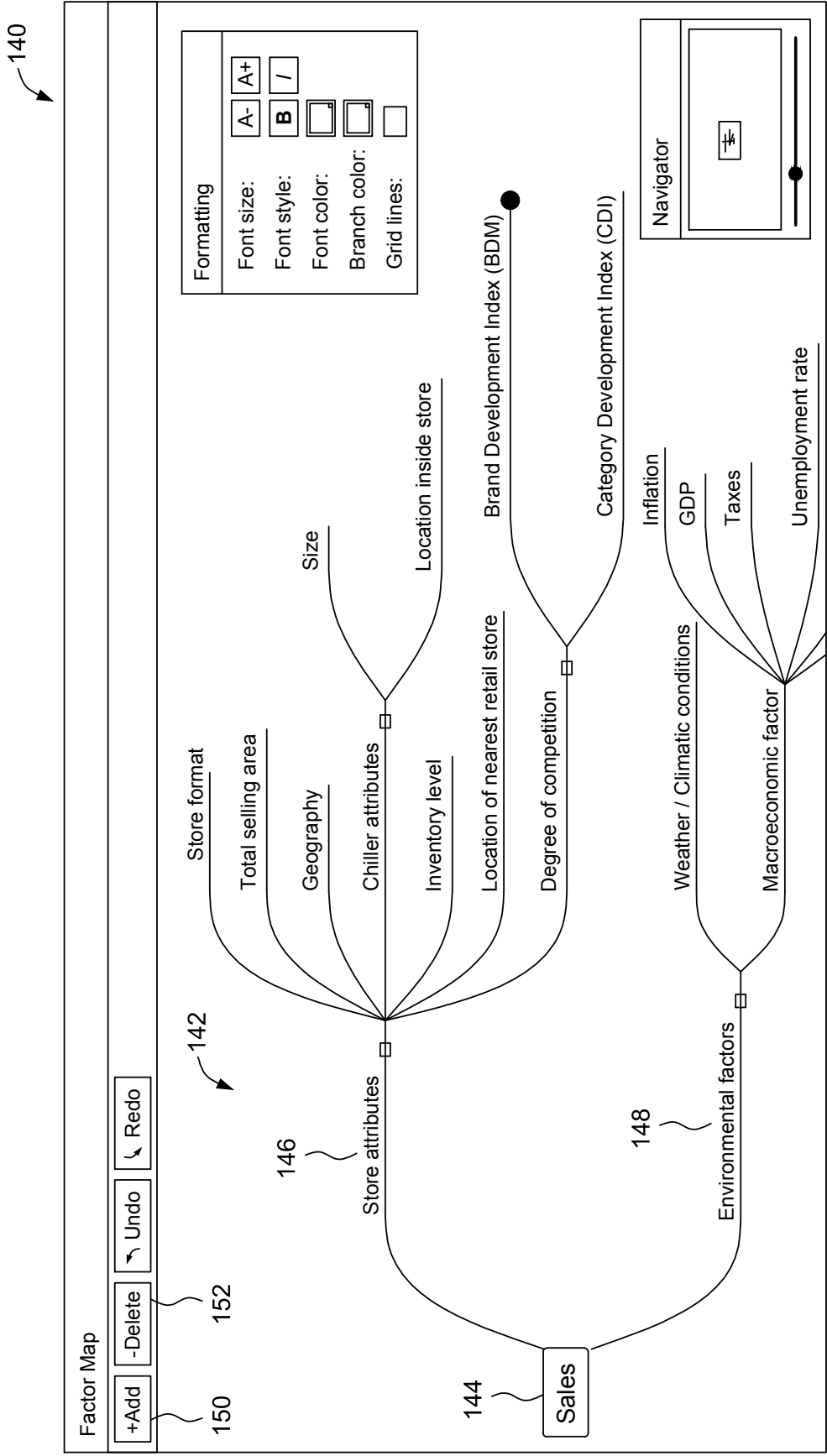


FIG. 6

164 Hypothesis Matrix 162 Add Hypothesis Add Data Element 166 Component Questions 168 Data Elements 170 Select Data Element

160

Priority	Hypothesis	Component Questions	Store Data ⊖	Customer Demographic ⊖	POS Data ⊖	Delete
1	Store in a region of higher population would drive better sales than other stores	What is the population around each of the stores?				⊖
		How is the population related to the store sales?				⊖
1	Higher disposable income of customers increases the sales	What is the average household income of the population living around each store?				⊖
		What is the number of households in the high income range?				⊖
		What is the sales of stores located in a region of high average household income?				⊖
1	Higher disposable income of customers increases the sales	How does sales vary with chiller capacity?				⊖
		How does sales vary with chiller capacity across store formats?				⊖
		Does the sales-chiller capacity relation depend on geography?				⊖

170

Select Data Element

- Store Data
- Customer Demographic
- POS Data

1-2 of 2

1-3 of 3

1-3 of 3

Priority

Double-click on Data Elements to rename

Data Elements Legend:

