

Don't crush the chips...

Andy Cerio – Sr. Director of Product

About | Target

more than
1,800 STORES



and online at Target.com

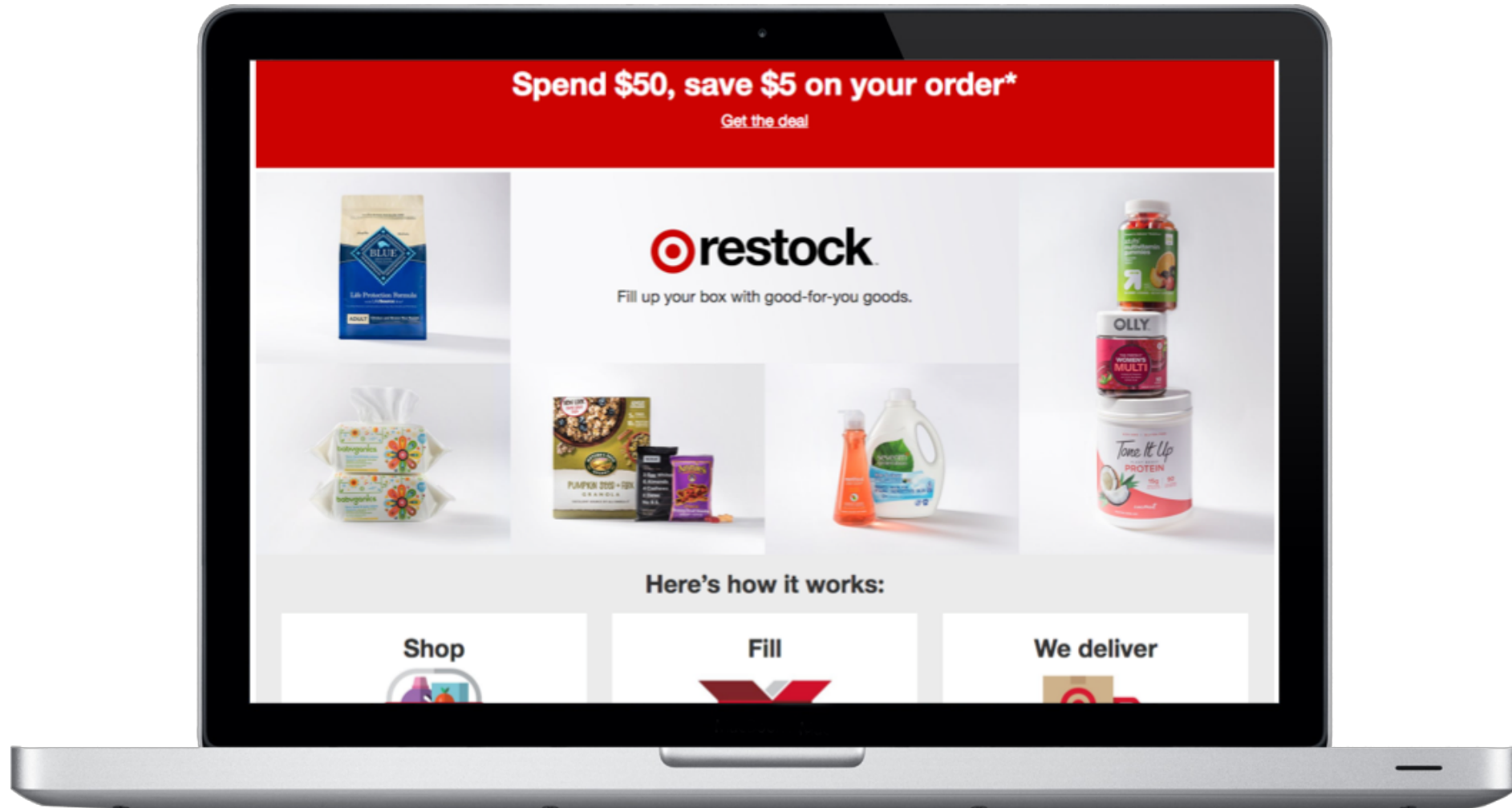
323,000
TEAM MEMBERS



38
DISTRIBUTION
CENTERS



restock | next day delivery



Don't crush the | **chips...**



Don't crush the | **direction...**



Don't crush the | **team...**



Don't crush the | **learning...**

I have not failed. I've just found 10,000 ways that won't work.



