

CUSTOMER & PRODUCT PROFILER

The purpose of this job aid is to show the analysis Nielsen uses to discover who is buying your products and which specific customer segments are more or less likely to purchase them. With targeted marketing and customer segmentation becoming much more important, it's critical to learn which strategic buyer groups are under or over represented for your products.

Learn Your Customers

The customer and product profilers help you learn the behaviour of the different customer or basket segments available to your users, eventually leading to building an understanding of your ideal customer and understand the changes of customer behavior over time.

These analysis will help with optimising your targeted marketing strategy to tailor your products to the unique needs of the retailers consumers and convert them from non buyers to brand loyalists.

Answer Critical Business Questions

- Which customer segments are driving category growth or decline?
- Are my products appealing to different customer groups than my competitor products?
- Does the profile of my products buyers vary across different geographies?
- Can I tailor a marketing campaign to address the needs of a specific shopper segment?
- Which products should I target in order to reach a specific group of customers?
- What are top loyal customers buying in the selected product group?
- Are my products attracting the retailers core customers?

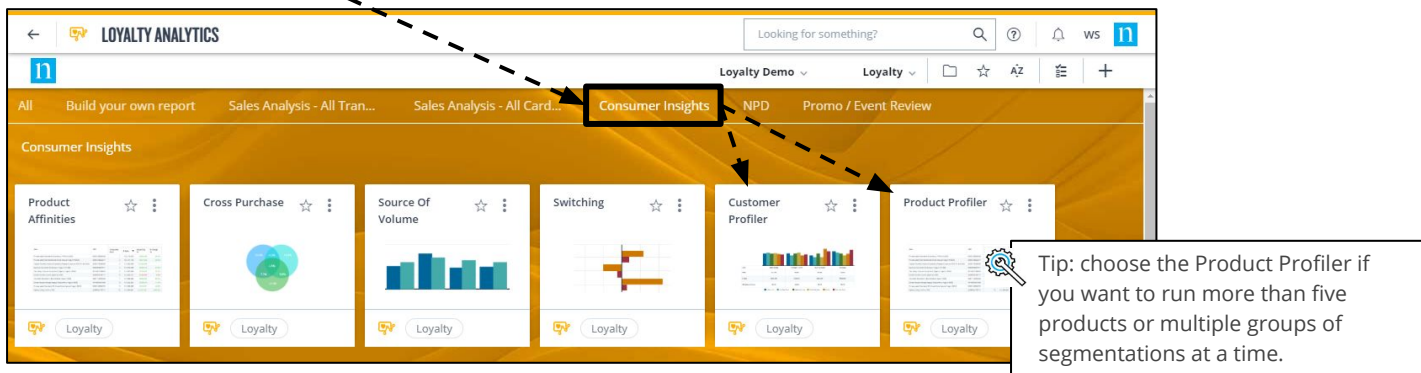
Key Benefits

- Determine in which segments you and your competitors products are winning and losing and how important they are to the retailer.
- Use the advanced segmentations to build a differentiated brand and optimise your marketing strategy.
- Collaborate to get the best possible local assortment onto the shelf by using differences in local shopper segments.
- Discover white spaces for potential new product development for customer segmentation you are currently not appealing to.

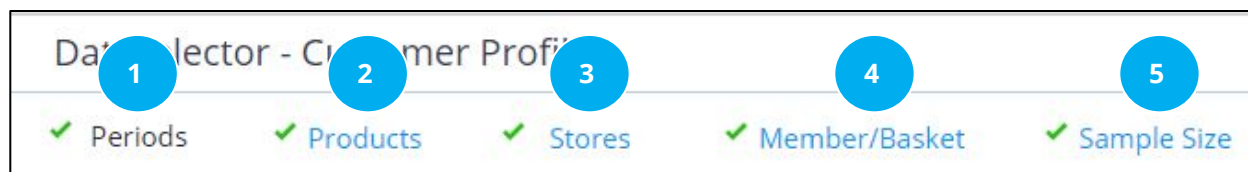
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SETUP YOUR CUSTOMER OR PRODUCT PROFILER REPORT

Navigate to the list of available templates and choose either the Customer or Product Profiler report listed under Customer Insights.



