

20% Increase in Bundled Product Sales: Leveraging Market Basket Analysis

Industry: Health and Nutrition, eCommerce, Subscription

Target Persona: CEO, CMO, COO

Brand Size: \$25M+

The Problem

The brand's leadership, including the CEO and CMO, were focused on improving customer experience and increasing average order values.

They aimed to achieve this by offering personalized product recommendations and creating appealing product bundles based on customer preferences. To realize these goals, they partnered with Saras Analytics for an in-depth market basket analysis of their sales data.

The Solution

Saras Analytics concentrated on creating personalized product baskets and identifying popular product pairings.

- **Data Analysis:** Excluded non-representative items for accuracy, focused on active customers, and streamlined product variants.
- **Findings and Analysis:** Applied statistical methods to identify potential product pairings and analyzed customer choices, particularly after purchasing 'Variety Boxes'.

The Result

Brand observed targeted marketing of varied flavors resulted in a 15% sales increase in non-chocolate and non-vanilla products.

Targeted advertising and strategic bundling of preferred flavors, especially strawberry, led to a 20% increase in sales of these bundled products.

These initiatives contributed to a significant 5% overall growth in company sales.



“Working with Saras Analytics for market basket analysis marked a strategic milestone in product bundling and personalization. This collaboration allowed us to better align with our customers' preferences and drive a 20% increase in sales of bundled products”

CMO, Health & Nutrition Brand

15%

Sales increase in non-chocolate and non-vanilla products

20%

Increase in Sales of Bundled Products

Engaged Saras Ecosystem

Daton + Consulting



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