Thomas A. Edison

Don't crush the | **outcomes...**



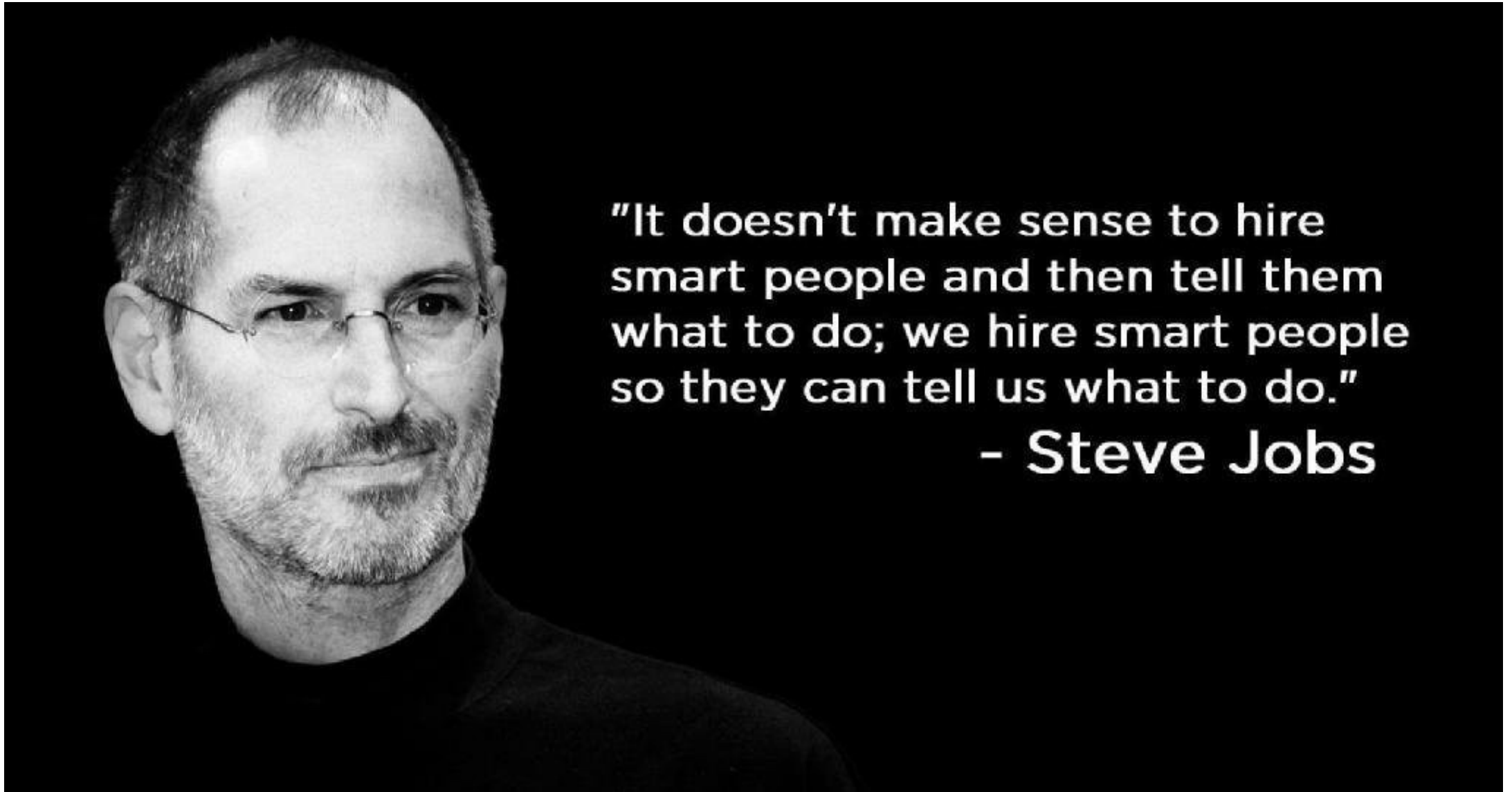
Organizational | gravity



Where are you going | and Why?



Software is easy | **People are hard...**



"It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do."

- Steve Jobs

Prioritize what is needed | Not convention

filter results

% of box

- ☐ 0 - 5% (558)
- ☐ 6 - 10% (40)
- ☐ 11 - 20% (15)
- ☐ 21 - 40% (4)
- ☐ 61 - 80% (1)

Category

- food & beverage (608)
- health (4)

type


search type

- ☐ seasoning mixes and rubs (12)
- ☐ fruit snacks (11)
- ☐ dried fruits and vegetables (10)
- ☐ salt and pepper (10)
- ☐ snack bars (10)
- ☐ sunchips (10)

brand


flavor

% of box 24 per page sort by relevance




\$0.99 - \$2.29
100% Pure Pumpkin - Market Pantry™
★★★★★ 1
fills 2.4% - 4.3% of box

add to box




\$0.69
Baking Soda 16oz - Market Pantry™
★★★★☆ 5
fills 2.6% of box

1 in box add another




\$0.79
Low Sodium Black Beans 15 oz - Market Pantry™
★★★★☆ 2
fills 2.4% of box


add to box



\$1.39
Dried Cranberries - 5oz - Market Pantry™



\$0.99
Mini Marshmallows - 10.5oz - Market



\$6.99
Frosted White Animal Cookie 44oz - Market

“I love how fast the experience is. I can just come in, get what I need, and be done!”

