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Exclusive Data Insights

Customer Stories



Grepsr Empowers E-Commerce Consultant to Improve Product Evaluation Through Specification Analysis

One of our clients, a leading e-commerce data analytics platform, uses Grepsr to analyze product attributes, and drive customer satisfaction

In an ecommerce platform, the performance of any product is determined by a number of factors. Some of these include the product's aesthetics, as well as the actual usability and functionality. With enough data, brands can identify which of the attributes correlate to the best or worst sales, and decide what to keep and avoid for best results.

Through product evaluation, this is exactly the kind of service our client offers.

About the client



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Our client provides ecommerce performance consulting services to some of the leading brands in the world.

They are in a unique position to be able to advise some of the largest global brands on what specifications or features to include, and avoid, in their products. This could include anything from whether lace-up shoes perform better than slip-ons or Velcros, or if items at lower price-points deliver better qualities than their mid or higher price-point counterparts.



Even for a small team like ours, Grepsr has helped enormously in enabling us to handle dramatic volumes of data.

— CEO

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Challenges

Whether it's a new manufacturer just entering the market, or a leading brand looking to expand its catalog, our client offers unique insights to help build the best products. Their product evaluation helps businesses identify seemingly mundane attributes that stand out to consumers, and are therefore highly influential during purchase decisions.

Our client's analyses also help brands identify feature variations (shoe lacing as mentioned above, or handle materials and sizes of grills, which we'll look at below) across different price points (opening, medium and high) that are most likely to satisfy consumers.

For this analysis to be accurate and reliable, the client requires fresh data for a wide range of product categories on a daily basis. Furthermore, their data sources aren't just a handful of retailers, but hundreds. As such, their daily data access requirement reaches a scale of hundreds of thousands of records every day. It isn't affordable for our client to allocate resources in-house, which is why they sought Grepsr's expertise.

1500+

Product categories

8M+

Records per month

99%

Data quality

Solution

Grepsr provides the client a **comprehensive dataset**, which includes every little detail available for a product — price, color, dimensions, warranty, handle material, and much,

much more. This data has been instrumental for the client in providing valuable insights to their own customers.

For the sake of our study, we'll try and recreate how the client analyzes a dataset after it is delivered. Our sample dataset contains product data in the 'kitchenware' category of the retailer **Lowe's**.

Data source:

LOWE'S

Category: Kitchenware

Data fields extracted:

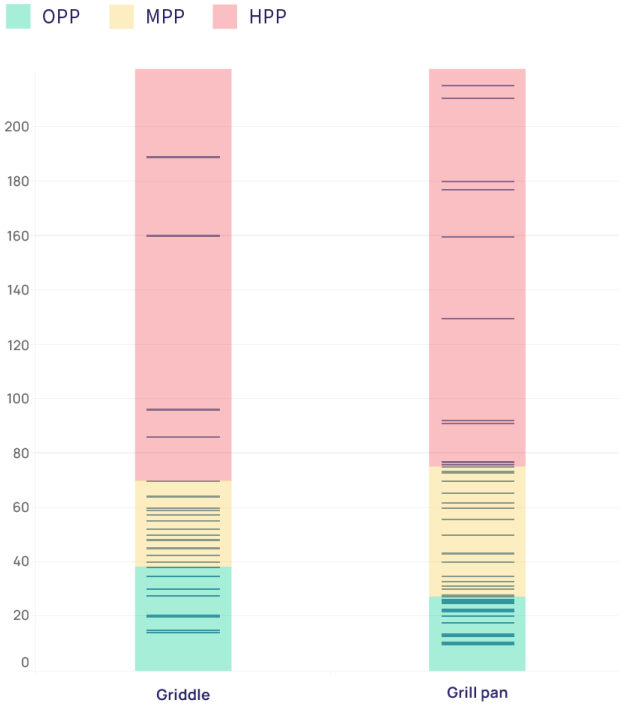
- product_name
- product_id
- model_number
- brand
- product_description
- original_price
- total_reviews
- url
- review_rating
- series_name
- type
- unspsc
- warranty
- tool_material
- handle_material
- package_quantity
- sku
- short_description
- team_name
- width_inches
- length_inches
- height_inches
- depth_inches
- non_stick
- dishwasher_safe
- number_of_shelves
- folding
- color
- mount_type
- textile_information

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The dataset is firstly broken down based on the product category, and each category is segregated for individual analysis. For this use-case, we'll look at a small sample set of **griddles** and **grill pans**.

Once a category is isolated, we can identify the opening, medium and high price points (OPP, MPP and HPP, respectively) for a product type.

Price points



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For each price point, we can then figure out all the product attributes that are most common. For instance, in the opening price point, cast iron is the most common handle material for griddles, whereas stainless steel is popular in grills.

Summary

	Price Points	Number of Brands	Width (inches)	Handle material (Highest %)	Warranty
Griddle	OPP	11	8 - 18	Cast iron	None, 1 year, 90 day, 5 years
	MPP	12	10 - 19	No handle	None, 1 Year, 2 Years, Limited Lifetime
	HPP	4	10 - 16	Stainless steel, and No handle	1 year, 2 years, and 30 years
Grill Pan	OPP	19	3 - 19.75	Stainless steel	None, 1 Year, and 5 Years
	MPP	21	6.1 - 33.5	Cast iron	None, 30 days, and 1 year
	HPP	8	17.7 - 23.5	Cast Iron	1 year

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More in-depth analyses are now possible should manufacturers want to understand and build better products.

The client now has insights on which attributes perform best for each product and price point – information which they use to build a “spec library” that is also shared with their customers.

The customers, who are leading brands in their own domain, now have **reliably sourced** and **actionable information** on how to build products that perform well.

Here at Grepsr, we're always happy to help!

Feel free to get in touch with us at partners@grepsr.com



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