



DemandView Category™

DemandView Category™ extends the insights provided by DemandView Essential® with detailed reporting on all aspects of category performance and predictive analytics. This allows you to identify exceptions in order to improve planning and decision making in daily category management business processes.

Know Exactly What's Happening in Your Category Respond Faster Than Ever Before

Easily see expectations of demand, sales, gross margins and out of stocks for all items in a category—all updated daily. This real-time, forward-looking view of performance allows you to quickly and proactively address potential problems and capitalize on key events, issues and opportunities to drive sales.

Optimize Your Shelf Space

Get the intelligence you need to prepare more productive planograms, improve execution against shelf sets, evaluate any issues or changes, and compare adjacent category performance to optimize space within the aisle.

Give New Products the Best Chance to Succeed

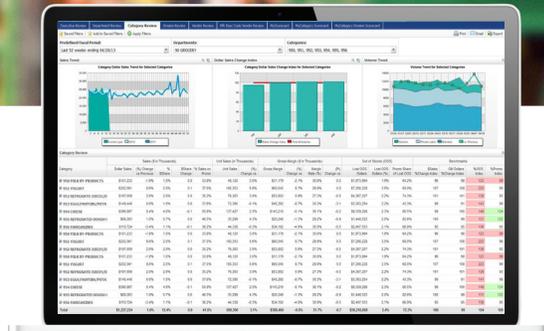
Closely track the penetration and sell-through of new items at the store level. Identify and resolve issues that are preventing stores from stocking and scanning new items through the register, to maximize sales.

Prepare, Monitor and Optimize Promotion Execution

Know exactly which promotions will be executed in stores in the weeks before the event. Monitor and manage promotions in flight to identify and resolve potential issues quickly. Know how changes in demand drivers impact overall event expectations.

Collaborate with Other Departments and CPG Key Account Teams

DemandView Category™ helps bridge the gap between category managers and their supply chain teams, other internal departments and CPG partners by providing a single, consistent view of the business.



Benefits:

- Increase category sales and gross margin
- Maximize promotional sales
- Lower promotional out of stocks
- Improve new item introductions
- Strengthen vendor measurement and management
- Expand supplier collaboration around consistent shared data

Used for:

- Sales tracking and analysis
- Drilling down into sales by product, geography or vendor
- New item introduction tracking
- Promotion execution tracking

Used daily by:

- Retailer Category Managers
- Supplier Key Account Teams

	KEY FEATURES	BENEFITS
Scorecards	<ul style="list-style-type: none"> • Highlight performance of grocer's business overall or within a specific department/category/vendor or by division. • Highlight supplier's performance within the grocer overall, within each division or relative to competitors. 	<ul style="list-style-type: none"> • Quickly see how business is performing overall and easily drill into more detail about specific divisions or suppliers. • Faster problem detection and resolution (e.g., underperforming products/stores, out of stocks, etc.)
New Product Tracker	<ul style="list-style-type: none"> • Monitors new items as they roll out, highlights distribution holes and new items that are not selling as expected. • Provides visibility into the sales dollars, stores selling and percentage of stores authorized for new items. • Identifies the percentage of stores that have received and reordered new items. 	<ul style="list-style-type: none"> • Enables more successful product introductions by tracking the penetration of new items into stores and allowing users to quickly identify and resolve problems preventing specific districts or stores from receiving and beginning to sell new items.
Headline Report	<ul style="list-style-type: none"> • Provides quick access to highly aggregated sales performance information. • Highlights year-over-year changes in dollar sales at the enterprise level, across divisions and across vendors. • Compares a supplier's actual sales with its sales goal for each of its categories. • Provides top-level information on the frequency of out of stocks and sales of new items. 	<ul style="list-style-type: none"> • Quickly and easily identify, investigate, and respond to problems or opportunities that affect sales.
Current & Upcoming Promotions Report	<ul style="list-style-type: none"> • Summarizes current and upcoming promotions. • Highlights promotions scheduled to start in the coming weeks, including temporary price reductions (i.e., rollers). • Lists all items included in each promotion. 	<ul style="list-style-type: none"> • Enables better planning and control of orders, shipments and inventory to match the supply and demand of promotion items before, during and immediately following a promotion. • Increased promotional sales, reduced out of stocks during promotions and better post-promotion inventory level control. • Better transparency and accountability on how trade dollars invested by supplier are driving actual promotion execution in stores.

Market6

To learn more or request a demo, contact us:

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More than 1,000 CPG companies and retailers collaborate using Market6 to optimize retail operations every day.

Market6 provides web-based retail collaboration solutions with advanced analytics built in to help retailers and suppliers drive insights, make smarter decisions and deliver measurably better results.