

RETAIL MEASUREMENT SERVICES

CHALLENGE



ANALYZING SALES, SHARE & GROWTH TO BENEFIT YOUR BUSINESS

OBJECTIVE

In this challenge, you will put into practice what you've learned through the job aids and videos on the RMS site.



While evaluating sales, share and growth, use the questions in step one to guide you through your data. In step two, access and analyze your own Nielsen pre-built reports to better understand a high level view of the market through sales, share and growth.

The reports in this document are for representation only. Please use your own pre-existing reports to complete this challenge.

STEP ONE: USE THESE QUESTIONS TO GUIDE YOU THROUGH YOUR SALES, SHARE & GROWTH ANALYSIS.

When analyzing sales, share and growth, consider these key business questions below. Use your answers to evaluate your performance versus your business goals, benchmark your strengths or weaknesses, and recognize key opportunities:

1. How big is the market?
2. Is the market growing or declining? Is there inflation or deflation?
3. What is the largest segment?
4. What are the fastest growing segments?
5. What brands account for the majority of sales?
6. Who are the winning brands? Who are the losing brands?
7. Do all players compete in all segments?
8. Are trends the same across the channels?
9. How is the market developed across the regions? And how are the regions performing?
10. What's driving the category and your brand's performance?

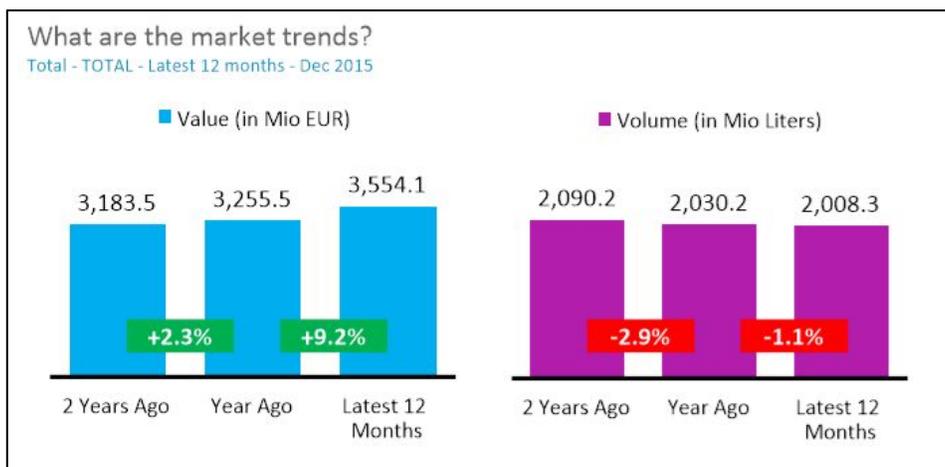
CHALLENGE: ANALYZING SALES, SHARE & GROWTH TO BENEFIT YOUR BUSINESS

(Continued)

STEP TWO: INVESTIGATE PRE-EXISTING REPORTS IN YOUR NIELSEN SOLUTION TO WORK THROUGH & INTERPRET YOUR DATA ON WHICH YOU CAN TAKE ACTION.

Leaders from your organization have worked with Nielsen to build a holistic set of reports that you can use at-a-glance to evaluate sales, share and growth. Explore your own Nielsen pre-built reports to answer the questions below, using any category or segment of your choice.

- When evaluating your sales, share and growth, start with value sales. Using a similar report, determine how big your category is in value and volume, and if your sales growth or decline is in line with the market.



- Analyze your sales change, and your competitor's performance, by answering these questions:
 - What brands are growing the most?
 - Which brands are driving my overall sales performance?
 - Are there brands driving positive and negative sales performance for the category?



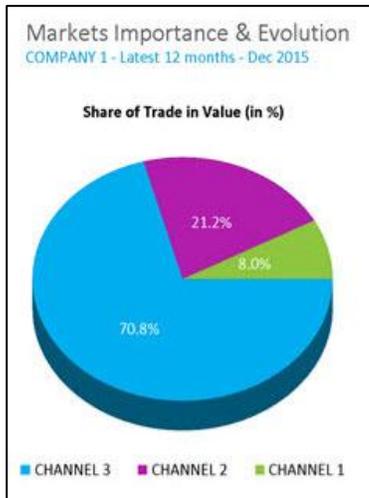
| % Chg. Value vs. Year Ago | | | |
|----------------------------------------------|-------|-----|--------|
| 28.4 | 133.1 | 0.0 | -38.0 |
| Sales Value Contribution to Gain/Loss (in %) | | | |
| 99.0 | 1.0 | 0.0 | -100.0 |
| Share of Sales Value (in %) | | | |
| 98.2 | 0.4 | 0.0 | 1.4 |
| Abs. Chg. Share Value vs. Year Ago | | | |
| 1.3 | 0.2 | 0.0 | -1.5 |
| Share of Trade in Value (in %) | | | |
| 183.7 | 348.5 | 0.0 | 100.0 |
| Abs. Chg. Share of Trade Value vs. Year Ago | | | |
| 1.3 | 211.6 | 0.0 | -18.2 |