SELECT THE DATA REQUIRED FOR YOUR REPORT



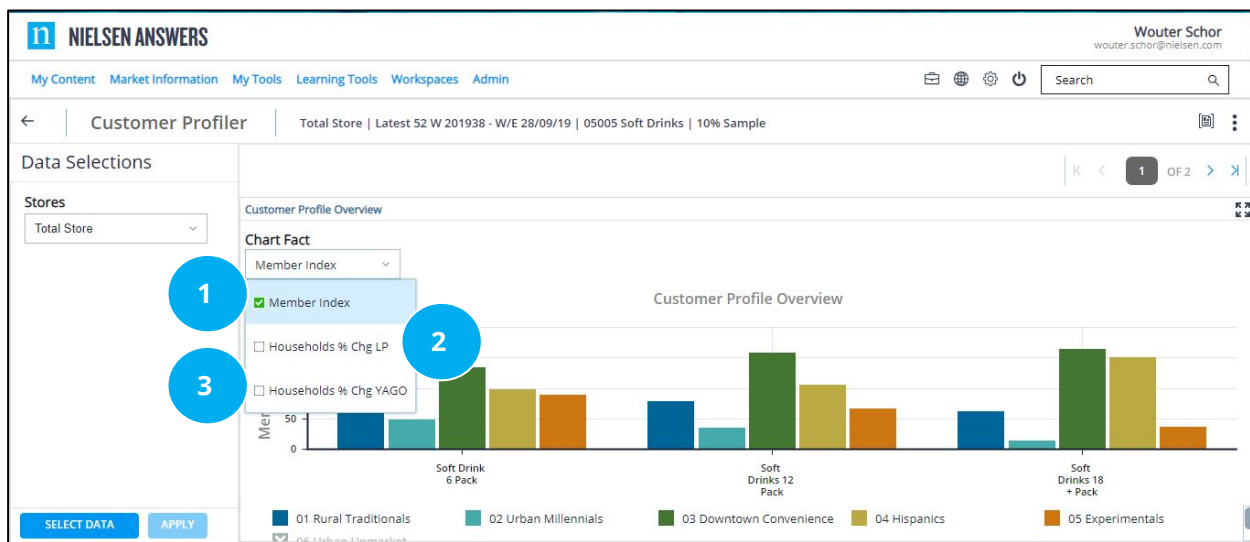
1. **Periods:** Select any time period you are interested in.
2. **Products:** Select your product groupings either from the hierarchy or alternatively use Sum and Group By to select a combination of product characteristics..
 - a. **Product Share Base:** The selection made in this subtab sets the base index calculation. For example, select the products parent brand or category to get the right understanding of the appeal of your product to a specific customer group.
3. **Stores:** Select any store group for this report.
4. **Customer Basket:** Select any customer or basket segmentation available to you. You can select multiple segments from any folder available in the left pane of the data selector.
5. **Sample Size:** You can either run the report on 10% or 100%.

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TIPS & WATCHOUTS

1. These reports are useful to identify which products appeal to a specific customer segment and can be used in conjunction with an Item Ranking report to evaluate the performance of individual items and help with lists/delists decisions for assortment.
2. Run these reports across different geographical regions or store clusters in order to capture the regional differences in a product's customer base.
3. Use the dynamic folder for the segments (where available). This will allow for the most recent and unbiased year on year (YOY) customer trend changes.
4. Avoid selecting the unclassified segments in combination with choosing the total store as the product share base as this may cause all the indices to be over 100.

CUSTOMER PROFILER DATA & FACT DEFINITIONS



1. **Member / Customer Index:** measures whether a specific segment has more households purchasing compared to the product share base and other segments. In this example, soft drinks in 12-packs are particularly appealing to the downtown convenience customers, whereas if you wanted to target Hispanic customers in this geography, you should have an 18-pack offering.
2. **Households % Change LP:** % change in the number of unique households purchasing the product within that segment compared to the immediate period prior to the period selected.
3. **Households % Change YAGO:** % change in the number of unique households purchasing the product within that segment compared to the same period a year ago to the period selected.

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PRODUCT PROFILER DATA & FACT DEFINITIONS

The screenshot shows the Nielsen Answers Product Profiler interface. On the left, there are three selection menus: 'Stores' (set to 'SUM: Stores'), 'Metric Basis' (set to '£'), and 'Fact Basis' (set to 'Index'). A blue circle with the number '1' highlights the 'Metric Basis' dropdown, and another blue circle with the number '2' highlights the 'Fact Basis' dropdown. Below these are 'SELECT DATA' and 'APPLY' buttons. The main area displays a table with 10 columns: Department Code & Desc, Section Code & Desc, \$, Latest 1 Traditional-\$ Index, Latest 2 Why Pay More-\$ Index, Latest 3 Quick & Easy-\$ Index, Latest 4 Cash Conscious-\$ Index, Latest 5 Foodie-\$ Index, and Latest 6 One Stop Shop-\$ Index. The table contains 11 rows of product data.

Department Code & Desc	Section Code & Desc	\$	Latest 1 Traditional-\$ Index	Latest 2 Why Pay More-\$ Index	Latest 3 Quick & Easy-\$ Index	Latest 4 Cash Conscious-\$ Index	Latest 5 Foodie-\$ Index	Latest 6 One Stop Shop-\$ Index
02 Staples	+ 02023 Cerea...	24,675,364	93.1	122.5	96.5	88.8	114.4	112.3
02 Staples	+ 02013 Intern...	18,057,868	80.7	218.1	109.3	103.4	101.9	93.1
02 Staples	+ 02011 Table ...	17,531,081	95.6	152.6	91.6	82.8	126.7	106.5
02 Staples	+ 02003 Cann...	12,587,933	105.4	144.1	90.3	94.0	109.6	103.8
02 Staples	+ 02017 Home...	9,326,788	87.7	156.8	81.2	78.0	148.4	122.3
02 Staples	+ 02009 Prese...	9,091,715	92.1	136.5	88.3	73.0	141.7	113.1
02 Staples	+ 02006 Cann...	6,823,476	98.9	110.2	91.3	72.8	128.2	115.0
02 Staples	+ 02004 Ambi...	6,816,685	134.9	92.7	77.2	84.0	105.5	105.6
02 Staples	+ 02001 Healthy	6,121,512	68.4	173.7	101.3	80.0	143.4	108.9

1. **Unit Selector:** Allows you to set the base fact in the report to be either Sales, Units or Customers.
2. **Fact Selector:** Allows you to indicate whether you want to see the Index of the base fact vs the selected product share base or the actual totals for SALES, Units or Customers.