Kellogg's®

User Guides
May 2020

LANDMARK OCCASION VISUALIZER

LOV

VISUAL CROSS TAB MODULE

Contents

- Purpose of Visual Cross Tab Module

- Selection Flow

- How to Read the Data and Output

- Key Features

- Charts

Visual Cross Tab Module

- Helps answer key business questions by slicing and dicing the data in any format.

- The output concentrates on **OCCASIONS.** Data will always be viewed in the lens of Occasions.

Occasions	Markets	Time Period	5Ws	Categories / Items / Brands	Demographics
14 Occasion	Markets	Quarter	When	Categories	Gender
• Early Morning Bites	• USA	YTD	Where	Items	Age
• Breakfast For One	• Canada	Rolling 4 Quarter	Why	Brands	Ethnicity
• Family Breakfast	• Mexico	Annual	Who With	Category-Manufacturer	Income
• Mid Morning Snack	• Brazil		What	Item-Manufacturer	Household Size
• …….	• UK		Purchase		Residence Location
	• France		Activities		Shopping Involvement
	• Australia		Shopper Mission		Marital Status
	There are options to choose Region (Europe: UK and France) or All Markets				Education
					Employment Status
					Households with Kids

DEPLOY FOR GROWTH

Visual Cross Tab Module

- Generate insights by pulling data in a format which will highlight patterns and differences. The module is designed in a way to make intuitive selections and output quick inferences. The output also includes performance change from previous time periods and significance testing.

- Few examples of business questions that can be answered:

| Which categories have the highest occasion share across markets? | How have different occasions performed over the year in a market? | Which demographic cohorts are consuming more in an occasion? | Which channels and retailers are performing better for a brand? | What are the key activities in an occasion and how is it differing across different age groups? |

Navigation
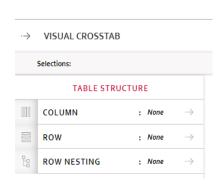
Visual Cross Tab Module – Selection Flow

Step 1:

Determine the Table Structure
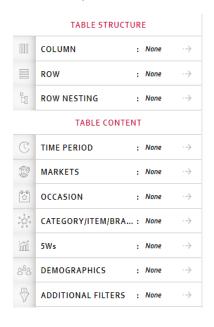
The first step is to determine the table structure. The table output is always Column%. Users should choose what they want to compare as the Column.

Step 2:
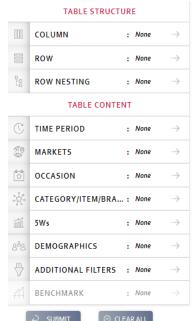
Determine the Table Content

The second step is to determine the table content. Select the data variables which will fit in the structure created in Step 1.

Step 3:

Select the Benchmark

The third step is to determine the Benchmark change. Previous Period or Previous Year are the two options.
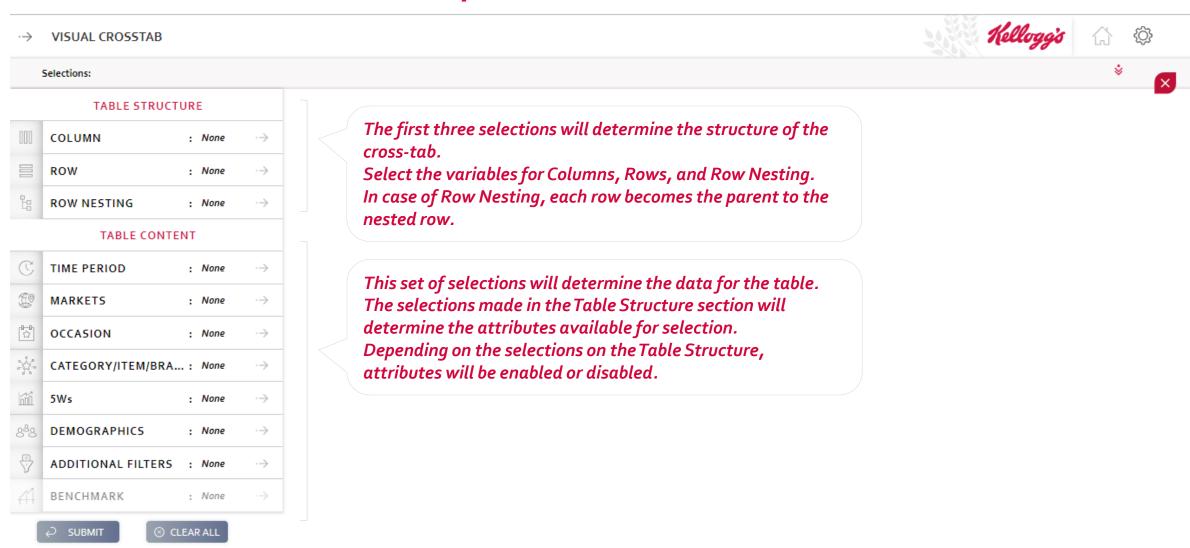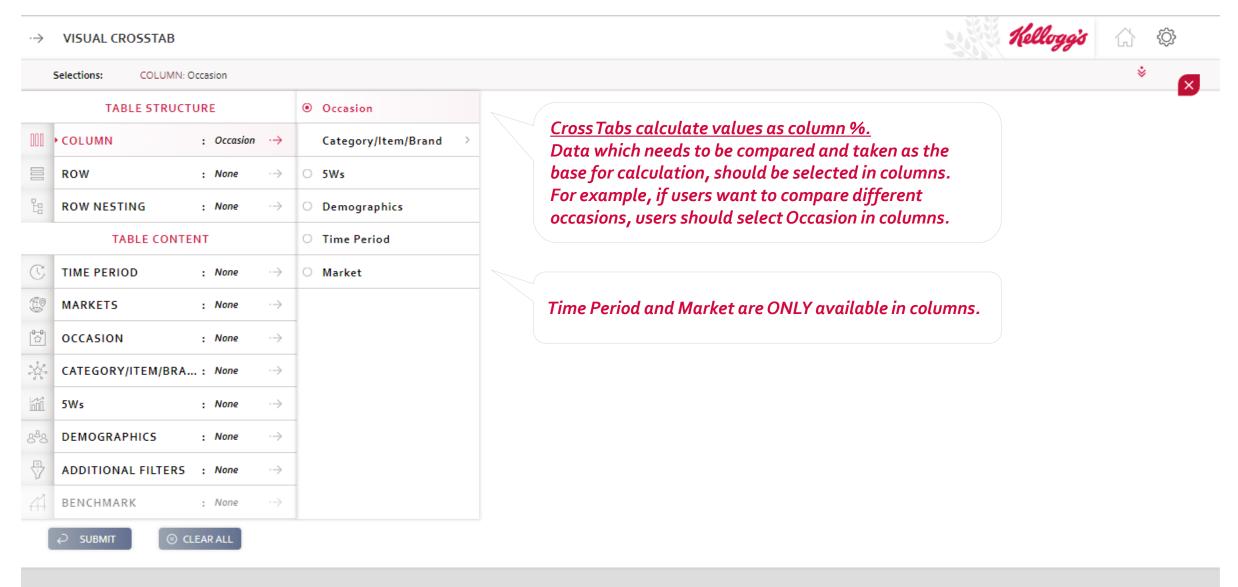
Visual Cross Tab Module – Input Selection Flow

