

The Shift to Thrift

Q1 2023 Sales Conversion and ATV

Kepler Analytics

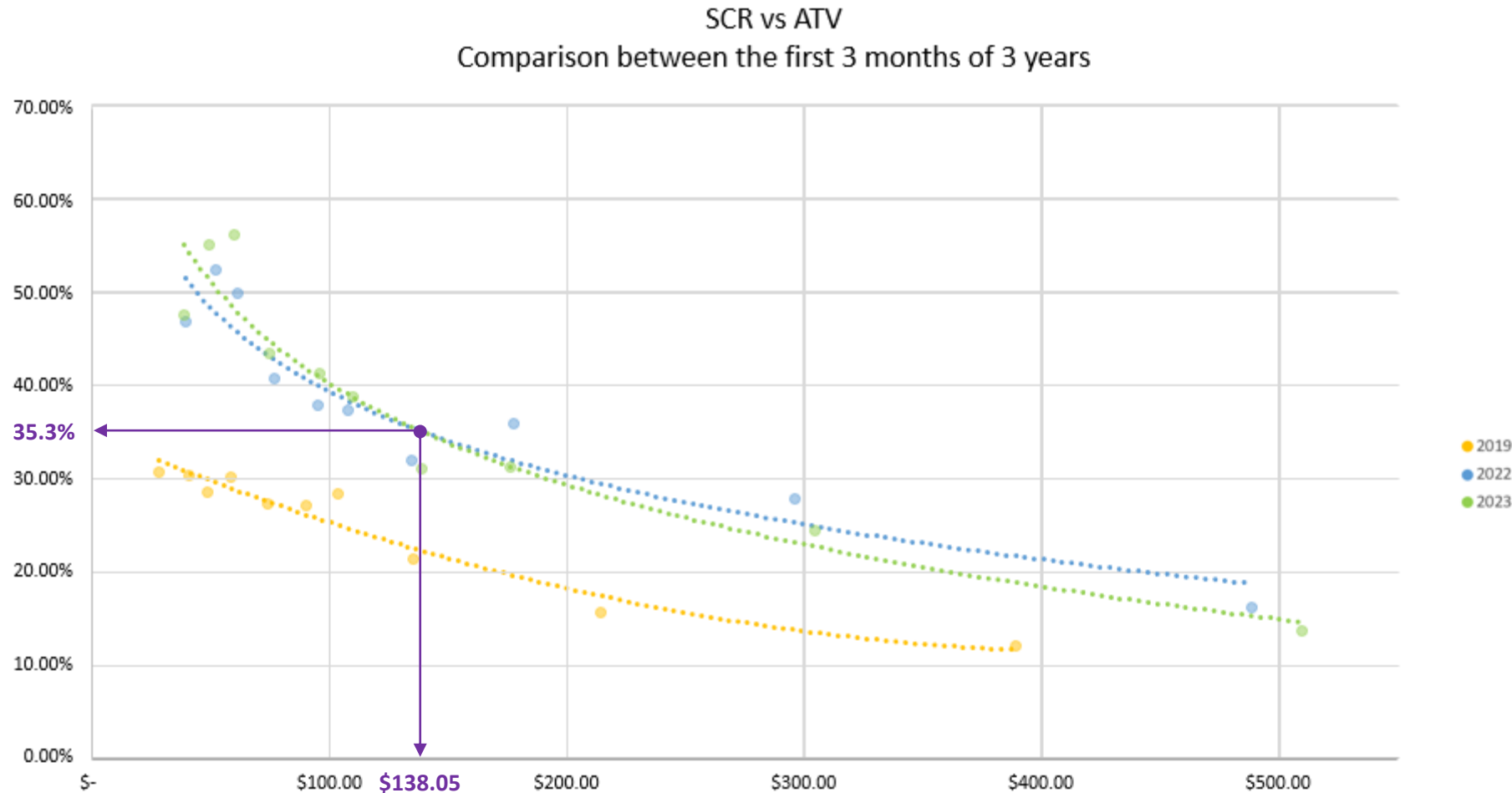
1st May 2023

Presented by

Tony De Fazio

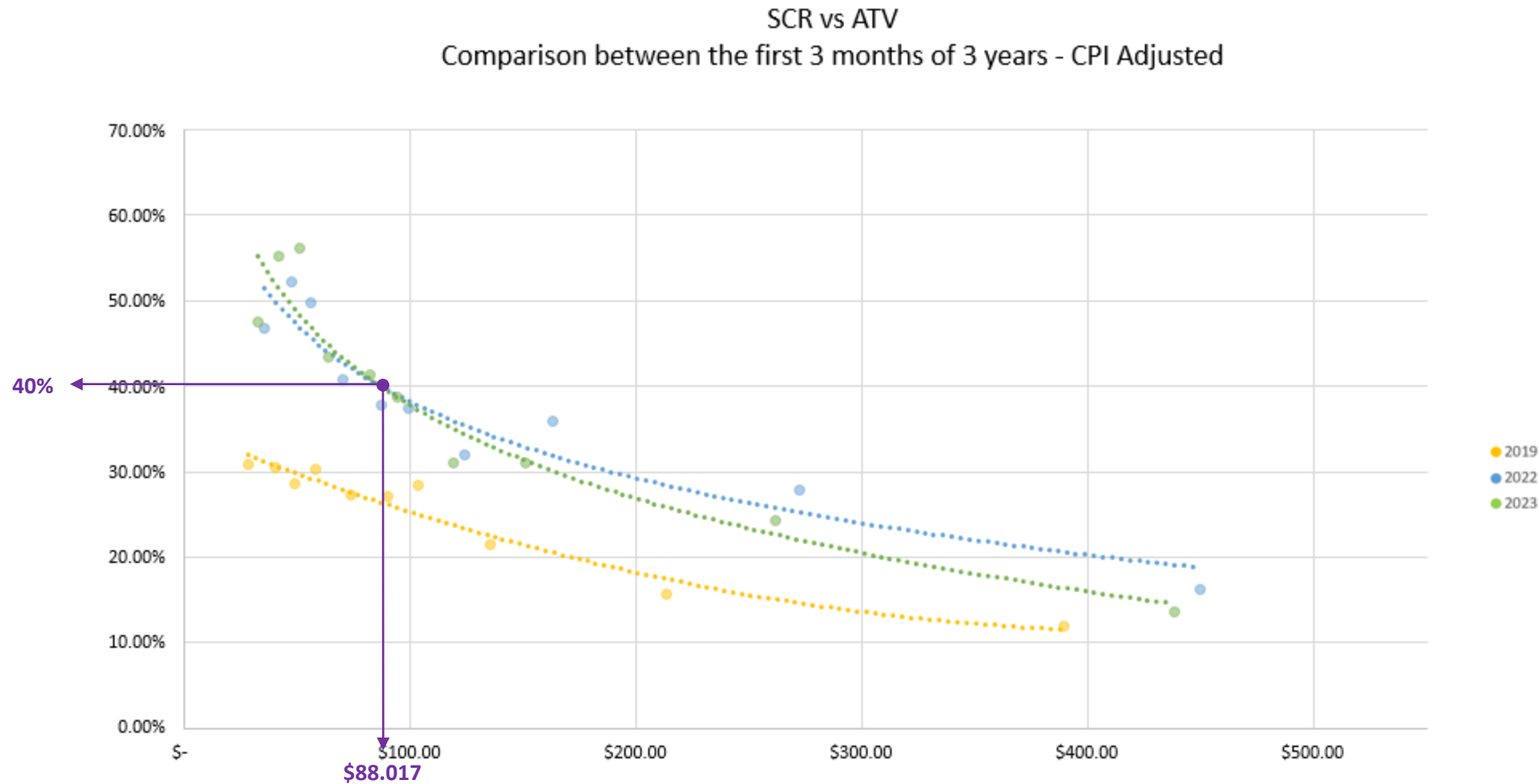
Head of Product & Retail Insights

SALES CONVERSION AND AVERAGE TRANSACTION VALUE HAVE AN INVERSE RELATIONSHIP



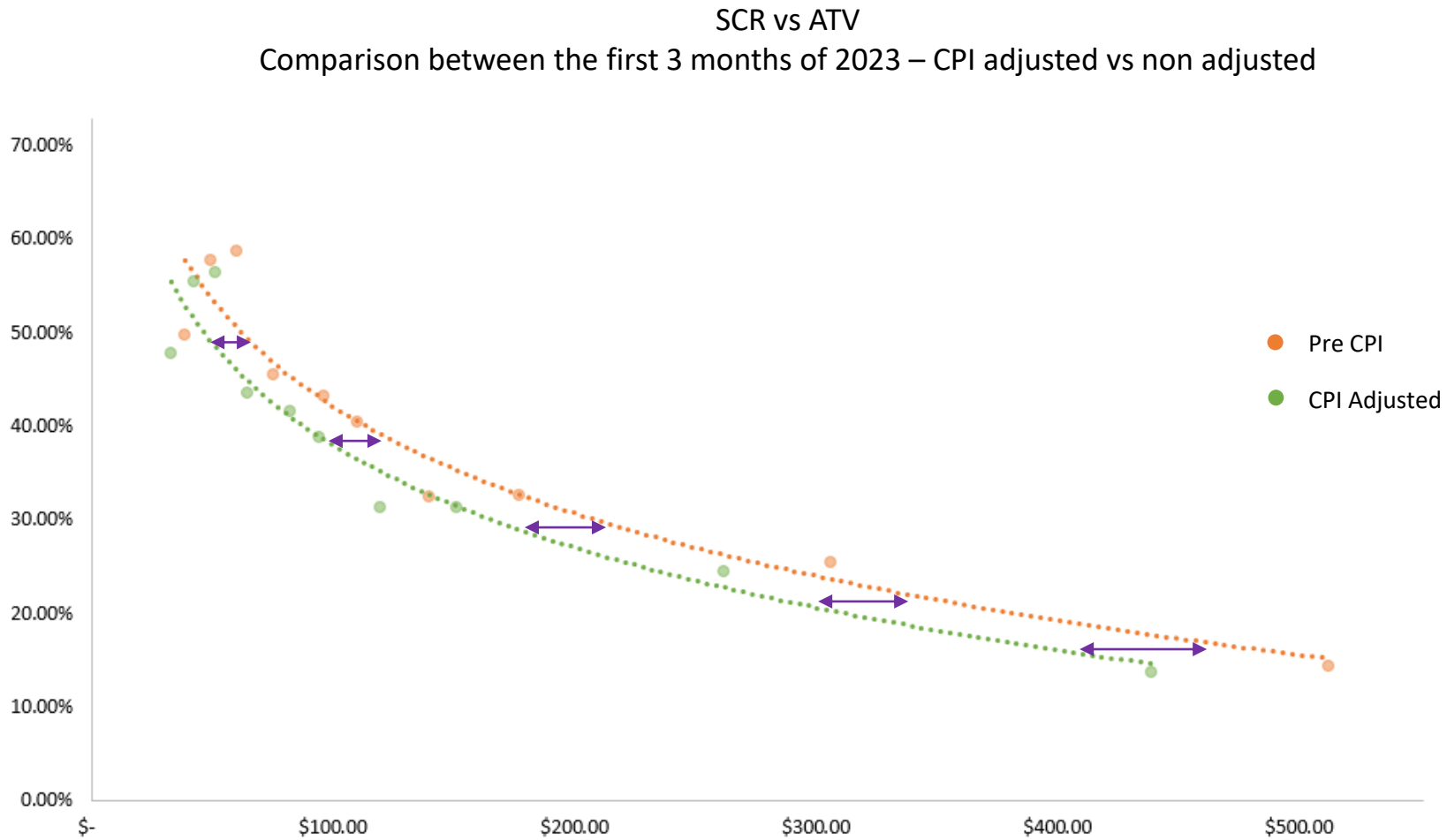
Sales Conversion rates have declined at higher ATV's and increased at lower ATV's over the last 12 months

BEHAVIOUR IS MARKEDLY DIFFERENT WITH CPI ADJUSTMENT



Customer price sensitivity is quantifiable, but not insurmountable. Brand and experience and alignment also have quantifiable impacts.

SHIFT TO THRIFT EVEN MORE APPARENT WHEN ADJUSTED FOR CPI



Implications for network structure, offers and execution

Thank You

<https://kepleranalytics.com/contact/>

+61 1800 300 892 (AU)

+1 (954) 846 7011 (US)

+44 (0) 1525 280105 (UK)

Tony De Fazio

Head of Product & Retail Insights
tony.defazio@kepleranalytics.com

Hx Yong

Analyst
hx.yong@kepleranalytics.com