USER GUIDE

LANDMARK OCCASION VISUALIZER

VISUAL CROSS TAB MODULE

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- Landmark Occasion Visualizer – An Overview
- Purpose of Cross Tab Module
- Selection Flow
- How to read the numbers in the output area
- One example of Cross Tab module selection and output
- Key Features
- Charts

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Landmark Occasion Visualizer

- **Visual, easy to use** Platform for accessing data and analysis from the Landmark Study
- **Flexibility** to explore the data in depth through a **variety of modules**
- **Dashboards**, **Reporting & analytical modules** to meet the needs of various Kellogg's users
- **SSO Integration** for security and **User Access controls** to limit what modules different users can access

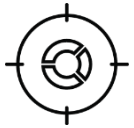
Landmark Occasion Visualizer

The different modules in the Visualizer

Occasion Profile

Visual Snapshot of key metrics at a glance

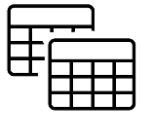
- *Occasions-based dashboards & occasion framework visualization*



Visual Cross Tab

Visual Cross Tab module allows users to slice and dice the data using tables and variety of charts

- *Custom inquiry for brand, category, occasion & identification of behavioural change*
- *Multi-dimensional analysis environment based on the Occasion record set*



Report Generator

Users can automatically generate a set of slides as a PowerPoint report from a pre-loaded template

- *Report Builder*

My Dashboard

Users can create and share their own dashboards by saving different widgets from any module

- *Custom stories that can be created and shared by an user*

Advanced Analytics

Swim Lanes allows users to identify key opportunity areas for specific segments of the data

Correspondence Maps help users analyse the relationship between Occasions and other variables

- *Opportunity identification based on specific user needs*

These are your needs that are addressed in each module

Executives

Brand Marketers, Sales, RQNT, Insights & Analytics

RQNT, Insights & Analytics

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Visual Cross Tab Module

- **Help answer key business question** by allowing user to **slice and dice** data in any format.
- The dashboard concentrates on **OCCASIONS.** Data will always be viewed in the lens of Occasions.
- All the data cuts and filters are available in the dashboard, giving the user flexibility to choose across any attributes

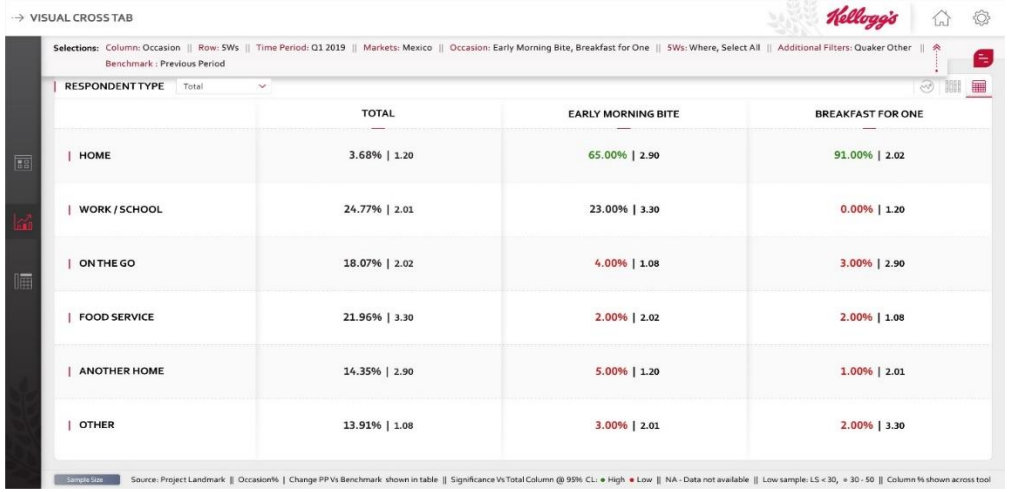
Occasion Segments	Markets	Time Period	5Ws	Categories / Items / Brands	Demographics
All 14 occasion segments like	6 markets :	Quarter	When	Categories	Gender
Early Morning Bite	USA	YTD	Where	Items	Age
Breakfast For One	Mexico	Rolling 4 Quarter	Why	Brands	Ethnicity
Family Breakfast	Brazil	Annual	Who With		Income
Mid Morning Snack	UK		What		Household Size
…….	France		Purchase		Residence Location
	Australia		Activities		Shopping Involvement
	There are option to choose at an aggregate level like Europe (UK and FRANCE) or All Markets		Shopper Mission		Marital Status
					Education
					Employment Status

Visual Cross Tab Module

- **Generate Insights** by pulling data in a format which will highlight patterns and differences. Few examples of business questions that can be answered.

