

# Shopper Insights Decision Tree For Canned Grocery Product

**Business goal:** Optimize product assortment and merchandising for the category at retail

**Research objectives:**

- Evaluate shoppers’ thought processes as they make decisions about what canned soup products to buy

**Analytical approach:**

- Cluster analysis to identify consumer segments
- Factor analysis to summarize decision factors
- CHAID and scaling methods to determine a hierarchy of decision factors and the degree of differentiation across segments

**Sample of Results:**

