



Opportunity Finder

Maximize your potential

Are your retailers demanding insightful strategies on products or categories where there is no panel data? Are they asking for volume growth opportunities? Opportunity Finder can drive sales growth by accurately placing products in the store locations where your consumers shop and allows drill down capability to the UPC and store level to achieve your potential.



Quantify potential to drive growth

Opportunity Finder analyses lead the way to sales growth by quantifying potential for your products. This tool defines the demographics that are driving sales, determines which stores distribution and promotional efforts should be focused upon, and forecasts your sales if you were performing optimally.

How Opportunity Finder is unique

Opportunity Finder prioritizes stores based on consumer demand for future sales to help reach your greatest potential. This capacity is unmatched by any other solutions in the industry where past performance data is being utilized to forecast.

Opportunity Finder applies the retailers' own point-of-sale data to find new opportunities. This insight gives you greater leverage with your retailers and allows you to compare your consumers and demand across accounts.

In addition to centre-store, Opportunity Finder has the capability to analyze low penetration and "on-the-go" items that are not traditionally captured in consumer panels. Items like alcohol, durables, tobacco, candy, perishables, and items at the UPC level are displayed.

Delivery

Opportunity Finder analyses are offered on a project basis.

Spectra integration is also possible for Spectra system clients.

With Opportunity Finder you can

- Drive growth by ensuring your products are in the stores where your consumers shop
- Quantify future sales opportunity based on demand potential
- Drill into the detail required to execute your plan

Case Study

Demographics driving sales

We determine the demographics driving sales by weighing sales against who is shopping in the stores.

Figure 1 illustrates the high demographic skews from the Brand A profile.

Prioritize Stores

Next, we prioritize stores based on the potential for your product to sell there. Our method is unique because we're measuring opportunity based on future demand, rather than past sales.

Figure 2 illustrates levels of potential for Product A at this account.

Quantify Potential

In Figure 3, we take the projections a step further by quantifying how much upside opportunity exists with the current distribution. You can now understand which stores are performing optimally, which stores are over-performing and which stores need focus based on sales and the amount of demand.

Execute Efficiently

The final step of the analysis clusters stores based on opportunity so you can execute efficiently.

In Figure 4, four clusters direct the course of action for Brand A. The stores in the high-potential/low-actual cluster need to be examined for issues in distribution, shelf placement or out-of-stocks in order to get them up to potential. Stores in the low-potential/lo-actual cluster should receive similar focus. The high-potential/high-actual stores are performing optimally and should stay the current course in addition to the low-potential/high-actual stores that are performing above expectation.

Figure 1
Demographics

Brand A	Index
Age 35 - 44	HIGH
Income \$60,000 - \$99,000	HIGH
4+ person HHs	HIGH
Speaks English	HIGH
Semi Detached/Townhomes	HIGH

Figure 2
Potential for Product A

Store #/Address	Demand Index
#1 367 MOUNTAINVIEW ROAD: GEORGETOWN, ON	150
#2 4111 THICKSON ROAD NORTH: WHITBY, ON	143
#3 180 SANDLEWOOD PKWY: BRAMPTON, ON	148
#4 301 OXFORD ST WEST: LONDON, ON	63

Figure 3
Upside Opportunity

Store #/Address	Demand Index	Current Distribution Upside
#1 367 MOUNTAINVIEW ROAD: GEORGETOWN, ON	150	\$170
#2 4111 THICKSON ROAD NORTH: WHITBY, ON	143	\$300
#3 180 SANDLEWOOD PKWY: BRAMPTON, ON	148	\$ 10
#4 301 OXFORD ST WEST: LONDON, ON	63	\$400

Figure 4

<p>High Potential/Low Actual 186 stores Actual sales: 46,606 Total distribution upside: 26,907 <i>Need to understand if there is a distribution void, out of stock, or bad shelf placement.</i></p>
<p>Low Potential/Low Actual 289 stores Actual sales: 85,200 Total distribution upside: 39,214 <i>Similar focus as above – need to understand why sales are low to capture the upside available.</i></p>
<p>High Potential/High Actual 423 stores Actual sales: 130,394 Total distribution upside: 2,167 <i>Keep current focus as sales are high.</i></p>
<p>Low Potential/High Actual 144 stores Actual sales: 64,639 Total distribution upside: 0 <i>There is currently no upside available since all sales exceed demand; stay the course with these stores.</i></p>

For more information, contact your Nielsen representative at www.ca.nielsen.com