

FINDING THE WHY

TRINITY SHANGHAI 2018

CRAIG MACKIE

GENERAL MANAGER
MOODIE INSIGHTS



ENDLESS POSSIBILITIES



DYNAMIC
ENVIRONMENT



DIVERSE
PASSENGERS



CHANGING
OCCASIONS



DIGITALLY
SAVVY

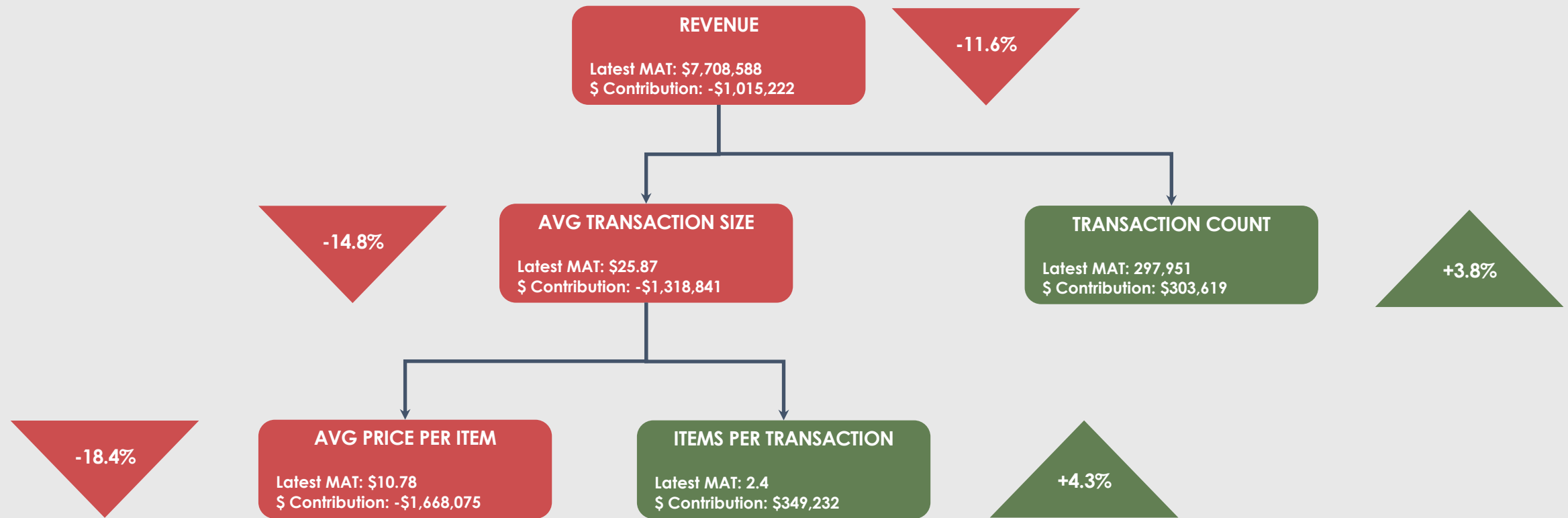
An abundance of data & information to harness.....