→ VISUAL CROSSTAB Kellogg's

Selections:

TABLE STRUCTURE

COLUMN	: None	→
ROW	: None	→
ROW NESTING	: None	→

TABLE CONTENT

TIME PERIOD	: None	→
MARKETS	: None	→
OCCASION	: None	→
CATEGORY/ITEM/BRA...	: None	→
5Ws	: None	→
DEMOGRAPHICS	: None	→
ADDITIONAL FILTERS	: None	→
BENCHMARK	: None	→

SUBMIT   CLEAR ALL

The first three selections will determine the structure of the cross-tab.
Select the variables for Columns, Rows, and Row Nesting.
In case of Row Nesting, each row becomes the parent to the nested row.

This set of selections will determine the data for the table.
The selections made in the Table Structure section will determine the attributes available for selection.
Depending on the selections on the Table Structure, attributes will be enabled or disabled.

Visual Cross Tab Module – Column Structure Selection
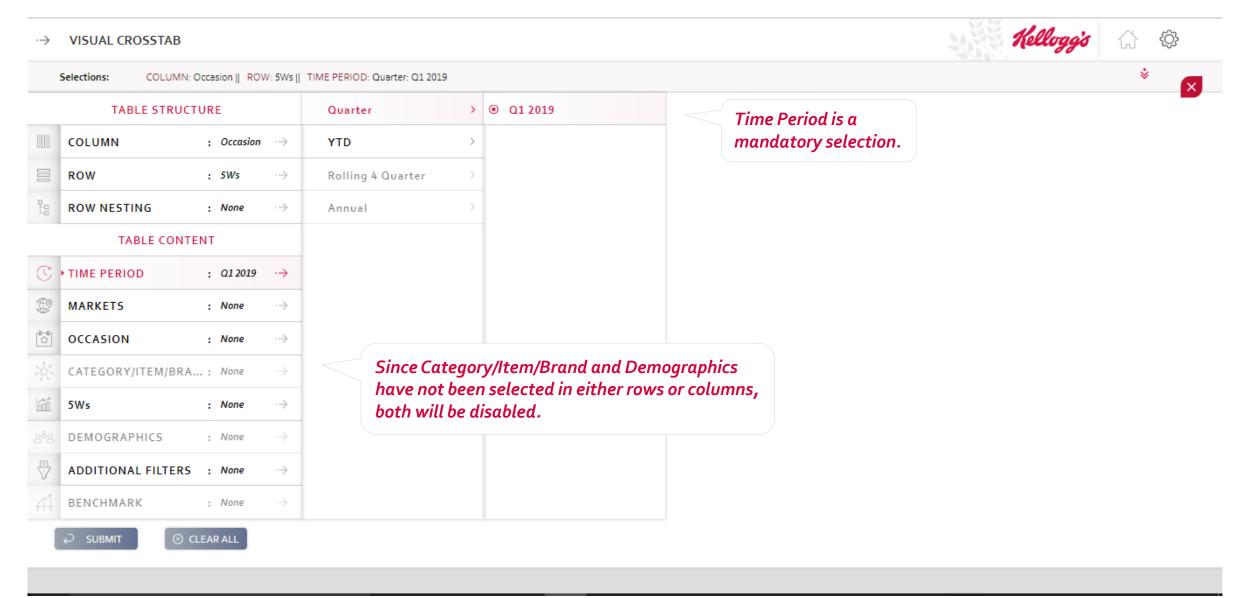
Visual Cross Tab Module – Row Structure Selection