CHALLENGE: ANALYZING SALES, SHARE & GROWTH TO BENEFIT YOUR BUSINESS

(Continued)

3. Compare your market share across channels using a similar report below:

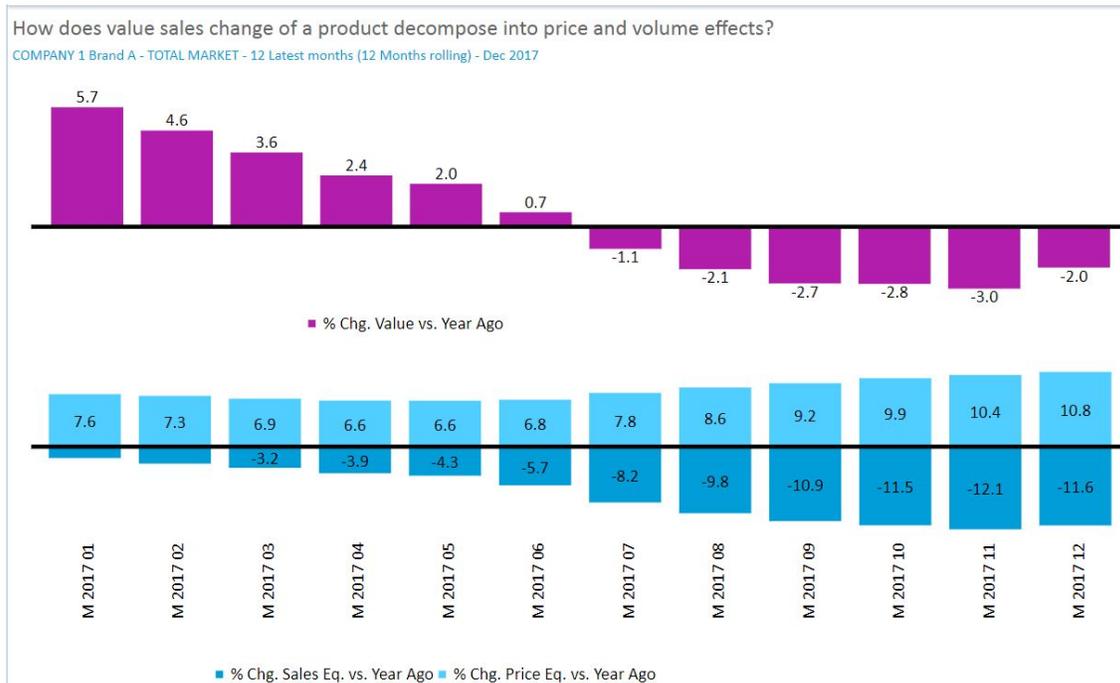
- What is the biggest channel? How big is it?
- What channel is driving your sales growth?
- And what percentage of contribution to your sales growth does this channel have?
- What channel represents the biggest sales opportunities for your brand?
- Is the share change significant? Use [this document](#), if you're unsure.



| | Value (in Mio EUR) | Chg. Value vs. Year Ago (in Mio EUR) | % Chg. Value vs. Year Ago (in %) |
|--------------|--------------------|--------------------------------------|----------------------------------|
| Total | 2454.3 | 173.8 | 7.6 |
| CHANNEL 3 | 1737.6 | 49.3 | 2.9 |
| CHANNEL 2 | 520.2 | 35.9 | 7.4 |
| CHANNEL 1 | 196.4 | 88.6 | 82.2 |

4. Compare your market share and sales over time to identify Category company or brand growth and sales performance trends.

At what point in time did your brand generate the most growth? And what can you do with this information?



CHALLENGE: ANALYZING SALES, SHARE & GROWTH TO BENEFIT YOUR BUSINESS

(Continued)

Additional Questions:

1. To fully evaluate sales, share and growth, what additional questions will you need to answer?
2. What do your own pre-existing reports help you learn about your business performance and opportunities?



Analyze **distribution, sales, share & growth, pricing** and **promotional** data for a more comprehensive view into key areas that are driving overall growth or decline.

Want to take your learning to the next level?

Create your own presentation using pre-existing Nielsen reports without using this guide, then, challenge a peer to do the same and discuss your findings.

Need Additional Guidance?

Visit our RMS training videos and job aids on *Sales and Share* for more information. For help reading reports like these, contact your Nielsen Client Services Representative for additional support.