



# Case Study: Consumer Goods & Retail

All major retailers & CPG businesses have done huge investments into Business Intelligence (BI) systems to help them understand their customers' preferences and shopping patterns, optimize their inventory control and loss-prevention systems, and even control pricing dynamically. Our BI systems produce excellent reports that look back at historical information.

Our advanced data visualization software is a natural complementary fit with [BI systems used in retail & CPG businesses](#). Our interactive visualizations allow people to monitor and analyze the vast amounts of fast-changing data being produced by BI systems as well as point-of-purchase systems, ecommerce websites, inventory management systems, brand analysis and more.

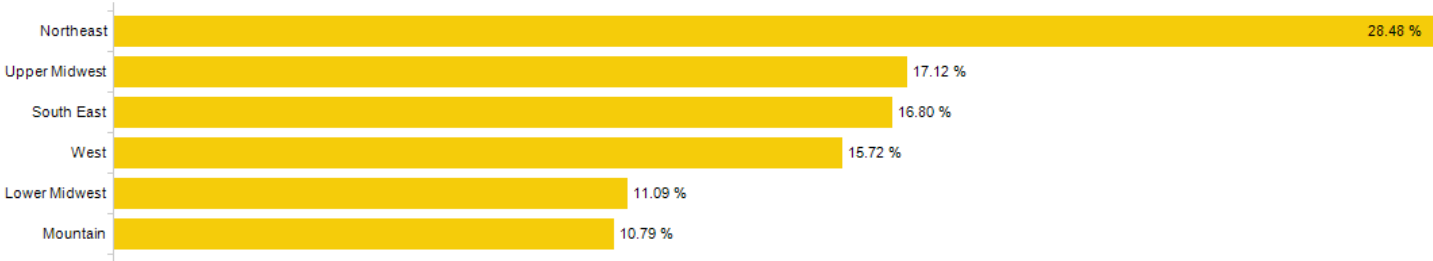
## **Brand Analysis**

The analysis is designed to assist brand managers for soup companies in analyzing how well their brand is performing against competition. It is designed to look at overall brand market share over specific periods of time to identify potential increases and decreases with regards to competition. Once these movements have been identified, brand managers can drill down to channels, regions and promotions to identify causation for these market changes.

Ideally brand managers would use this analysis on a weekly basis to understand the current market and head off any actions by competition to take over their market share.

# Overall Regional Market Share Gains & Losses

## Current Market Share YTD by Region Across All Brands

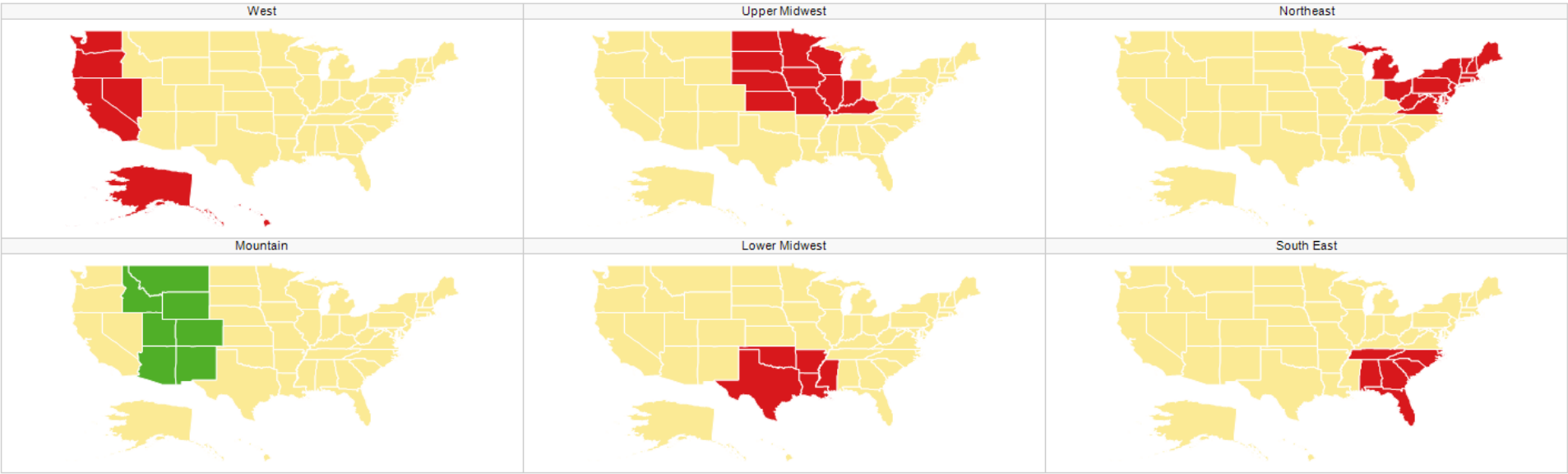


### Select Brand & Time Period to Analyze:

OwnBrand

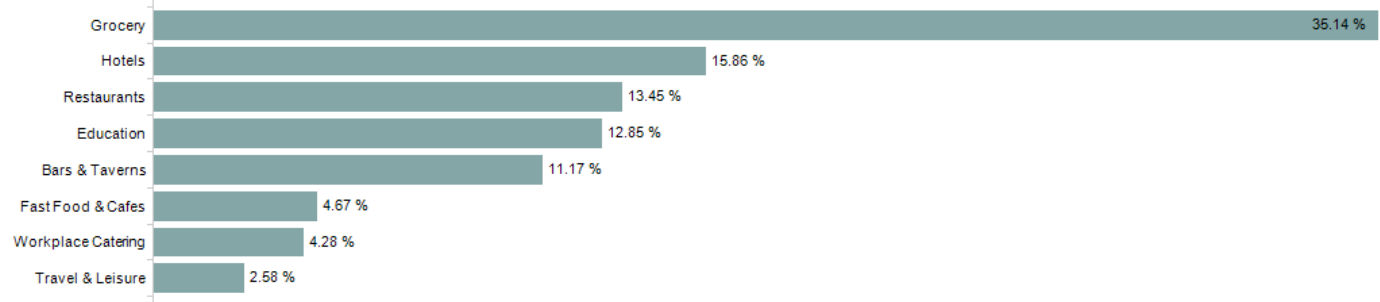
Previous Week

## Regional Market Share Gains or Losses During Previous Week For OwnBrand



# Channel Market Share Movement by Year/Quarter/Month/Week

## Current Market Share YTD by Channel Across All Brands



## Select Brands & Time Period to Analyze:

(Hold Ctrl Key to Select Multiple Brands)

- Chunky
- Hayley's Own
- Other
- OwnBrand
- Winter Nights

Previous Week ⬇

## Market Share Movement During Previous Week For Selected Brands