Visual Cross Tab Module – Time Period Selection
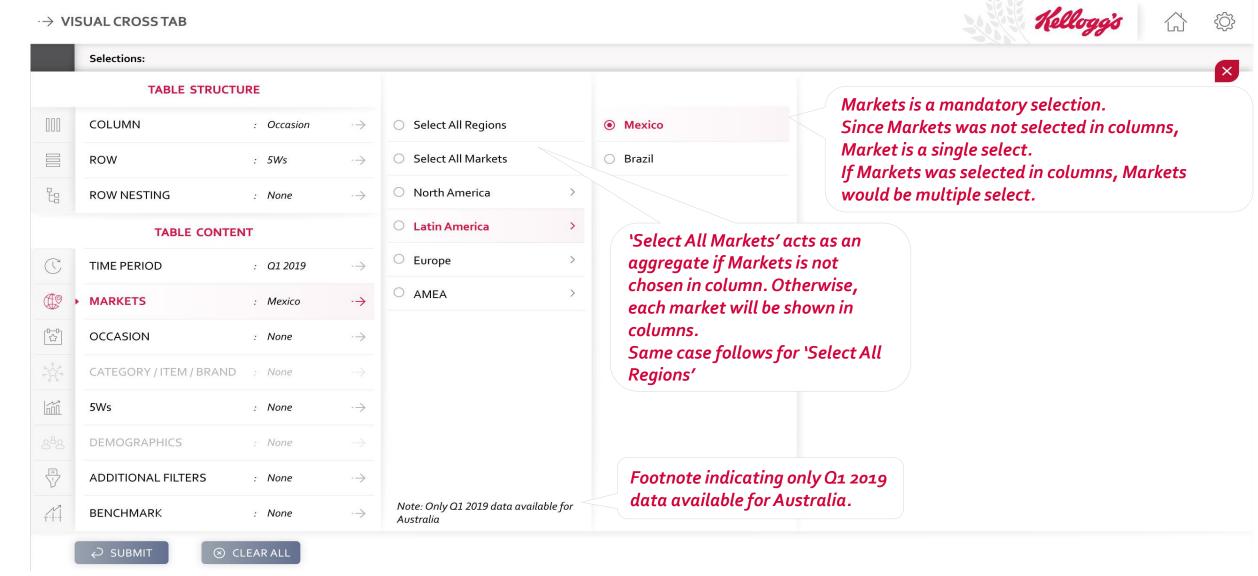
Visual Cross Tab Module – Market Selection

Selections:

TABLE STRUCTURE

COLUMN	: *Occasion*	·→
ROW	: *5Ws*	·→
ROW NESTING	: *None*	·→

TABLE CONTENT

TIME PERIOD	: *Q1 2019*	·→
▸ MARKETS	: *Mexico*	·→
OCCASION	: *None*	·→
CATEGORY / ITEM / BRAND	: *None*	·→
5Ws	: *None*	·→
DEMOGRAPHICS	: *None*	·→
ADDITIONAL FILTERS	: *None*	·→
BENCHMARK	: *None*	·→

○ Select All Regions

○ Select All Markets

○ North America ›

○ **Latin America** ›

○ Europe ›

○ AMEA ›

Note: Only Q1 2019 data available for Australia

◉ **Mexico**

○ Brazil

Markets is a mandatory selection. Since Markets was not selected in columns, Market is a single select. If Markets was selected in columns, Markets would be multiple select.

'Select All Markets' acts as an aggregate if Markets is not chosen in column. Otherwise, each market will be shown in columns. Same case follows for 'Select All Regions'

Footnote indicating only Q1 2019 data available for Australia.

