

## RETAIL MEASUREMENT SERVICES

# DIFFERENCES BETWEEN GLOBAL & LOCAL DATABASES

### OVERVIEW

Some Nielsen users will have access to both Global and Local databases. Nielsen Global and Local Databases are structured differently, so you can expect some variations in the data they provide. This job aid describes which databases you should use for specific analyses—and how the data differs.

#### Global ≠ Local



#### Global Databases:

Contains global harmonized data. Often used by global and regional teams to:

- Assess overall performance
- Compare performance across countries



#### Local Databases:

Typically contains local product coding and local market breakdowns. Often used by local teams for:

- In depth country analysis

### ARE YOU A GLOBAL OR LOCAL USER?

	Local	Global & Regional	Used For
Single Country - Single Category View	Yes	No	Local Category Analysis
Multi Country - Single Category View	No	Yes	Cross-Country Analysis
Single Country - Multi Category View	Yes	No	Cross-Category Analysis
Multi Country - Multi Category View	No	Yes	Top Line Global Analysis

#### Definitions:

**Single Country - Single Category:** Provides data for a category in a given country, used to analyze local markets. Contains all local market breakdowns, metrics and periods with the addition of globally harmonized channels, metrics, and periods.

**Multi Country - Single Category:** Provides data from the same category across all the countries (where it is available). Worldwide category views are helpful for regional and global users to analyze categories in countries, sub-regions, regions and the world.

**Single Country - Multi Category:** Provides data across all categories in a given country in order to analyze overall performance in a given country.

**Multi Country - Multi Category:** Provides data in multiple categories and countries. Even in global databases, the actual countries included in the database can vary.

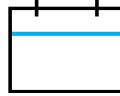
## DIFFERENCES BETWEEN GLOBAL & LOCAL DATABASES

### Key Differences Between Global & Local Databases:

When analyzing multiple sources of data, it's important to keep in mind the differences between Global and Local data. Primary reasons that your numbers will be different in global versus local databases include variations in:



#### Coding Classifications



#### Periodicities



#### Exchange Rates

### Coding Classification

**What it means:** Products are classified and coded into Nielsen data sources to organize and catalog data for accurate comparison. Classifications can be based on item features, such as size and packaging type, and will vary depending on the database. Here are some examples:

1. At a local level, flavor categories for soft drinks tend to be more granular (providing a detailed view), whereas, at a global level, harmonised coding may more high level (providing a less detailed, summarized view). Many local flavors might be condensed into fewer global flavor categories.
2. Category, market and product classifications often vary. **For example:** A product globally classified in the ambient segment, but merchandised in the refrigerated section in a certain country, could be locally classified as "chilled" in that country's local database.
3. Local databases may contain "local" characteristics that are either country-specific and/or client specific, that are not included in global databases. **For example:** Clients often pay to include their own product classifications, so Nielsen provides these characteristics, which can vary by client and geography.

### Global & Local Periodicities

**What it means:** It identifies the time period of when a purchase was made. Daily data is aggregated into weeks or months depending on the country delivery.

**For Example:** Most Global data is monthly, whereas many local databases contain weekly data. The periodicity will differ depending on the most common periodicity of all countries. If a country contains monthly data, but all other countries in the database have weekly data, the database will reflect the monthly periodicity.

### Exchange Rates

**What it means:** The value of currency that is reported, either as a fixed exchange rate or common currency.

**For Example:** In global databases, value may be reported in a common currency to allow cross-country comparison. While most databases use a fixed exchange rate for all periods during the year, some databases will include the option to choose a value that is calculated using a variable exchange rate, based on your needs.

## DIFFERENCES BETWEEN GLOBAL & LOCAL DATABASES

### Latest Common Versus Latest Available Time Periods

**Note:** Latest Common and Latest Available time periods are found in some multi country databases, but not all.

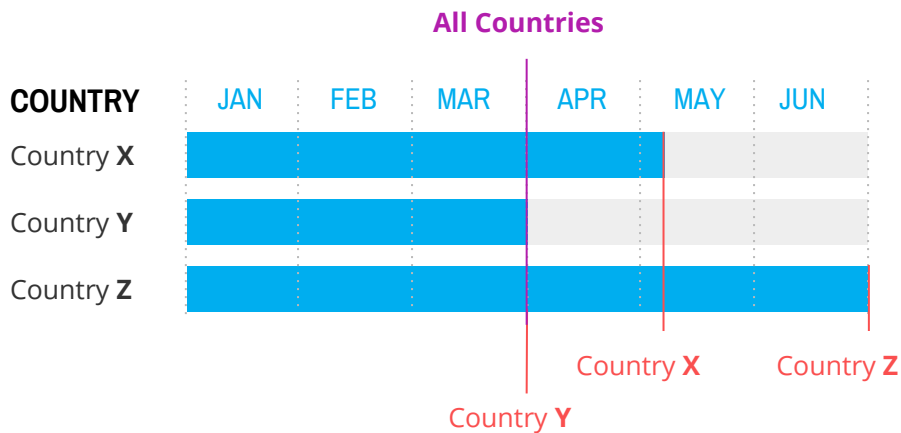
#### Latest Common:

Uses a Global or Local Monthly calendar, and returns the most **recent common period** in which all countries have data.

*The latest common period in the example to the right is the end of March.*

#### Latest Available:

Uses a Global or Local Monthly calendar, and returns the **latest available period** per country.



**These are the primary differences between Global and Local Databases.**

*If you see differences in your database that are not covered here, please reach out to your client services representative for more information.*