A LOT OF WHAT

WITHOUT LEADING DIRECTLY TO ACTION



PERFORMANCE CRISIS MORE PEOPLE BUYING BUT TRANSACTION SIZE DECLINES



WHY? UNDERSTAND THE INFLUENCERS ON PERFORMANCE





MISSIONS


CUSTOMER REASONS TO BUY



WHY? UNDERSTAND THE INFLUENCERS ON PERFORMANCE

'GET COMFORTABLE' MISSION

WELCOME TO



FLIGHTSIDE DUTY FREE
TERMINAL 2
AIRPORT

PURCHASE RECEIPT

1. Headphone JBL.	\$16.50
1. Neck Pillow Travel	\$25.60
1. Novel Books Assorted.	\$16.99

Balance Due. \$59.09


15/03/2017
22:11:57


THANK YOU FOR SHOPPING
WITH US

Total Spend \$59.09

WHY? UNDERSTAND THE INFLUENCERS ON PERFORMANCE

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AIRPORT



PURCHASE RECEIPT

1. Soft Ear Plugs Travel	\$7.99
1. Eye Mask Travel Access	\$9.99
1. Mars Bites Share Pouch	\$8.50

Balance Due. \$26.48

15/03/2017
23.56:12

THANK YOU FOR SHOPPING
WITH US



Total Spend \$26.48

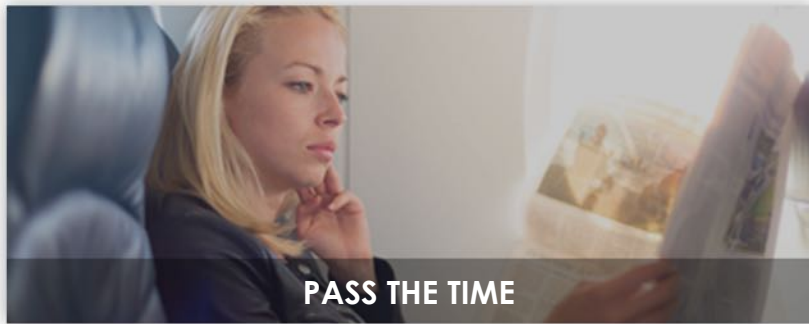
MISSIONS OVER MILLIONS OF TRANSACTIONS

0 0 0 0 0 0 0





FUEL TO GO



PASS THE TIME



HOLIDAY STOCK UP



MEAL REPLACEMENT



GIFT FOR ONE



SPOIL MYSELF



TREAT THE KIDS



INDULGE MYSELF



GIFTS FOR OTHERS



TRAVEL ESSENTIALS



GET COMFORTABLE



FEED THE TROOPS

MISSIONS

A DIGITAL FINGERPRINT

Arrivals



FOOTFALL