- ▨ Data available
- ▩ Data can be procured externally
- ▧ Data unavailable but safe assumptions can be made
- ⊖ Data un available

FIG. 7

181 Who is the end consumer?	181-A ▶ Martha Walsh, Director, Consumables Insights Partner
182 What is the business question?	182-A ▶ Identify the Walmart stores where lower income households over index in Pet Aquatics spend/hh as compared to Pet department spend/hh
183 What triggered the question?	183-A ▶ 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.
184 What do you intend to do with the output?	184-A ▶ The information will help the buyer to make OPP assortment decision.
185 What do you 'expect' as the outcomes?	185-A ▶ <\$35K income group will highly over index in certain stores which should be the focus for OPP assortment

FIG. 8

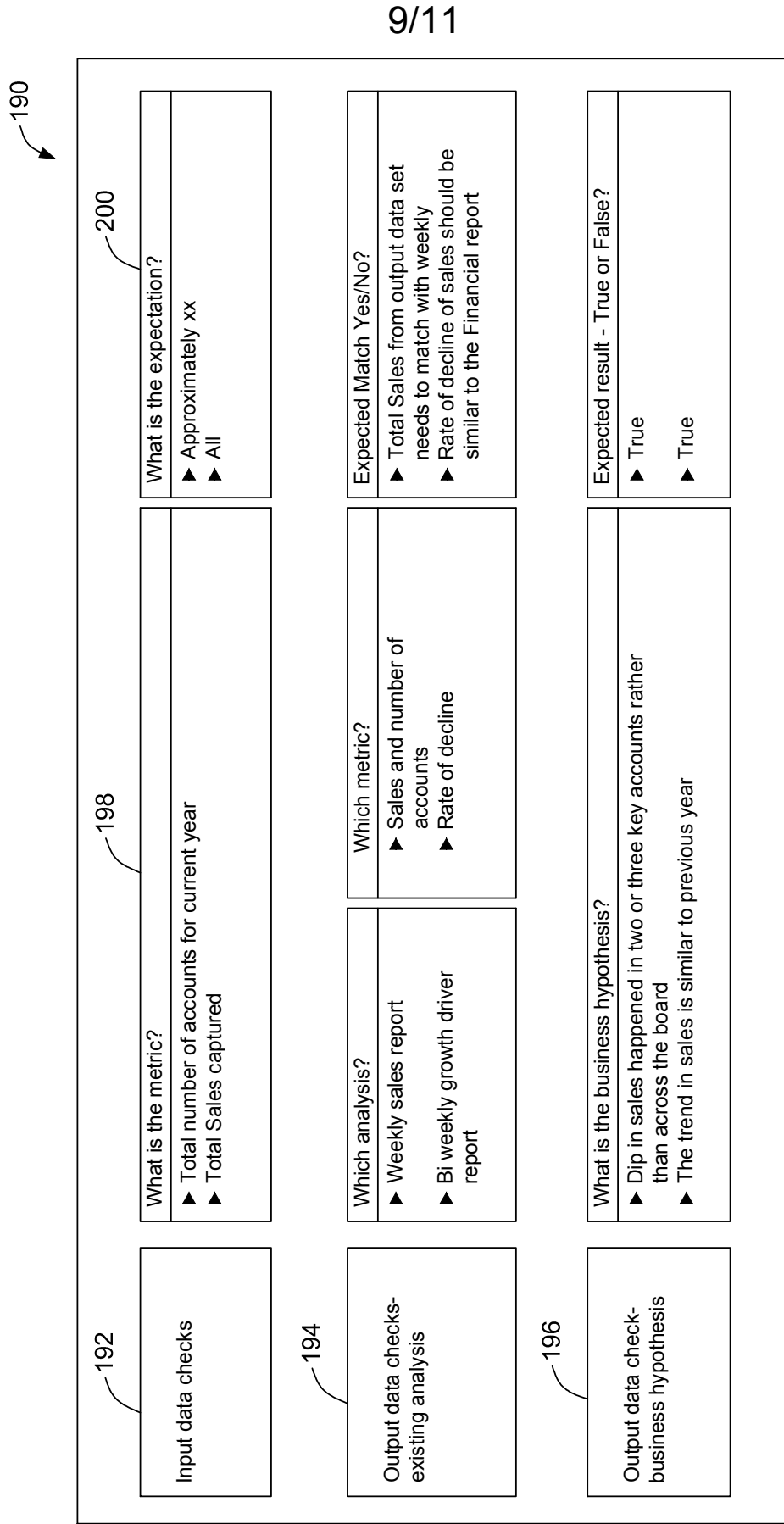


FIG. 9

Personal

Shared

Login

Username

john.smith

212

Password

214

Forgot Password?

Login

FIG. 10

220

222

Personal

Shared

New Problem Statement

Create

Delete

Rename

store performance

Problem Statement	Vertical	Horizontal	Problem Type	Business Type	Custom Category	Recent Activity	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