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

- **The module is developed** in a way which helps user make the selections intuitively and the output helps user make instant inferences. The output also enables user to view the performance change from previous time period and check whether a particular attribute is significantly doing better than the rest.



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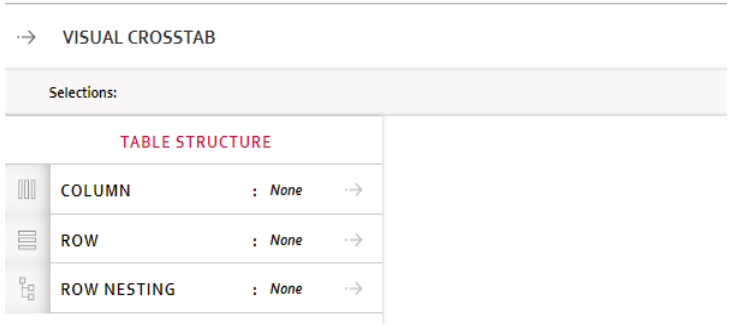
Visual Cross Tab Module – Selection Flow

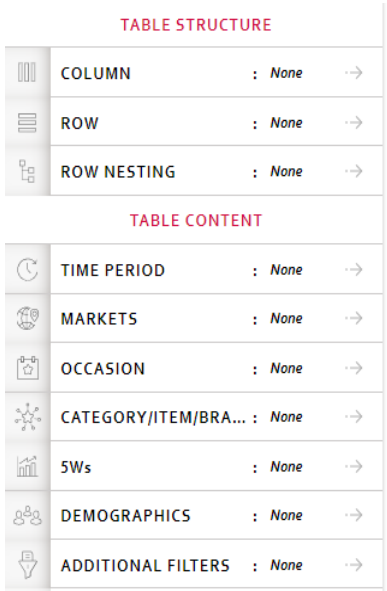
Step 1 : Determine the Table Structure

The first step is to determine the table structure.
Since, the table output is always as Column%, hence, user should always choose what they want to compare and choose as Base in Columns



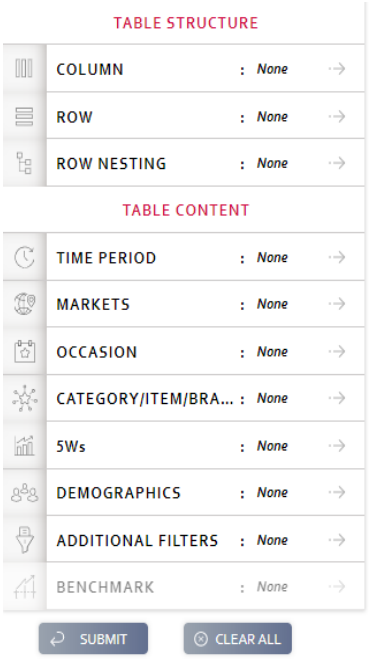
Step 2 : Determine the Content of the Table

The second step is to determine the table content.
This part of the selection will determine the content of the table. User needs to select the exact content which will fit in the structure created in Step 1



Step 3 : Select the Benchmark against which change numbers would be shown

The third step is to determine the against which the change numbers need to be calculated. The calculation can be either against Previous Period or Previous Year



