



Anastasia Lloyd-Wallis Head of Insights

Anastasia leads the Consumer Insights division of Retail Doctor Group. With a professional background as a scientific analyst and a Masters in Mathematics, Anastasia has developed a unique and proprietary approach to help retailers and FMCG brands understand their consumers and market opportunities.

Anastasia combines quantitative and qualitative market research, a proprietary methodology around neurosciences, mystery shopping and retail expertise to accurately model consumer personalities, motivations and behaviours. These insights enable RDG to provide retailers and consumer brands with an accurate overview of their customer base, which in turn informs strategy and provides a framework for deployment both in Australia and internationally.

Anastasia understands where to look to find the real opportunities for sustainable growth for your business. She integrates Consumer, Global and Business insights to help retailers:

- Understand their “true” customer
- Achieve global best practice within your sector
- Deliver above best practice performance

Clients and colleagues alike value Anastasia’s smart, pragmatic approach. Her analytical skills are second to none, her thinking incisive, and this acumen is combined with a warm, friendly personality that makes her a pleasure to deal with.

Track Record

A qualified project manager, Anastasia has significant experience managing projects of all sizes, from modest to multi-million dollar programmes.

At Retail Doctor Group she has worked on research projects for a wide range of clients including: Office Max, Glory Global, Sheike, Yamaha Star & Insights, Chatime, True Alliance, Shopping Centres, Qantas Loyalty, Ramsay Pharmacy, Sheppard Cycles, Oxfam, Carbatec, Amex, Forever New and Vinnies

Anastasia has also conducted research on the impact of Amazon on the Australian Retail Landscape and has been asked to present this research at the MRMW APAC18 <https://apac.mrmw.net/> Conference in Singapore in September 2018.

[Read more about Retail Doctor Group Consumer Insights here.](#)



Insights

Strategy

Implementation