⤶ SUBMIT   ⊗ CLEAR ALL

Visual Cross Tab Module – Column Content Selection
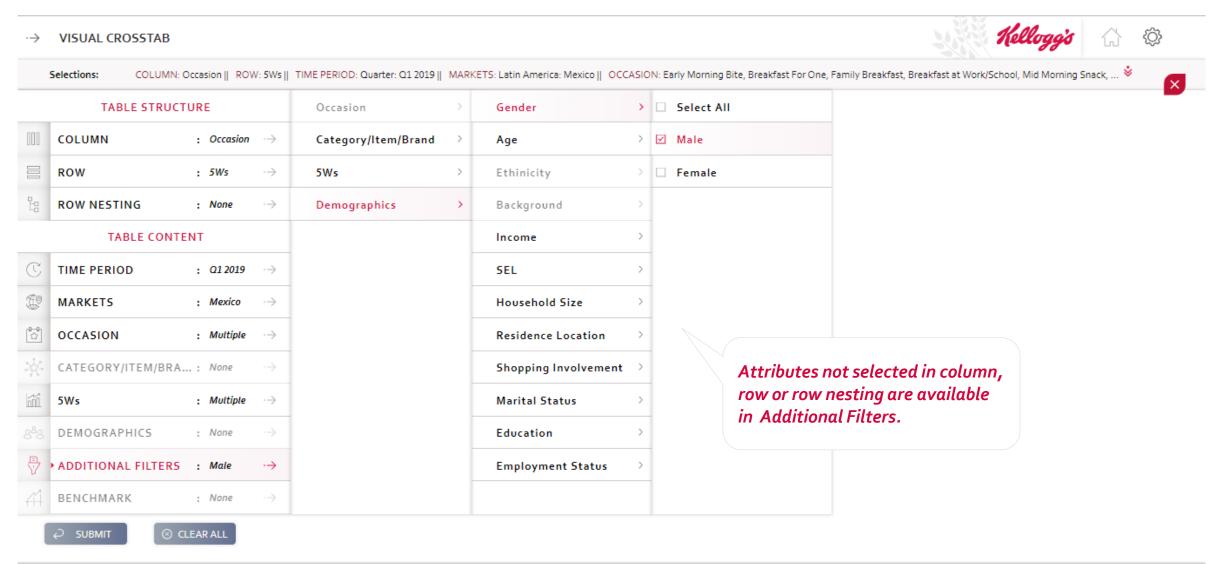
Visual Cross Tab Module – Row Content Selection
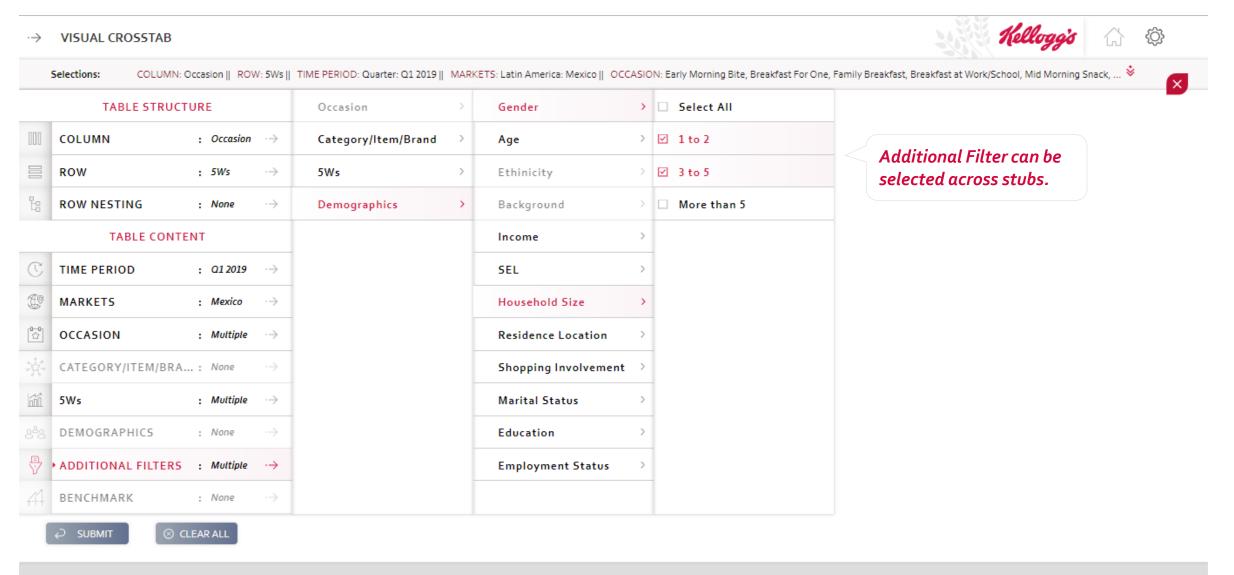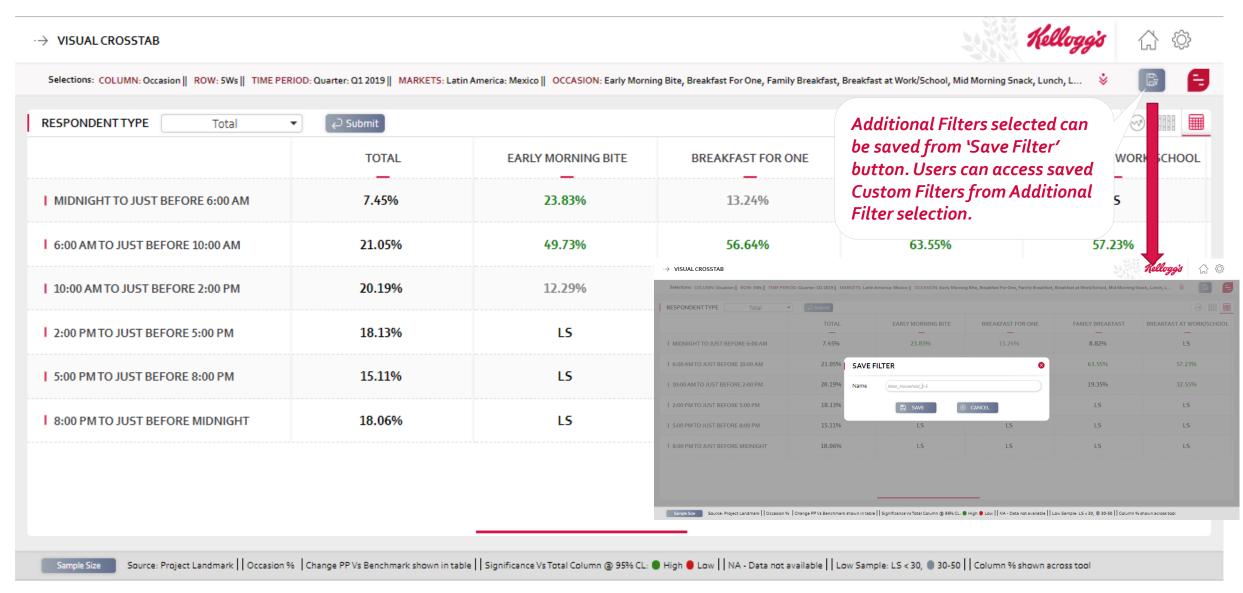
Since 5Ws was selected in rows, 5Ws is a multiple selection.

Visual Cross Tab Module – Additional Filter Selection

Visual Cross Tab Module – Additional Filter Selection

Visual Cross Tab Module – Custom Filters

Additional Filters selected can be saved from 'Save Filter' button. Users can access saved Custom Filters from Additional Filter selection.