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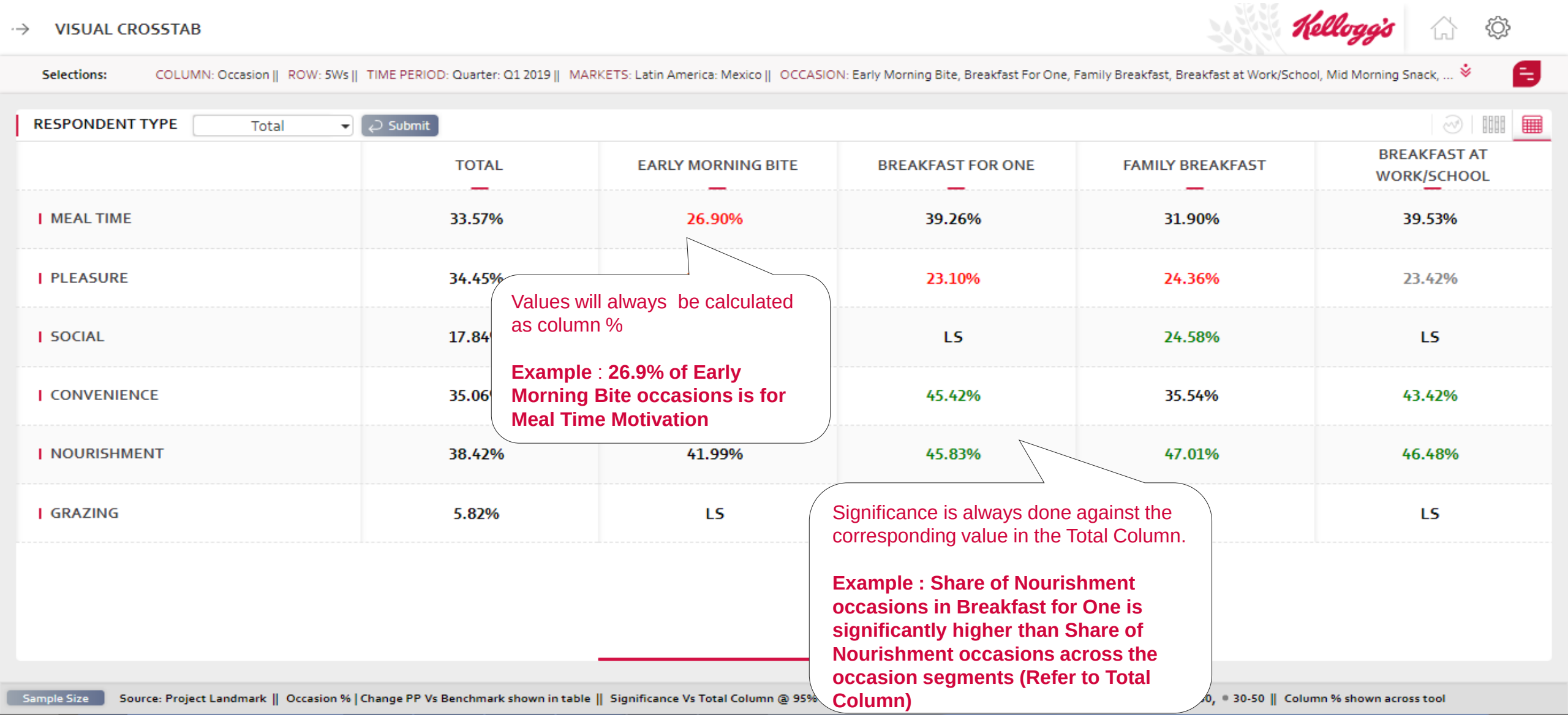
Visual Cross Tab Module – How to read Table Output



	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%		23.10%	24.36%	23.42%
SOCIAL	17.84		LS	24.58%	LS
CONVENIENCE	35.06		45.42%	35.54%	43.42%
NOURISHMENT	38.42%	41.99%	45.83%	47.01%	46.48%
GRAZING	5.82%	LS			LS

Values will always be calculated as column %

Example : 26.9% of Early Morning Bite occasions is for Meal Time Motivation

Significance is always done against the corresponding value in the Total Column.

Example : Share of Nourishment occasions in Breakfast for One is significantly higher than Share of Nourishment occasions across the occasion segments (Refer to Total Column)

