

# Library displays 3 levels to cater for different analytical needs, data maturity and budgets across 8 topics



	Merch. / Cat Man intelligence			Consumer intelligence		Media
<b>Optimize</b> BI-BASED MODELLING & FORECASTING	2. Promotion analytics Promo Simulator Promo impact on consumer	3. Pricing Pricing Simulator Consumer Targeting Simulation	4. Assortment Assortment optimizer & simulator Unit Need tree choice definition Assortment Impact on Consumer	5. Innovation and distribution Initiatives forecasts	7. Advanced Shopper insights Consumer Tree Simulator My Consumer Groups My multi-dimensional RFM	8. Media spend optimization RELEVANT IF CPG IS GOING ACTIVATION THROUGH L&L Marketing Mix Modeling
<b>Explore</b> ADVANCED ANALYTICAL FOR DATA-DRIVEN DECISIONS	Post-Promo Impact - long term on customer Post-Promo Impact - pull forward effect Promo cannibalization Events incrementality Promo Incrementality Promo sensitivity/addiction Promo Sales Drivers Promo Pressure	Price Elasticity Geo & Shopper Based Pricing Price Dispersion per store Price pack architecture Dynamic Pricing Positioning & trends Static Pricing Positioning & trends Price gap to competition Customer Profile per Price Tier Price tier coverage	SKU substitutability SKU perf vs distribution SKU recruitment SKU Incrementality II - penetration SKU Incrementality I - exclusivity SKU rotation Customer profile per need unit SKU/Unit Need loyalty Need Unit cumulative sales & saturation Need unit dynamic Assortment Share	Next-Best SKU Distribution analytics 6. PoS Activation for Next Gen Sales My Store - Potentials (e.g. test control stores) Store Group - Shopper scorecard My Store - Ranking My Store - ID Cards Store Group - Performance scorecard	Shopper profiles Socio-demo clustering Volumes Shifts Consumer Lifetime Value Basket Analytics Buyers & Potential Buyers Penetration by consumer Profiles Propensity to buy RFM Innovation Trial & Repeat Innovation Source of Volume	Marketing Intelligence Self-service conversion & Lift measurement Commercialized in Media packages

Understand BUSINESS PERFORMANCE & SHOPPER INSIGHTS	1. Fundamental business performance and shopper insights (Datashopper)				
International overview	Customer value (SMB)	Categories performance	Consumer Tree / Business Equation	Basket analysis	
Business equation	Promotion sensitivity/VOSD	Competition performance	Shopper migration (New / Lost / Retained)		
Brand / SKU performance	Channel / Store Performance	Weekly performance	Loyalty classification		