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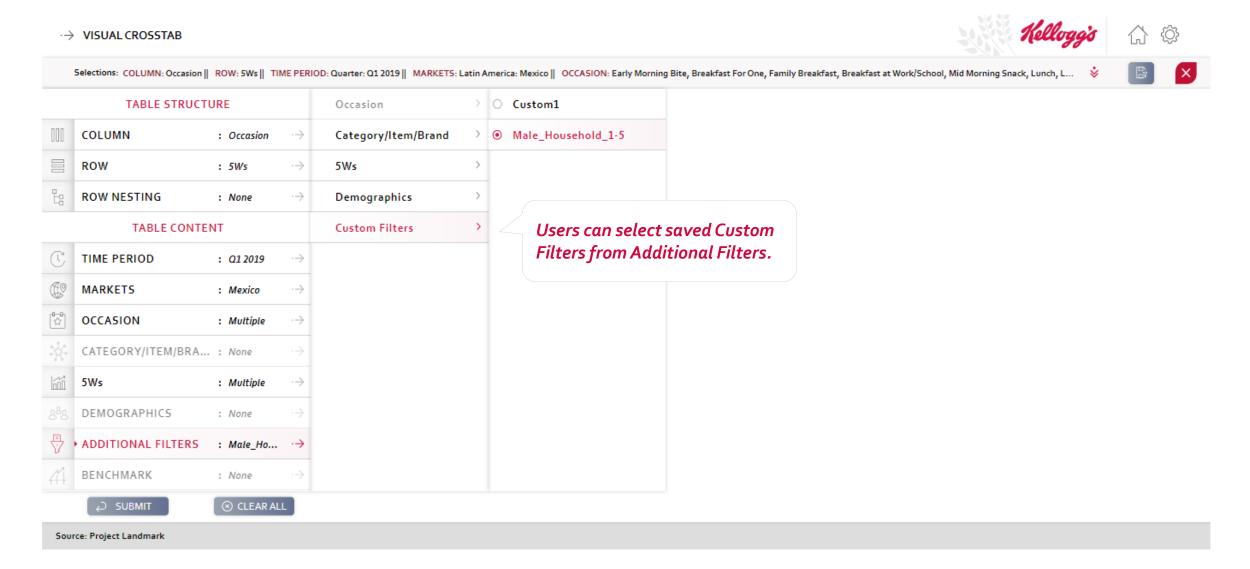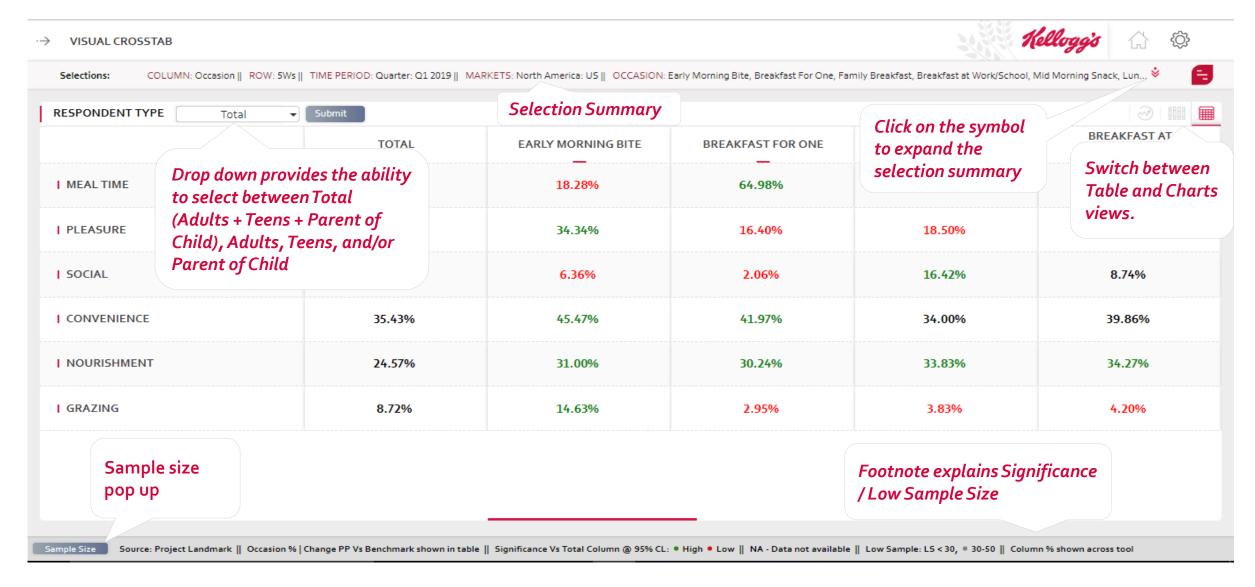
Visual Cross Tab Module – Custom Filters

Visual Cross Tab Module – Output Area

VISUAL CROSSTAB — Kellogg's

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lun...

RESPONDENT TYPE — Total — Submit

Selection Summary

Click on the symbol to expand the selection summary

Switch between Table and Charts views.

Drop down provides the ability to select between Total (Adults + Teens + Parent of Child), Adults, Teens, and/or Parent of Child

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	BREAKFAST AT
MEAL TIME		18.28%	64.98%	
PLEASURE		34.34%	16.40%	18.50%
SOCIAL		6.36%	2.06%	16.42%	8.74%
CONVENIENCE	35.43%	45.47%	41.97%	34.00%	39.86%
NOURISHMENT	24.57%	31.00%	30.24%	33.83%	34.27%
GRAZING	8.72%	14.63%	2.95%	3.83%	4.20%

Sample size pop up

Footnote explains Significance / Low Sample Size

Sample Size || Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

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Visual Cross Tab Module – How to Read the Output

Visual Cross Tab Module – How to Read the Output

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ...

RESPONDENT TYPE — Total — Submit

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MEAL TIME	33.57%	26.90%	39.26%	31.90%	39.53%
PLEASURE	34.45%	28.24%	23.10%	24.36%	23.42%
SOCIAL	17.84%	LS	LS	24.58%	LS
CONVENIENCE	35.06%	52.69%			42%
NOURISHMENT					48%
GRAZING					LS

Values are always calculated as column %
Example: 52.69% of Early Morning Bite occasions are motivated by Convenience.

