

decisionSMART™ Business Assessor

Monitor what's really driving your volume

The marketplace is constantly moving and evolving, so how do you keep up with the competition? The ability to quickly identify opportunities or threats is central to your brand's success, but how do you determine the source of your constant sales volume changes?

Knowing what is driving the changes in your sales volume is vital to understanding how to respond to it. The need for speed often requires that you sacrifice the quality and precision of analysis. However, not knowing what factors specifically drive your volume can result in wasted resources and unnecessary investments.

decisionSMART Business Assessor combines the timeliness of syndicated data updates with the precision of Nielsen Analytic Consulting store-based Pricing & Promotion models in a web-based reporting application that will allow you to rapidly resolve volume "due-to" questions.

Our advanced demand models use data taken at the store-by-store level to reduce the risk of aggregation bias. The models generate a set of multipliers that precisely calculate the volume change due to alterations in marketplace conditions and isolate the impact of individual causal drivers of base and incremental volume

With Business Assessor you can quickly explore and track sales changes with interactive charts. Within a few clicks, you can immediately assess the impact of a dozen different due-to drivers, including distribution, pricing, promotion and competitive activity. Using your analyses, you can then make timely and appropriate decisions to improve future performance.

Features:

- On-going data updates through integration into your Nielsen point-of-sale scan data feed
- Due-to drivers based on Nielsen Analytic Consulting promotion model output, including: Distribution, Seasonality, Category Trend, Competitive Trade, Cannibalization, Price (Everyday and Promoted), Feature Ads, Display, and Feature + Display
- Flexible data analysis options including: custom product groups, custom time frames, and client selected markets
- Easy-to-use and interpret output in charts, tables and SmartText with export functions to Excel, PDF, or image files

- User-defined favorites and batch report options to quickly jump to a report or export a series of charts

Benefits

- Uncover brand growth opportunities through real-time analysis and resolution derived by precise measurements of volume causal factors
- Respond quickly to sales or profit loss issues and changes in the marketplace.
- Reduce costs and save resources by avoiding time-consuming data hunts and spreadsheet report updates.



