StrataVision

Optimizing Footwear Layouts in Sporting Goods Stores

Challenge

A major sporting goods retailer was facing challenges with their existing store layouts, particularly in the footwear section. The retailer needed to determine whether the current layouts were effectively driving the expected foot traffic and sales. Additionally, they sought to understand how a new layout might influence the shopper journey, including traffic patterns, engagement with store associates, and overall sales performance.

Key Questions

1. Are existing store layouts generating the desired footwear traffic?
2. How will altering the layout affect shopper behavior and sales outcomes?

Solutions

Video Analytics Implementation: StrataVision installed advanced video analytics systems to establish baseline metrics for shopper behavior within the current store layout. This included tracking key indicators such as foot traffic, dwell times, and shopper paths, plus new metrics combining the retailer's transaction counts and labor hours allocation with StrataVision's core metrics to provide a detailed performance analysis by focus area.

Layout Modification: Based on the insights gathered, the retailer implemented changes to the store layout. StrataVision then utilized its Zone Retail Analytics and integrated transaction data to assess the return on investment for the new layout. This analysis was conducted at both the store-wide level and within specific zones, focusing on metrics such as traffic flow, dwell times, shopper pathways, department level conversion and zone labor coverage.

Tools & Technology

StrataVision Zone Retail Analytics	Video Analytics Systems	Transaction Data Integration

Results

Shopper Segmentation
The analysis categorized shoppers into two distinct groups:

1 **Focused Shoppers:** Customers with specific purchase intentions who navigated directly to the footwear section.

2 **General Shoppers:** Customers who explored multiple sections before making a purchase decision.

Actionable Insights

The data provided valuable insights into how store associates could better engage with different types of shoppers.

The retailer gained a deeper understanding of department-level conversion rates and average transaction values, correlated with the new layout and both shopper and associate behavior.

Sales Impact

The implementation of the new layout resulted in a 15% increase in footwear sales, demonstrating the effectiveness of data-driven store design.

Benefits

Improved Store Remodeling
The retailer was able to make strategic adjustments to store layouts based on data-driven insights, ensuring the changes were targeted and effective.

Enhanced Shopper Journey Measurement
Comprehensive tracking and analysis of shopper behavior allowed the retailer to refine the shopping experience and optimize customer flow.

Increased Store Performance
The ongoing assessment of store and zone-level performance metrics enabled the retailer to maximize their return on investment and continuously improve their sales strategies.