Significance testing is against the corresponding value in the Total column.
Example: Social Motivation for Family Breakfast is significantly higher than across all occasions.

Sample Size | Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

DEPLOY FOR GROWTH

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Visual Cross Tab Module – Key Features

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Selections: COLUMN: Occasion || ROW: 5Ws || ROW NESTING: Demographics || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Wor…

RESPONDENT TYPE — Total — Submit

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MEAL TIME	48.58%	18.69%	66.27%	66.10%	56.83%
MALE	50.10%	50.43%	52.72%	47.08%	46.63%
FEMALE	49.90%	49.57%	47.28%	52.92%	53.37%
PLEASURE	28.96%	32.47%			
MALE	51.41%	55.58%			
FEMALE	48.59%	44.42%			
SOCIAL	9.29%	5.48%			
MALE	48.15%	60.29%			

One level of Row Nesting is available. The parent row becomes the base for the nested row.
Example: Males within Early Morning Bite with a Meal Time motivation:
- *The denominator is Early Morning Bite – Meal Time occasions.*
- *The numerator is Male – Early Morning Bite – Meal Time occasions.*

Sample Size || Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module – Key Features

When **multiple markets** are selected in columns, the **union** of all attributes will be shown in the tool.
In the output, NA will be shown wherever data is not available for a particular market.

Mexico and Brazil selected in columns.

Union of attributes belonging to both Mexico and Brazil will be shown. For example, both Traditional Mexican and Traditional Brazilian Food are part of the selection list.

Visual Cross Tab Module – Key Features
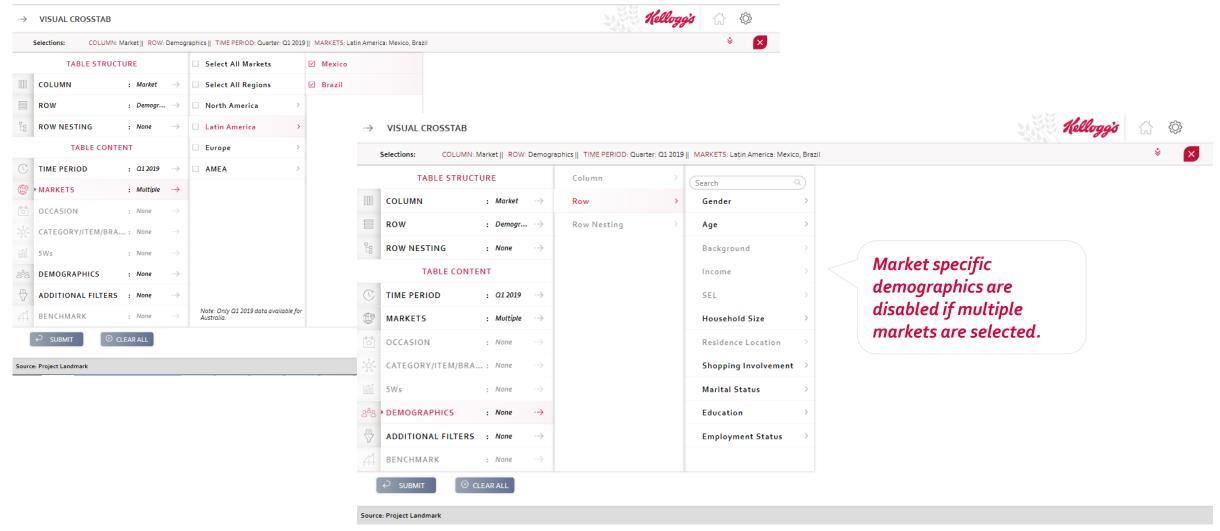
If a single market is selected, only the attributes present in the market will be shown.
For example, if only Mexico is selected, only brands or demographics associated to Mexico will be available for selection.

Market specific demographics are shown if single market is selected.

For example, Residence Location specific to Mexico is shown in the selection panel.

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Visual Cross Tab Module – Key Features
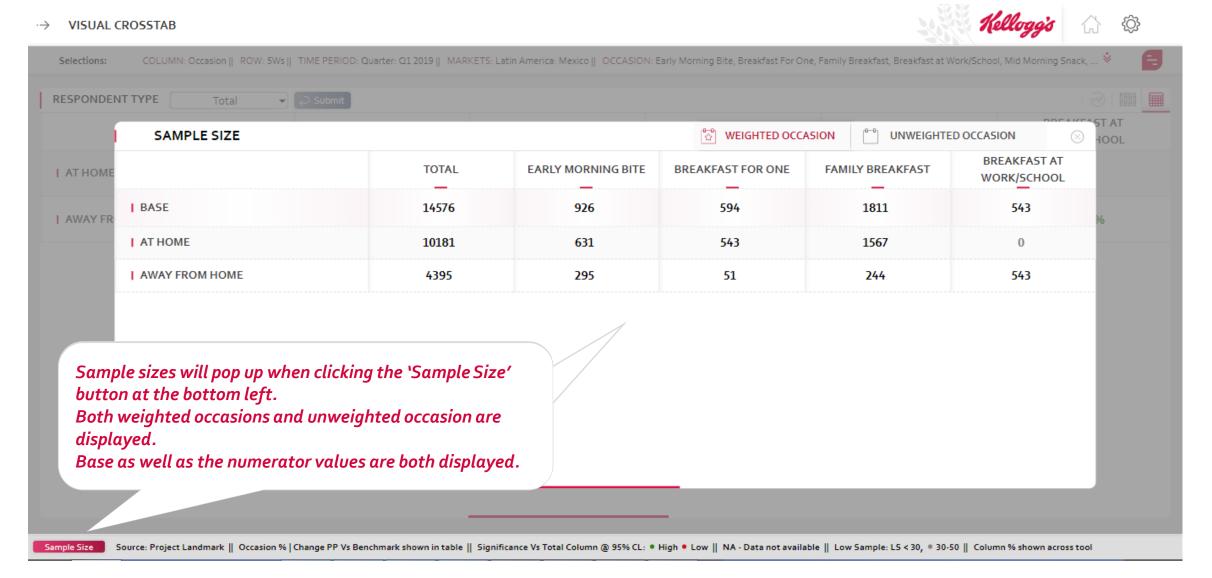
If multiple markets are selected, then market specific demographics like Residence Location, Income, and SEL are disabled.

