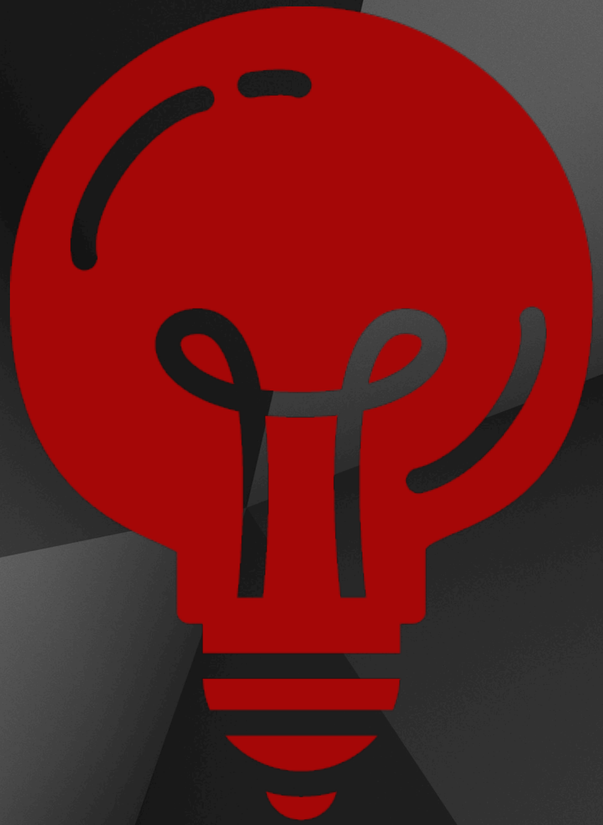


LE CPG/ECOMMERCE

DATA INSIGHTS

TRAINING SOLUTIONS

Overview

As there is a need for a holistic category management process involving collaborative analytics to gain deep marketplace visibility, there has arisen a need to develop a micro training ecosystem that allows teams to fill gap in knowledge regarding data insight development. This proposal outlines suggest topic areas and tracks for developing talent.

03

The Fundamentals.

History

What are the events that have gotten us to this point and why is it happening so fast?.

Data

What are the data categories, who is providing them and what are the new challenges of analysis?

Process

What is the process to answer the questions and act on the data insights?

Unlock the New Data Insights

Make the data meaningful to everyone.

04

History

What has happened?

Organization

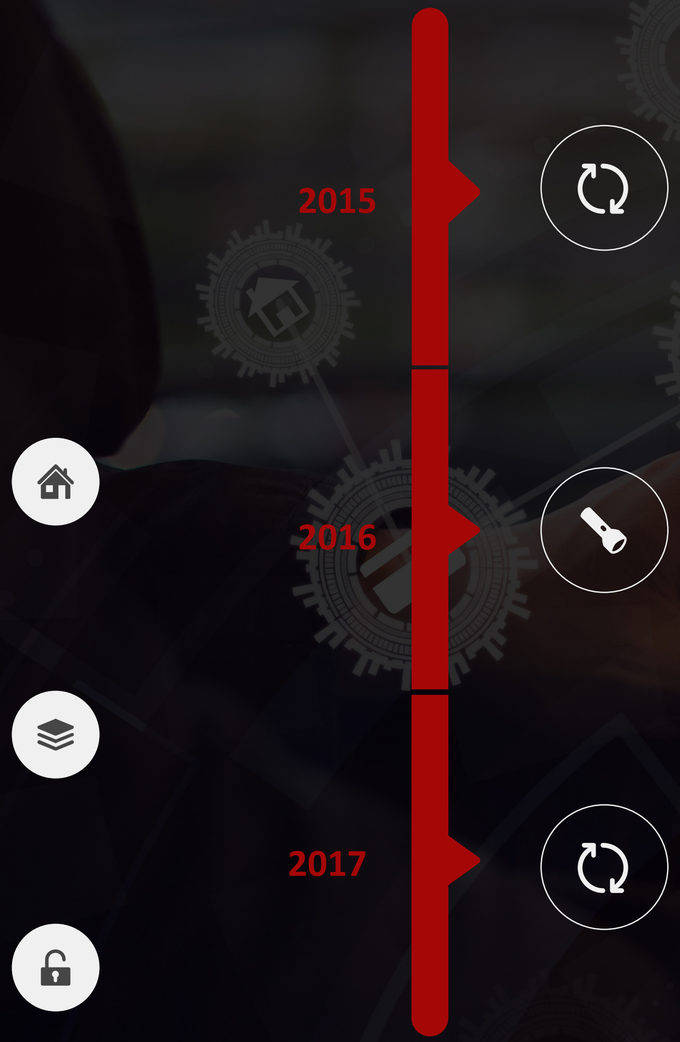
Re-assessing and re-defining partner relationships to include e-commerce.