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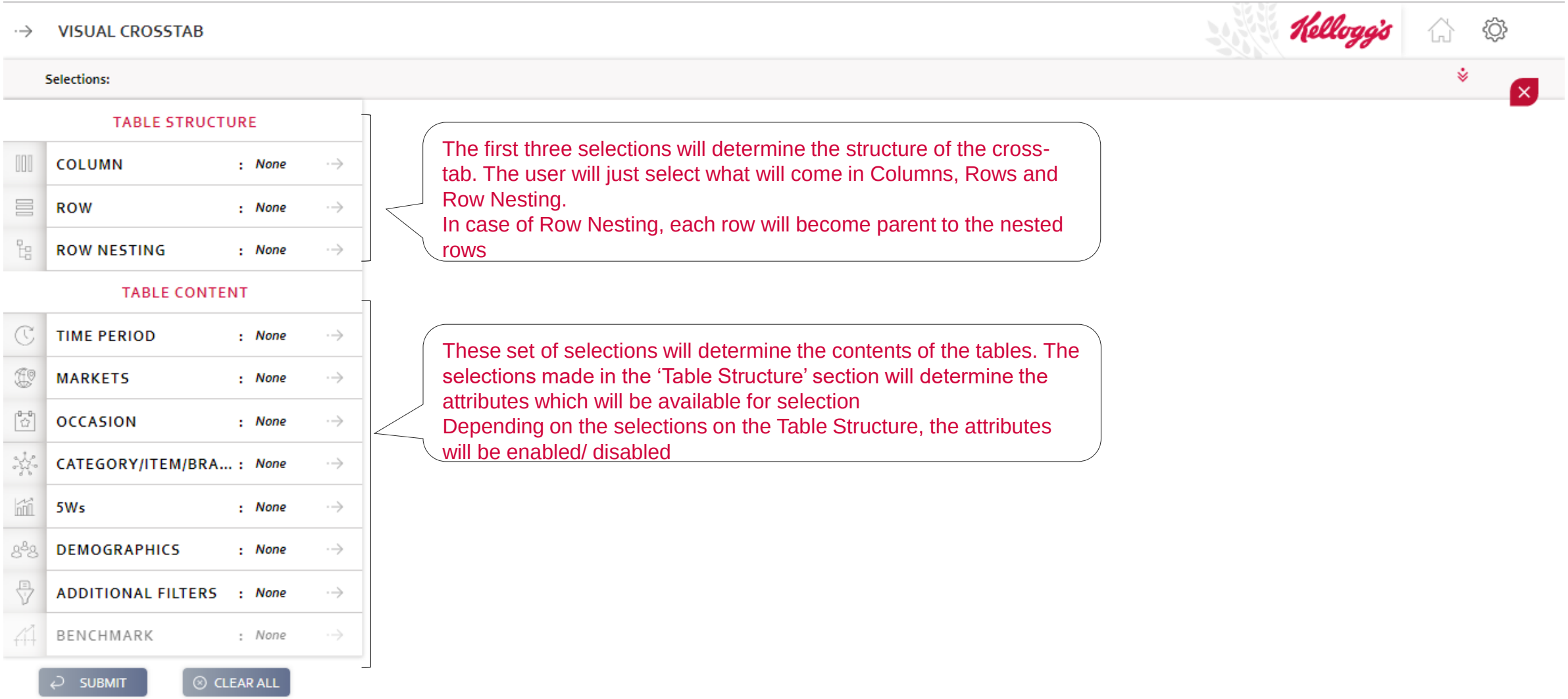
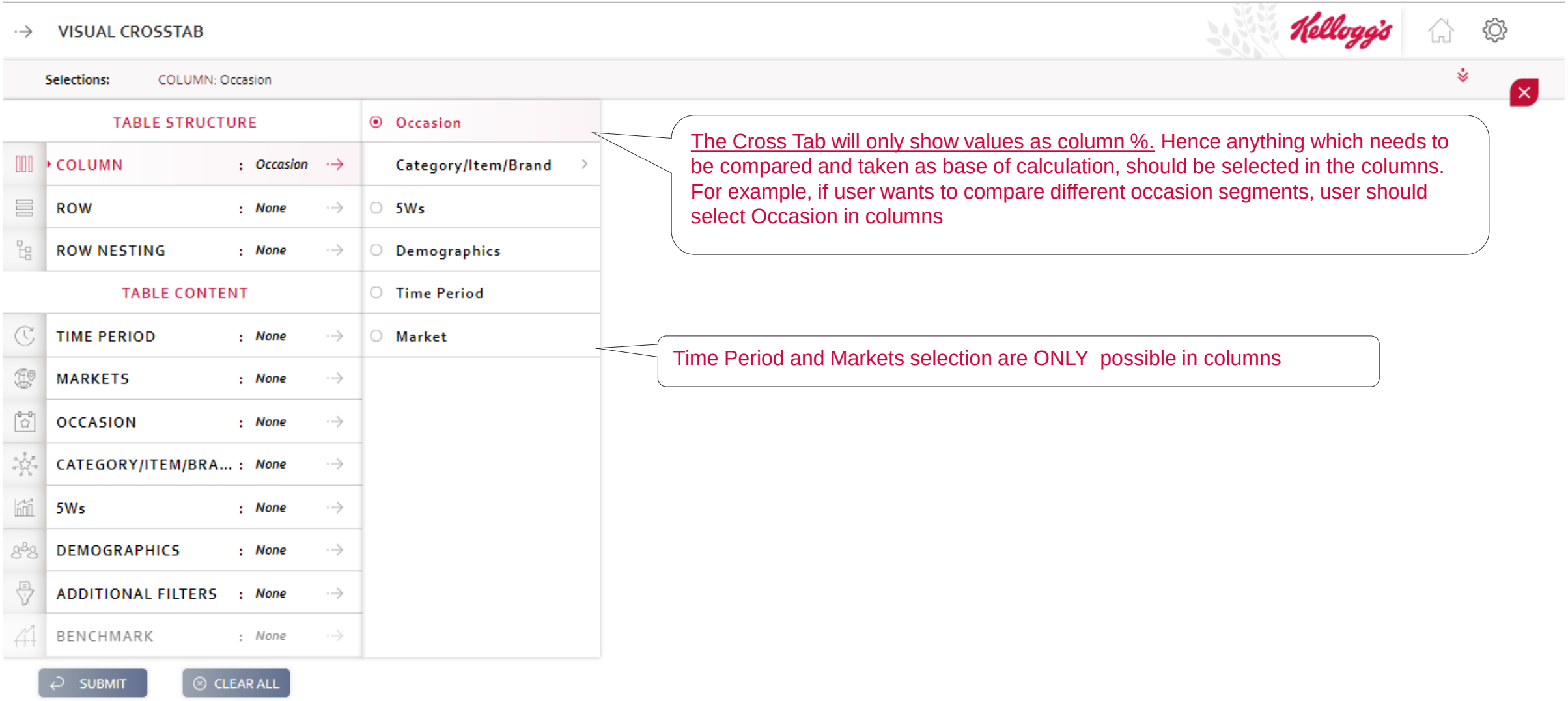
Visual Cross Tab Module – Input Selection Flow