- Restock Guest

Prioritize what is needed | **Not convention**



Process for ensuring
that a container
doesn't open in
transit...

Revenue vs. | Literacy...



Let's do all of these amazing ideas... | **because**



Revenue vs. | Literacy...



\$15.49

Unsalted Raw Almonds - 32oz - Archer Farms™

★★★★★ (23)

Fills 5.4% of box

add to box



\$15.49

Roasted Almonds Lightly Salted 32oz - Arch...

★★★★★ (5)

Fills 5.2% of box

add to box



\$6.99

Blue Diamond Almonds Whole Natural - 12oz

☆☆☆☆☆ (0)

Fills 2.1% of box

add to box



\$10.99

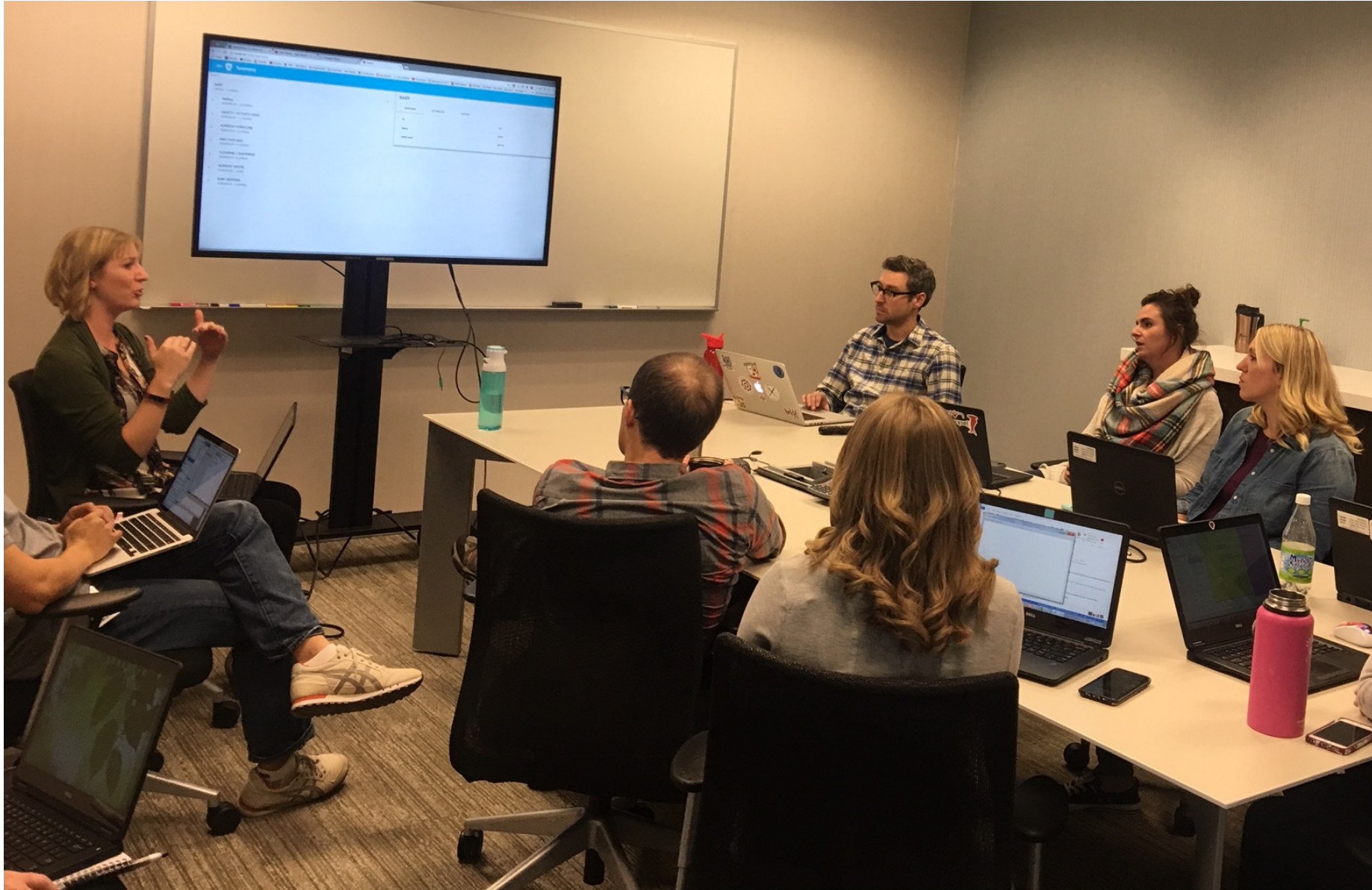
Cashew Cranberry & Almond Trail Mix - 30oz...

★★★★★ (34)

Fills 5.1% of box

add to box

Empowered | Communication



Don't crush the | **chips...**



Don't crush the | **chips...**



Handles!

Thank You!