NATIONALITY



DESTINATION



CATEGORY



SPEND



FLIGHT



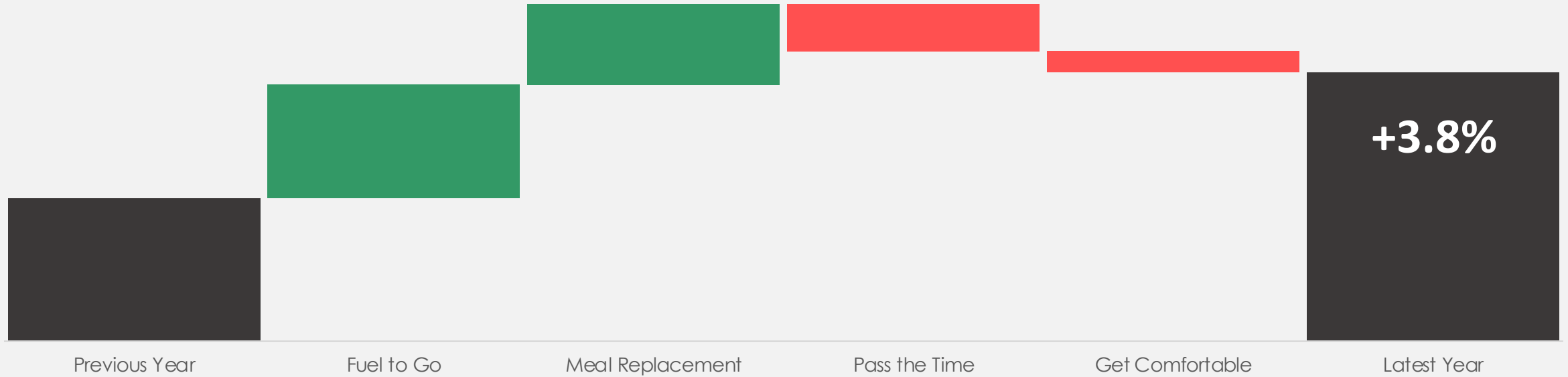
TIME



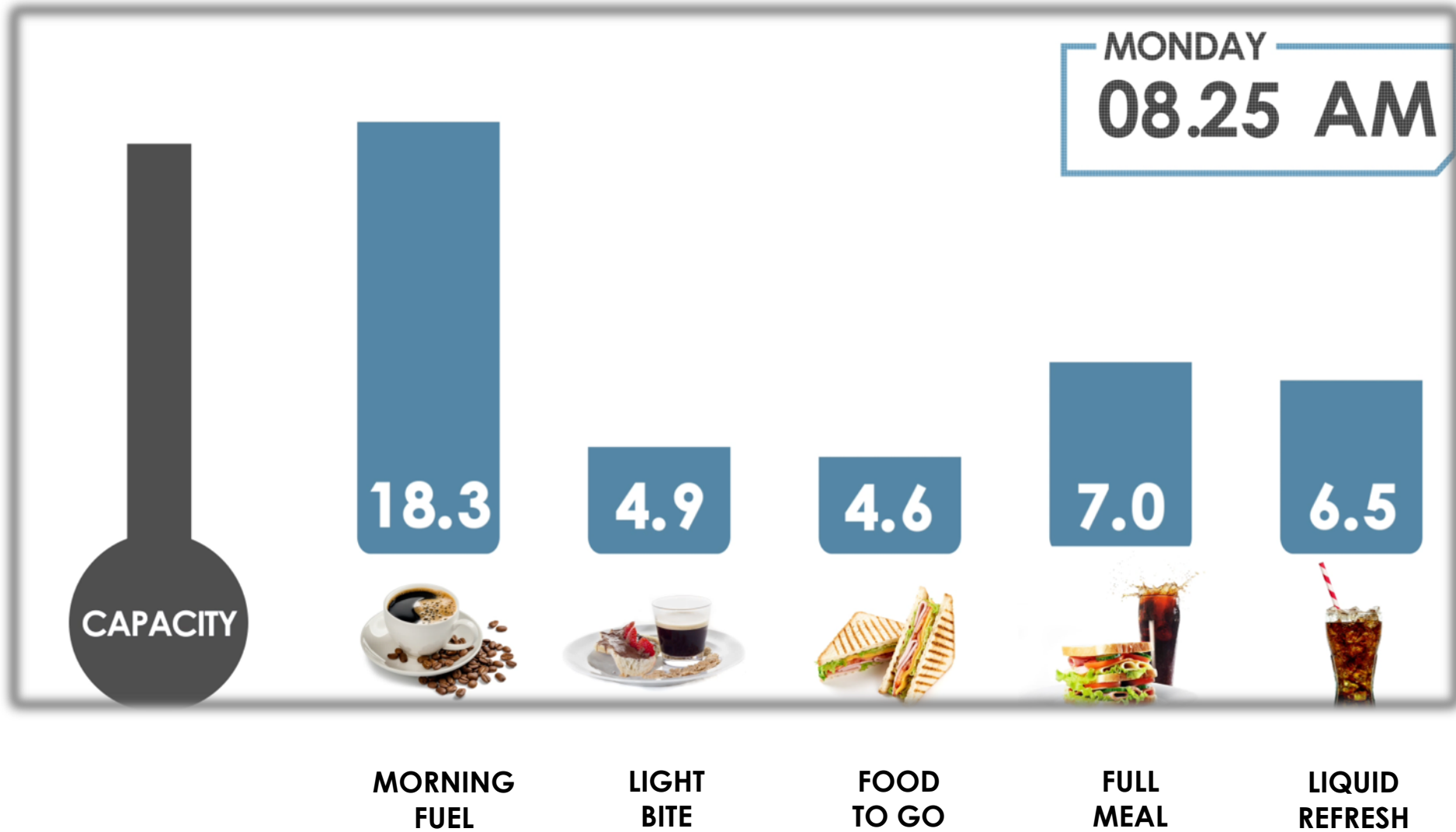
BRANDS

TRANSACTION GROWTH BUT WE ARE GROWING LOWER VALUE MISSIONS

52 WEEK SALES REVENUE OPPORTUNITY ASSESSMENT
CATEGORY TARGETS



Average Basket Spend \$	\$30	\$19.1	\$26.7	\$34.7	\$72.1	\$26
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SESSIONS

UNDERSTANDING THE CUSTOMER JOURNEY

SESSIONS \$114.38






Sales vs Price
How do my products perform on promotion?



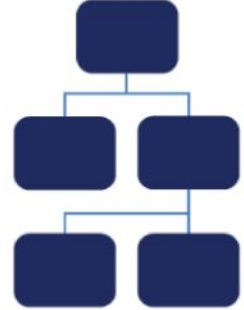
Ranking Report
How have my products performed vs competitors?



Day of Week
How do my sales vary by day of week?




Time of Day
Do my products perform better at certain times?



Core Metrics
Is it traffic or spend driving the sales change?



Promotion Review
How did my promotion change shoppers purchasing?



Range Review
What is the optimal range of products in my category?



Most Bought With
What other products are my products bought with?



Basket Size
Do shoppers buy more than one item?



Growth Contribution
Which products are driving category growth?

AGILE STRATEGY & TESTING

ENABLED BY ARTIFICIAL INTELLIGENCE



MOODIE
INSIGHTS 

↓  Check-in
↓ Exit    

↓  Arrivals