Market specific demographics are disabled if multiple markets are selected.

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Visual Cross Tab Module – Key Features

SAMPLE SIZE	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
BASE	14576	926	594	1811	543
AT HOME	10181	631	543	1567	0
AWAY FROM HOME	4395	295	51	244	543

WEIGHTED OCCASION · UNWEIGHTED OCCASION

Sample sizes will pop up when clicking the 'Sample Size' button at the bottom left.
Both weighted occasions and unweighted occasion are displayed.
Base as well as the numerator values are both displayed.

Sample Size | Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module – Key Features

In Additional Filters, in case of **demographics**, it is treated as **OR within stubs** and **AND across stubs**.
For example, user can select Males from Gender and 18-24 years from Age. Then the filter would be respondents who are Male **and** 18-24 years old. However, if users selects within Age, 13-17 years and 18-24 years old, then the tool will treat it as respondents who are 13-17 years **or** 18-24 years (13-24 years).
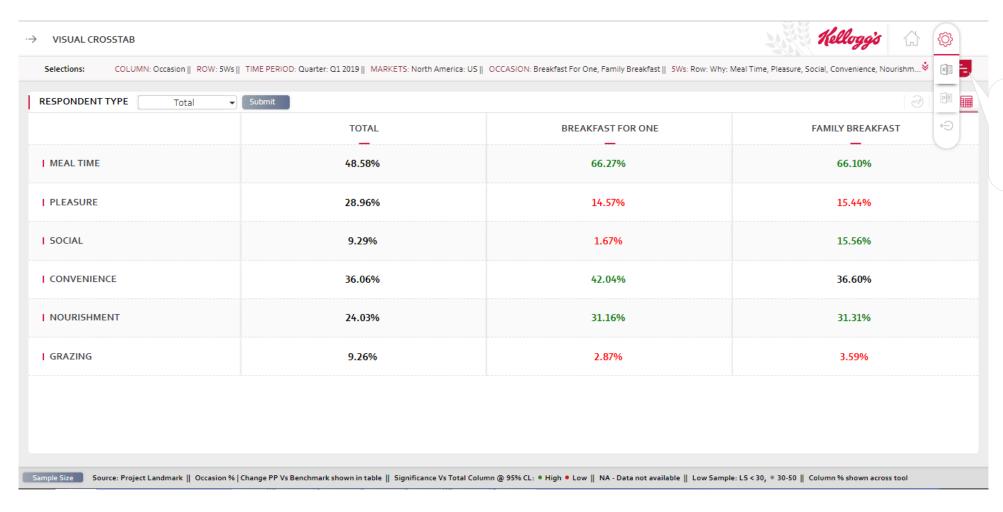
Visual Cross Tab Module – Key Features
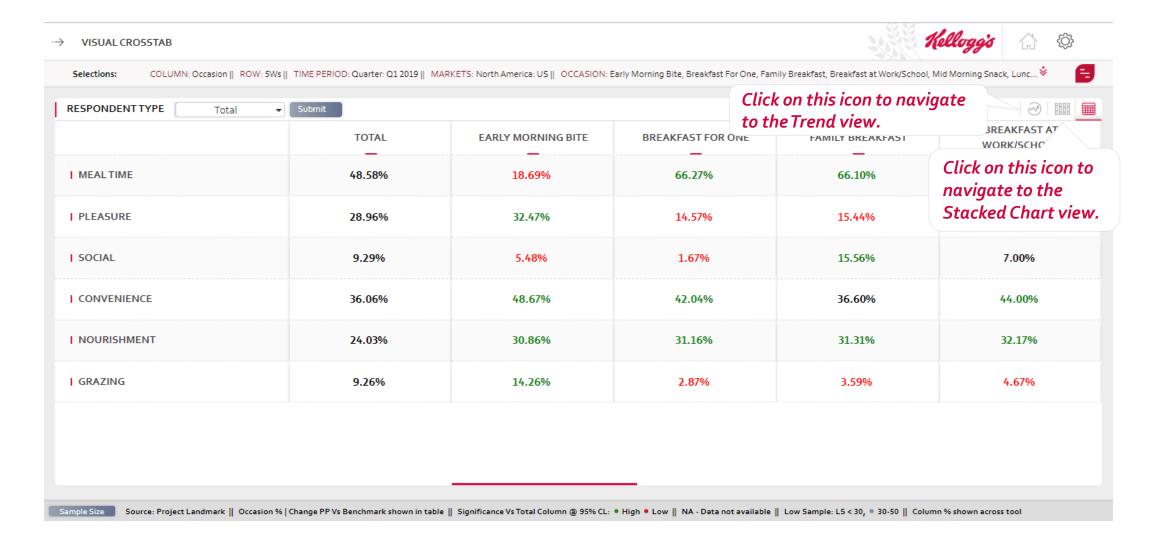
Export to Excel feature is available at the top right Setting icon.

Click on the icon to download the data in Excel.

