

# FMCG NEW PRODUCT LAUNCH - PURCHASE DECISION ANALYSIS

## THE CLIENT CHALLENGE

Our client, a global leader in FMCG food and nutrition, was launching a new sweet product targeted at healthy conscious female buyers. They were looking for insights on the types of customers which would buy the product and confirmation that the product was not cannibalizing sales of already established products in their portfolio.

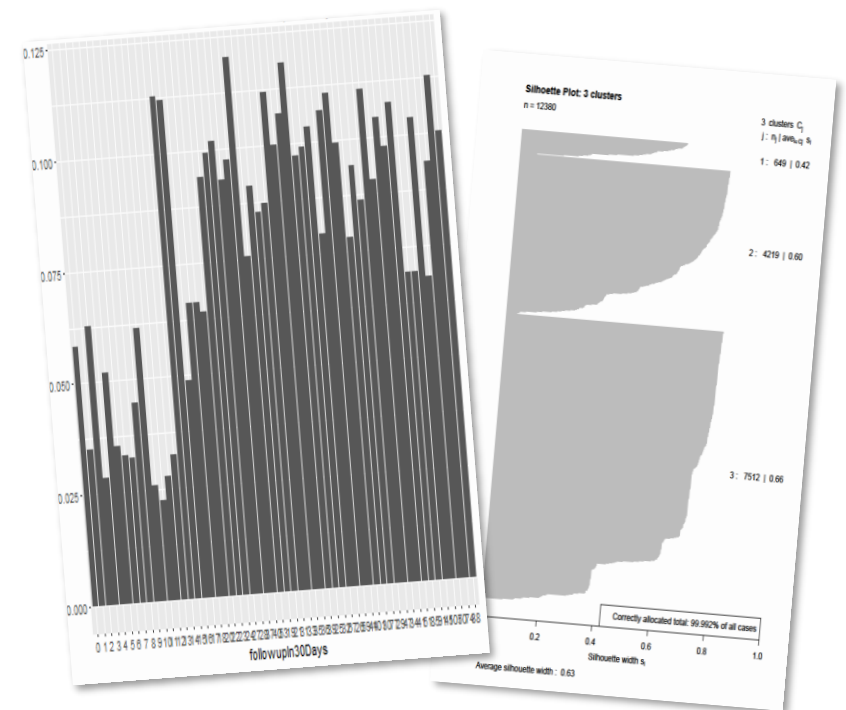
## THE GEMSEEK APPROACH

Our team used retail transactional data to identify purchasing patterns and trends, and construct customer personas going down to individual customer level.

Beyond the original scope, our team employed mathematical and statistical models to show typical purchasing behavior and bundling of the new product with other food and non-food items, providing ideas for consumption patterns as well as suggestions for potential bundling and partnerships.

## THE DELIVERABLES

We identified that 93% of sales of the new product were “new customers” and that overall the personas purchasing the new product were indeed the ones it was targeted at.



BY IMPLIED  
DEMOGRAPHICS AND  
LIFESTYLE

BY TYPES OF  
FOODSTUFFS  
PURCHASED

BY PURCHASE  
FREQUENCY

BY CUSTOMER  
BASKET *Value*

BY CUSTOMER  
PURCHASING  
FREQUENCY