

# Quick Guide: Which Data, When

The same data points, applied differently, can provide you insights according to your need

## Start with

Volume (weight of items sold x pieces sold)

Value ( Price per sold item x quantity)

Item (# of units sold)

### 1. How is my product performing

One of the most used pieces of information, this can shed light on gaps and key trends

You need to look for:

**Basic data points & Price**

**Year on Year**

#### Market trends graph



*Further considerations*

- Investigate what the market's seasonality is and how it impacts sales
- Compare several products' performance in one market
- Discover the performance of multiple products over time

### 2. What is the market seasonality

Determine the impact of each period's gains or losses to overall performance

You need to look for:

**Basic data points**

**Monthly**

#### Sales evolution



*Further considerations*

- Is there a specific time period that is over- or under-contributing to overall performance
- Look into what is driving the performance
- Compare several products' performance in one market



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### 3. What is the market share for my brand (and others)

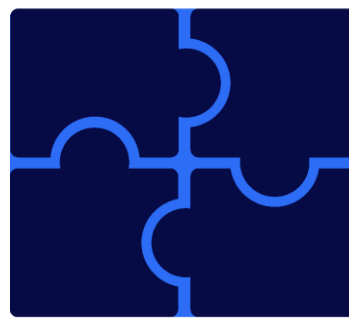
Investigate performance over three periods comparing value with volume or units

You need to look for:

**Basic data points vs Competitors**

**3 Periods of time**

#### Market share graph



*Further considerations*

- Identify which brands are driving change in performance in long term
- Investigate why value and volume trends are different: pricing likely has an impact

### 4. KPIs – Overview across products

This view compares multiple brands' performance across key metrics in a single view and can help you spot growth opportunities

You need to look for:

**Seasonal trends**

**Market share**

**Weighted distribution**

**Year on Year**

#### Performance drivers



*Further considerations*

- How are all your KPIs performing compared to competitors
- Determine how new and delisted products are impacting current performance trends across brands
- Consider the in-store levers to help explain a product's performance

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