The first three selections will determine the structure of the cross-tab. The user will just select what will come in Columns, Rows and Row Nesting.
In case of Row Nesting, each row will become parent to the nested rows

These set of selections will determine the contents of the tables. The selections made in the 'Table Structure' section will determine the attributes which will be available for selection
Depending on the selections on the Table Structure, the attributes will be enabled/ disabled

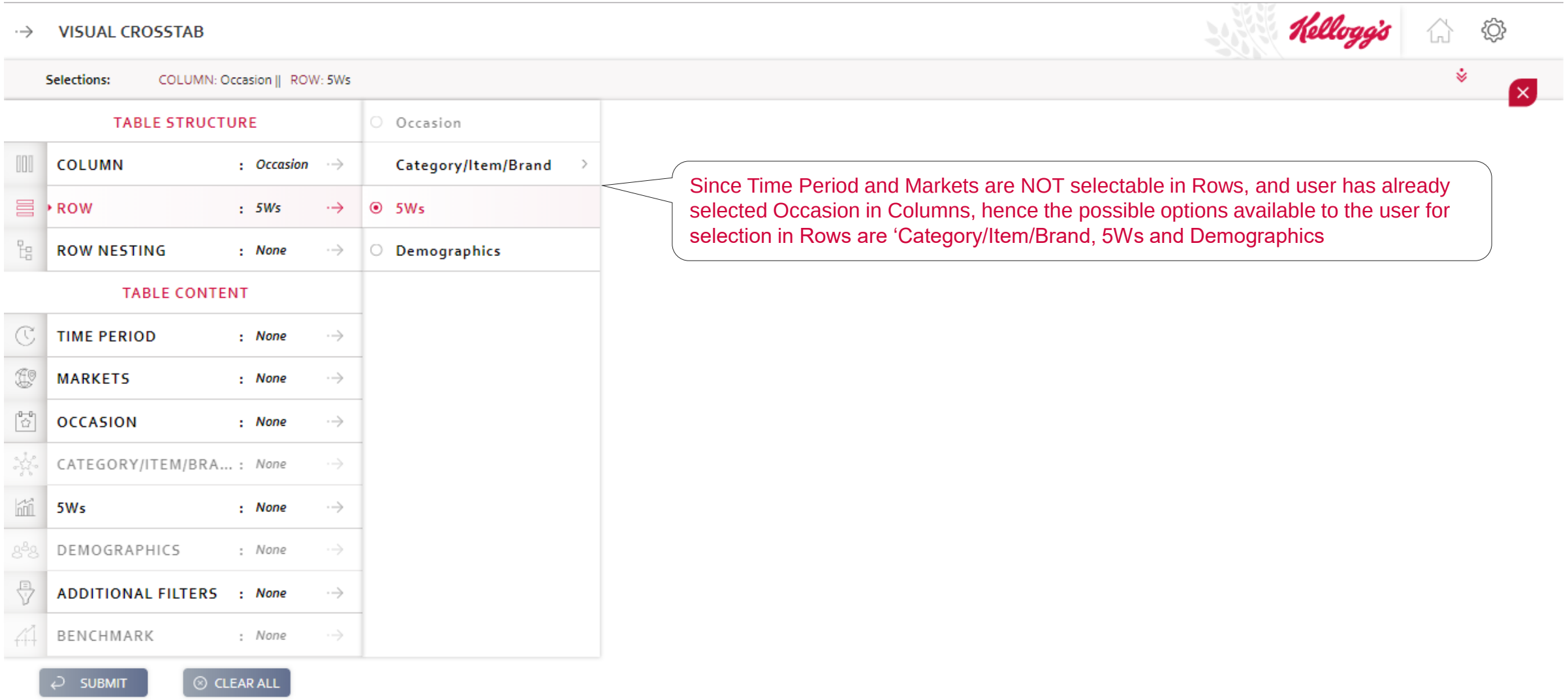
Visual Cross Tab Module – Column Structure Selection



