



# Labor Optimization for an Outdoor Retailer

## Challenge

A leading outdoor-focused Big Box retailer was facing challenges with their labor optimization strategy. Their existing model relied heavily on historical sales data, which didn't account for the unique attributes of each store and the specific shopper draw of those locations. They needed a solution that would optimize labor allocations while considering individual store needs to better serve customers and improve overall revenue.

## Key Questions

- 1 How can labor be allocated more effectively to improve service in each store?
- 2 What unique store attributes need to be considered for optimized staffing and revenue generation?

## Solutions

**Tailored Peer Groups:** StrataVision developed customized peer groups for each store, taking into account each location's unique shopper draw and its potential for Conversion, Average Transaction Size, and sales-per-shopper. This approach provided targeted benchmarks to optimize store performance.

**Data-Driven Labor Allocations:** Weekly labor allocation and scheduling recommendations were provided, based on forecasted traffic at both the store and department levels. This ensured that staffing levels were closely aligned with anticipated customer flow.

**Comprehensive Training:** Store teams and district managers received in-depth training on how to effectively use the data and recommendations, empowering them to enhance service, optimize staffing, and improve overall revenue.

## Tools & Technology



StrataVision  
Retail Analytics



Traffic Forecasting  
Models



Customized Peer  
Group Analysis



Weekly Labor  
Allocation Systems

## Results

### Improved Conversion Rates

The retailer saw a 0.2% increase in conversion rates, effectively turning more foot traffic into actual sales.

### Optimized Shopper-to-Associate Ratios

StrataVision's labor strategy led to a 0.1 STAR improvement in shopper-to-associate ratios, ensuring better customer service and more efficient staffing.

## Actionable Insights

The optimized staffing model allowed for a more personalized shopping experience, improving customer satisfaction.

## Sales Impact

The retailer saw a 1.8% increase in overall sales, driven by StrataVision's data-driven labor optimization. By aligning staffing with customer demand, the retailer also achieved a \$2.32 boost in average transaction size, significantly enhancing profitability.

## Benefits

### Store Segmentation & Traffic Forecasting

By identifying the unique attributes of each store and forecasting traffic patterns, StrataVision aligned labor allocation with each store's DNA, resulting in better service and improved financial performance.

### Optimized Labor Allocation

The retailer benefited from weekly labor recommendations that accurately reflected traffic forecasts, ensuring that staffing was aligned with customer demand at all times.

### Enhanced Store Performance

The combination of tailored insights and improved labor efficiency enabled the retailer to continuously improve their service and maximize revenue potential.