

Basket Quality Audit

A store-floor tool for finding thin trips before the sales report does

Traffic gives the store a chance. The basket tells you whether the store earned it.

USE THIS WHEN

- Door count looks fine
- Sales feel softer than traffic
- Promos move but trips stay thin
- Fresh looks good but baskets miss attachments
- Customers cherry-pick and leave

THE CORE QUESTION

Did the trip build?

- Did the lead item create the next department?
- Did the shopper finish the meal mission here?
- Did fresh, signs, displays, and checkout earn confidence?
- Did the basket prove loyalty — or only rent a stop?

The Five Basket Quality Tells

A good basket-quality audit does not start with total sales. It starts with what the shopper was trying to accomplish — and where the store either helped complete the trip or let the basket leak.

1. Department touch count

How many departments did the shopper trust during the trip? Track produce, meat, deli, bakery, beverage, frozen, center store, and service counters.

2. Ad-item attachment

Did the promoted item pull a logical companion — side, sauce, produce, bakery, beverage, dessert, or meal solution?

3. Mission completion

Could the shopper finish dinner, fill-in, stock-up, lunch, or weekend entertaining without leaving for another banner?

4. First-five-minute pull

Did the entrance, value message, fresh condition, and lead display naturally create the next stop?

5. Friction cost

Where did the trip slow down, get confusing, feel tired, or become easier to finish somewhere else?

OPERATOR MOVE

Pick one lead ad item. Audit 25–50 transactions. Separate ad-item-only baskets from baskets that add one or more companion departments. The gap is your traffic-quality leak.

Lead Ad Item Path Audit

Use this on one promoted item at a time. The point is not whether the item sold. The point is whether it created a fuller trip.

LEAD AD ITEM

DEPARTMENT

WEEK / AD CYCLE

PRIMARY MISSION IT SHOULD CREATE

COMPANION DEPARTMENTS EXPECTED

FRONT DOOR

Is the item/value visible or obvious early?

☐ Yes ☐ No

LEAD DISPLAY

Does the display explain the meal or mission?

☐ Yes ☐ No

COMPANION CUE

Is the next department/item unmistakable?

☐ Yes ☐ No

FRESH PROOF

Does fresh condition make the trip worth expanding?

☐ Yes ☐ No

CHECKOUT READ

Did basket size/department count prove the trip built?

☐ Yes ☐ No

WHERE DID THE BASKET LEAK?

Department Touch Scorecard

Run this as a quick sample. Pull 25–50 transactions tied to the lead item and mark which departments appear in the same basket.

DEPARTMENT	TOUCHES	ATTACH %	NOTES / LEAK
Produce	☐	☐	☐
Meat / seafood	☐	☐	☐
Deli / prepared	☐	☐	☐
Bakery	☐	☐	☐
Beverage	☐	☐	☐
Frozen	☐	☐	☐
Center-store meal item	☐	☐	☐
Dessert / impulse	☐	☐	☐
Service counter	☐	☐	☐
Other mission item	☐	☐	☐

READ THE SCORE

0–1 companion departments: promo rented a stop. 2–3 companion departments: trip is building. 4+ companion departments: store likely earned the mission.

The Store Walk That Finds Thin Trips

Entrance value message

Can the shopper understand the best reason to keep shopping within 10 seconds?

☐ Pass ☐ Fix

First 20 feet of produce

Does produce look alive enough to earn dinner confidence?

☐ Pass ☐ Fix

Meal bridge

Is there a clear path from the ad item to protein, produce, side, sauce, dessert, and beverage?

☐ Pass ☐ Fix

Dinner-hour condition

At 4–7 p.m., does fresh still look ready for tonight — or picked over and tired?

☐ Pass ☐ Fix

Checkout penalty

Does checkout friction make the customer regret adding more items?

☐ Pass ☐ Fix

Sign and display clarity

Do signs remove decisions or just decorate the aisle?

☐ Pass ☐ Fix

30-MINUTE ACTION PLAN

- Pick one lead ad item and one store walk window.
- Pull a small basket sample or observe transactions if data is not ready.
- Mark missing companion departments and visible friction points.
- Fix one display/sign/tie-in before the next ad cycle.
- Review again after the weekend or dinner window.

Traffic is permission. Basket quality is proof.

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