The Cross Tab will only show values as column %. Hence anything which needs to be compared and taken as base of calculation, should be selected in the columns. For example, if user wants to compare different occasion segments, user should select Occasion in columns

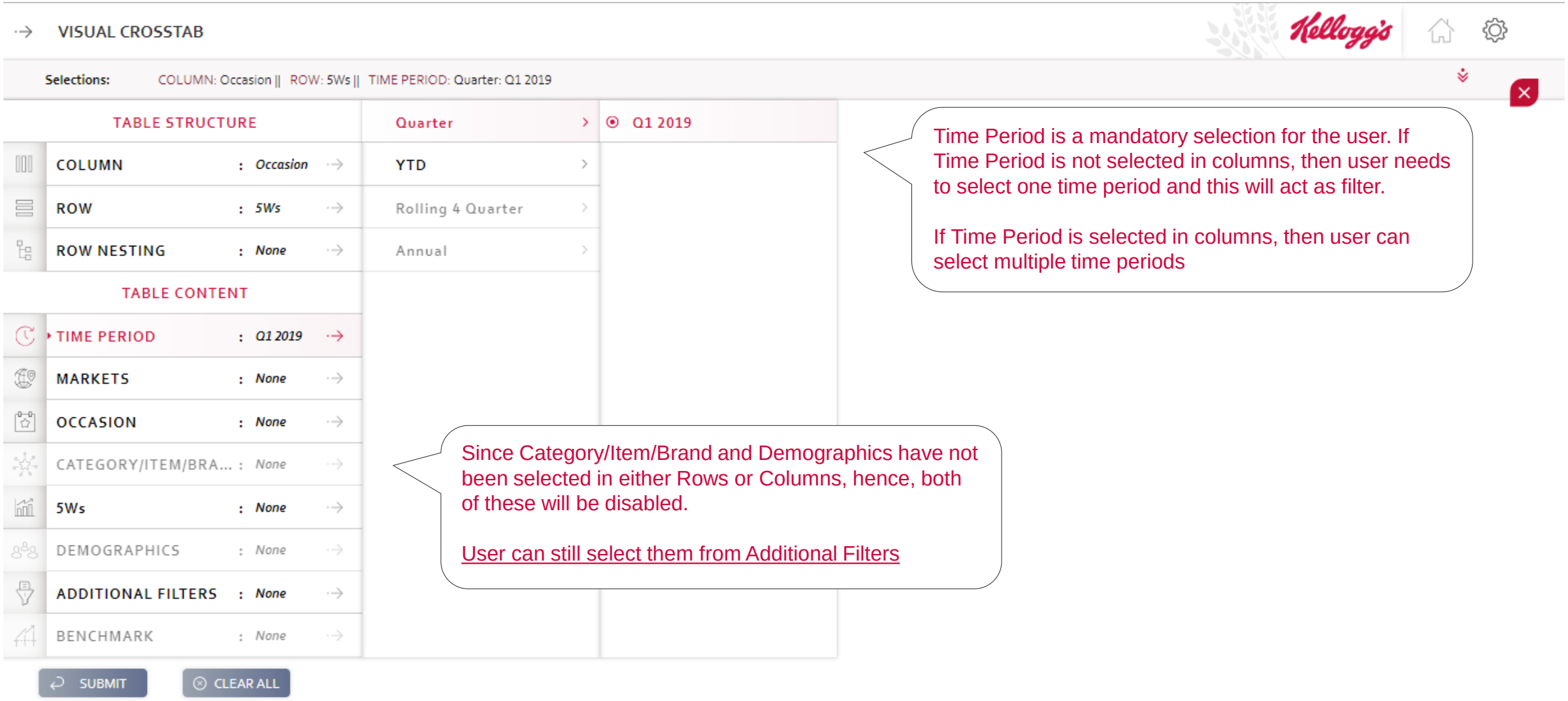
Time Period and Markets selection are ONLY possible in columns