Category

Re-assessing and re-defining category to include broader consumer ‘need states’.

Data

Expanded use of data and a new need to assess data analysis capabilities.



Sample company timeline

- **Only data sources available - One Click Retail (Amazon POS data + competitive tracking with algorithms)**
- Metrics: sales/share, at ASIN/SKU level, Out Of Stock rates

- **1010Data – added to roster to broaden ecommerce tracking beyond Amazon (broader set of pure play ecommerce retailers)**
- Metrics include sales/share at brand level, brand/manufacturer vs. category, trends/%changes over time

- **Digital monitoring tool added to increase visibility to digital shelf at select retailers; Benchmarks against competitors**
- Metrics include: Pricing, ratings & reviews, content, 3 Images, sales rank by keyword, sponsored keywords, embedded key words, out of stock & unavailable listings

05

Category

The **definition** of a category must **expand.**

Once a supplier – retailer **partnership** is identified with similar e-commerce focus or capabilities, a manageable grouping of products and services should **collaboratively** be defined into the category or solutions of focus.

Category Type Examples

Behavior States

With the granular level of e-commerce insights, shopper centric categories can be defined.

Product Usage

Categories are still also defined by product usage such as camping or backpacking.

Lifestyle and Attitude

Categories aligned with solution or service centric lifestyle and attitudes .

Data

Analysis of ecommerce data.

Sales & Share Tracking

This primarily provides an overview of the ecommerce landscape – how big is it? Can we compare it to our B&M partners? How fast is it growing? Which retailers, categories, brands are growing (or not)? It's the starting point to helping understand what is happening in ecommerce in a format that is most like the known entity of Nielsen.

OCR – POS data from Amazon, plus competitive tracking via proprietary algorithms, Additional executional details provided – OOS, Ratings & Reviews, Movement to EFP/Add-ons (which indicated profitability issues and likely discontinuations to follow)

Providers: Profitero & Stackline

Digital Shelf Audit/Monitoring

Digital monitoring tool added to increase visibility to digital shelf at select retailers. For example;

Amazon, click & collect, & home delivery pricing plus ratings & reviews, content (&format), # of images/videos plus sales rank by keyword esp sponsor and embedded keywords as well as out of stock, unavailable listings and analysis of content changes on sales.

Providers: Profitero, Clavis BrandView, Salsify

Shopper Behavior

Understanding "traditional" shopper dynamics and how the online shopper varies or not from the brick & mortar and, where possible, trying to understand how they come together (i.e. is ecommerce incremental to a given category or brand or just a different place to execute the same shopping behavior).

Average Order Value, Basket Affinity, Purchase Frequency, HH Penetration, Trip Type.

Providers: InfoScout, Slice, 1010 Data

Questions to solve for.

Assortment Online

Do we have the right assortment online?

Are all of our products available online?

Should we have different sizes for different retailers – Club Pack for Amazon, Single Serve for Peapod, etc?

Questions to solve for.

Product Online

How are the products represented online?

Can shoppers find them?

Do we need better images, copy, keywords?

Questions to solve for.

Placement Online

How are we helping to drive traffic to them?

Does the retailer need advice on how to structure their “digital aisles”?

Are there opportunities for secondary placement, given there isn’t a physical constraint online?

Questions to solve for.

How do we merchandise online?

Can we provide solutions-based opportunities for our retail partners to bring to their shoppers?

Data privacy is a touchy subject, but providing meaningful solutions reduces scrutiny by shoppers.

Promotion Online

1010Data helps solve for:

Trends and Specific Investments

Sales & share data and trends over time.

Justify increased investment with select retailers – where we have observed increased investment from competitors and tracked subsequent share loss.

Views and Conversion

Views and conversion rates that help address the need for traffic drivers or improved content (or promotional incentives, etc) It provides some of the answers but and direction in terms of where to ask the next question.

Keywords

Identify keywords.

1010Data helps solve for:

Let’s take a look at an example of how it is used. (Segue to Case Study)