

# ACTION & RESULTS – Case Study

## North America's largest family of indoor water park resorts



### Productivity improvement, assortment rationalization, planning & operational process re-engineering

A national resort and active experiential entertainment company with over 20 locations (and more on the way), looked to create a compelling and convenient grab & go convenience store offer to maximize revenue opportunities and satisfy guest needs

#### Methodology

- Built out prototype test store with revised map of product placement and visual hierarchy template to improve massing and physical customer journey
- Reviewed the assortment, and implemented changes to refine content and stocking quantities in real-time to dramatically improve revenue
- Developed and implemented backfill and stock replenishment processes

#### Outcomes

# 61.3%

Revenue improvement through the end of week 8. Test store results were overwhelmingly successful and immediately queued for rollout

Increases in drivers of sales productivity

**32%** Increase in transactions per occupied room

**16%** Increase in average transaction value