Visual Cross Tab Module – Row Structure Selection



Since Time Period and Markets are NOT selectable in Rows, and user has already selected Occasion in Columns, hence the possible options available to the user for selection in Rows are 'Category/Item/Brand, 5Ws and Demographics

Visual Cross Tab Module – Time Period Selection is mandatory



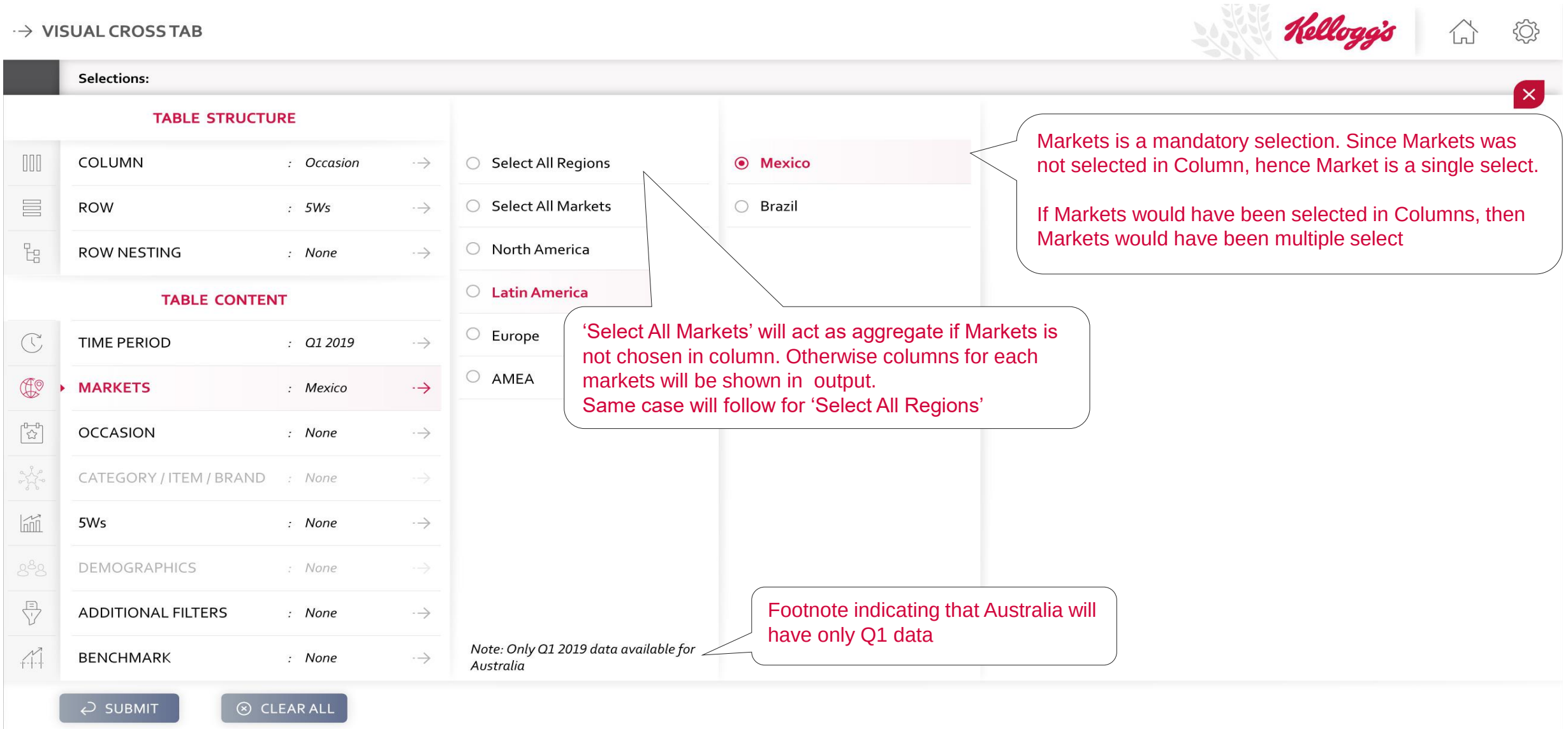
Time Period is a mandatory selection for the user. If Time Period is not selected in columns, then user needs to select one time period and this will act as filter.