The image shows the VISUAL CROSSTAB interface with the following data table:

	TOTAL	BREAKFAST FOR ONE	FAMILY BREAKFAST
MEAL TIME	48.58%	66.27%	66.10%
PLEASURE	28.96%	14.57%	15.44%
SOCIAL	9.29%	1.67%	15.56%
CONVENIENCE	36.06%	42.04%	36.60%
NOURISHMENT	24.03%	31.16%	31.31%
GRAZING	9.26%	2.87%	3.59%

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Breakfast For One, Family Breakfast || 5Ws: Row: Why: Meal Time, Pleasure, Social, Convenience, Nourishm...

RESPONDENT TYPE: Total — Submit

Sample Size | Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module - Charts

VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lunc...

RESPONDENT TYPE — Total — Submit

Click on this icon to navigate to the Trend view.

Click on this icon to navigate to the Stacked Chart view.

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHO...
MEAL TIME	48.58%	18.69%	66.27%	66.10%	
PLEASURE	28.96%	32.47%	14.57%	15.44%	
SOCIAL	9.29%	5.48%	1.67%	15.56%	7.00%
CONVENIENCE	36.06%	48.67%	42.04%	36.60%	44.00%
NOURISHMENT	24.03%	30.86%	31.16%	31.31%	32.17%
GRAZING	9.26%	14.26%	2.87%	3.59%	4.67%

Sample Size   Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low   NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module - Charts

Trends are disabled under certain conditions.

This message will be displayed when the user hovers over the Trend icon.

VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || ROW NESTING: Demographics || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Wor...

RESPONDENT TYPE   Total   Submit

Trend Chart is disabled for any of the following reasons:
1. Time Period is not selected in Columns.
2. Number of rows is more than 15.
3. Row Nesting is selected.

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFA	AKFAST AT K/SCHOOL
MEAL TIME	48.58%	18.69%	66.27%	66.10%	5.83%
MALE	50.10%	50.43%	52.72%	47.08%	6.63%
FEMALE	49.90%	49.57%	47.28%	52.92%	53.37%
PLEASURE	28.96%	32.47%	14.57%	15.44%	12.67%
MALE	51.41%	55.58%	60.04%	57.50%	52.63%
FEMALE	48.59%	44.42%	39.96%	42.50%	47.37%
SOCIAL	9.29%	5.48%	1.67%	15.56%	7.00%
MALE	48.15%	60.29%	64.91%	50.12%	59.52%

Sample Size   Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module - Charts

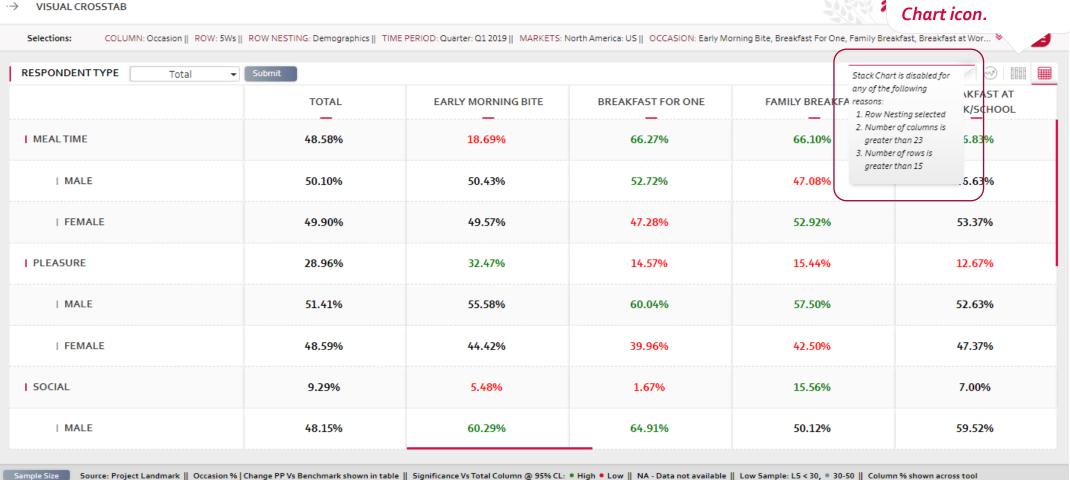Stacked Chart is disabled under certain conditions.

This message will be displayed when the user hovers over the Chart icon.

→ VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || ROW NESTING: Demographics || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Wor...

RESPONDENT TYPE [Total ▾] [Submit]

Stack Chart is disabled for any of the following reasons:
1. *Row Nesting selected*
2. *Number of columns is greater than 23*
3. *Number of rows is greater than 15*

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFA...	...AKFAST AT ...K/SCHOOL
MEAL TIME	48.58%	18.69%	66.27%	66.10%	5.83%
MALE	50.10%	50.43%	52.72%	47.08%	5.63%
FEMALE	49.90%	49.57%	47.28%	52.92%	53.37%
PLEASURE	28.96%	32.47%	14.57%	15.44%	12.67%
MALE	51.41%	55.58%	60.04%	57.50%	52.63%
FEMALE	48.59%	44.42%	39.96%	42.50%	47.37%
SOCIAL	9.29%	5.48%	1.67%	15.56%	7.00%
MALE	48.15%	60.29%	64.91%	50.12%	59.52%

Sample Size | Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low | NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module - Charts

The columns of the cross tab are converted into individual bars and rows are stacked.

Visual Cross Tab Module - Charts

Visual Cross Tab Module - Charts

Click on the legend to hide or unhide the respective stacks.

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Visual Cross Tab Module - Charts

Charts can be downloaded as editable PowerPoint slides.

Visual Cross Tab Module - Charts

Hide or display data labels.