

# Expanding In-Store Product Mix with Buxton Analytics

✓ **CONCEPT**  
Lifestyle retailer

✓ **OBJECTIVE**  
Expand store merchandise to include shoe category without disrupting existing sales

✓ **RESULTS**  
Increased sales and maximized revenue per square foot



A one-of-a-kind U.S. lifestyle brand known for its curated apparel, home, and accessory offerings sought to grow brick-and-mortar channel sales by adding shoes to select stores. This initiative was backed by a data-driven approach, using Buxton's customer and location intelligence to ensure strategic decision-making. By utilizing Buxton's insights, the retailer pinpointed the best store locations to introduce the shoe category, resulting in business growth without compromising existing product sales.

## The Challenge

The lifestyle retailer recognized a gap in its in-store offerings, particularly in the shoe category. While e-commerce shoe sales were performing well, the brand wanted to replicate this success in physical stores to grow the brick-and-mortar sales channel. However, expanding their stores' product mix required careful planning.

The challenge was twofold:

1. Identify which stores had the highest potential for shoe sales
2. Ensure that adding shoes would not cannibalize sales of other products, such as apparel and home décor

To confidently expand their product mix without risking sales, the retailer needed in-depth customer and location insights.

## Buxton's Solution

Buxton provided key customer and market metrics for each of the retailer's locations to help the brand determine where to add in-store shoe merchandise. This included:

### **Identifying Customer Potential**

Buxton conducted an analysis of the retailer's existing customer base and their shopping behaviors. This included mapping geographic areas where customers were already buying shoes online and matching these findings with brick-and-mortar store locations, as well as providing other metrics. Using Buxton's metrics, the brand identified 20 locations where the demand for shoes was the strongest.

### **Evaluating the Competitive Landscape**

Buxton's analysis also examined the competitive landscape, examining both the presence of other shoe retailers within a half-mile radius and each store's trade area. By identifying stores in high-demand areas with minimal local competition, the lifestyle retailer was able to introduce shoes where unmet demand existed.

## Making the Investment: Adjusting Store Layout

After using Buxton's metrics to select stores, the lifestyle retailer needed to consider the optimal store layout to incorporate shoes. They found a simple way to incorporate shoes within existing space seamlessly without removing other products.

## The Results

The results were impressive:

- **Incremental Sales Growth:** Stores that added shoes saw an increase in overall sales without negatively affecting e-commerce sales or other in-store categories.
- **More Efficient Store Layout:** Stores maximized revenue per square foot without major changes to the layout or compromises to the shopping experience.

## The Bottom Line

The lifestyle retailer's collaboration with Buxton to expand its footwear offerings into select stores has proven to be a success. By relying on Buxton's intelligence, the brand was able to make informed decisions that minimized risk and maximized revenue.

Are you ready to uncover new growth opportunities for your business? Contact us to discover how Buxton's analytics can help you make smarter decisions and optimize your retail strategy.

**Contact us to learn about our location intelligence solutions.**