If Time Period is selected in columns, then user can select multiple time periods

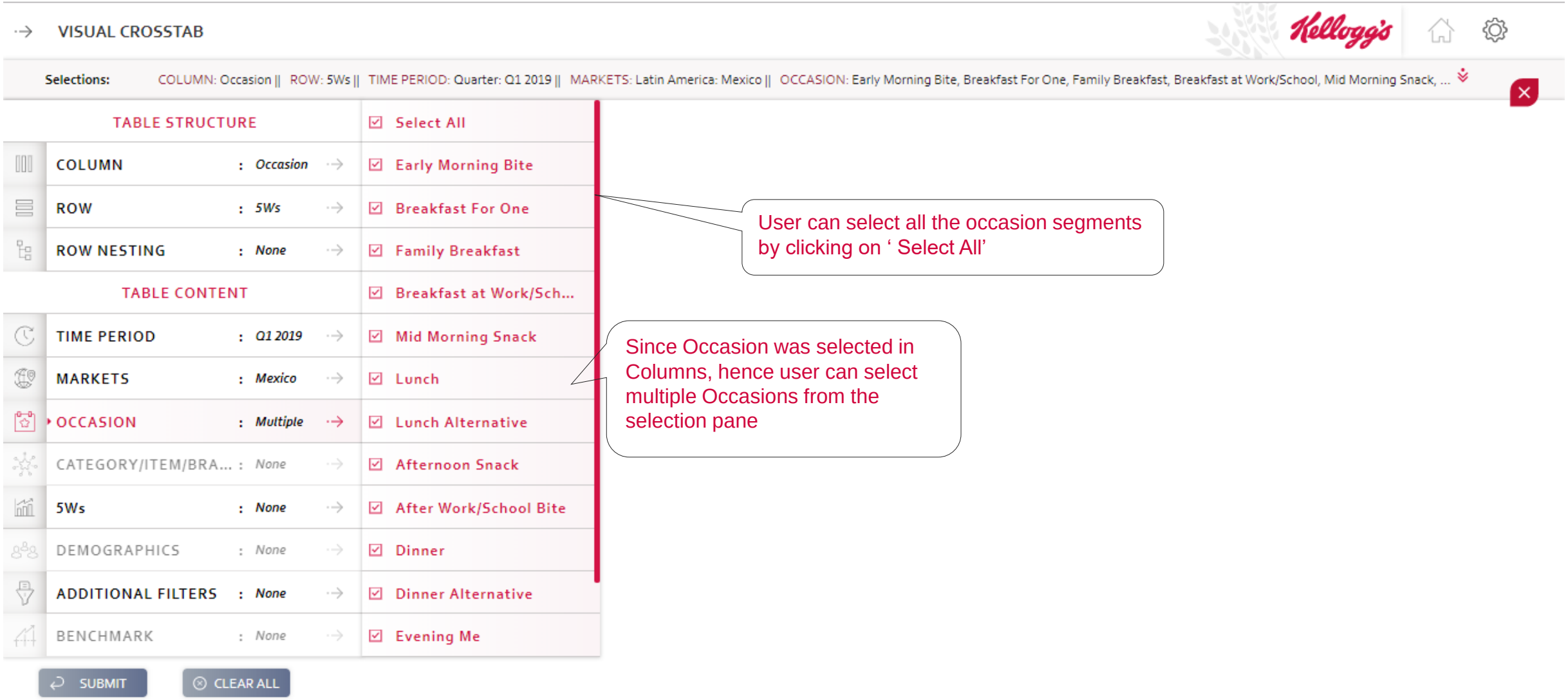
Since Category/Item/Brand and Demographics have not been selected in either Rows or Columns, hence, both of these will be disabled.

User can still select them from Additional Filters

Visual Cross Tab Module – Market Selection is mandatory



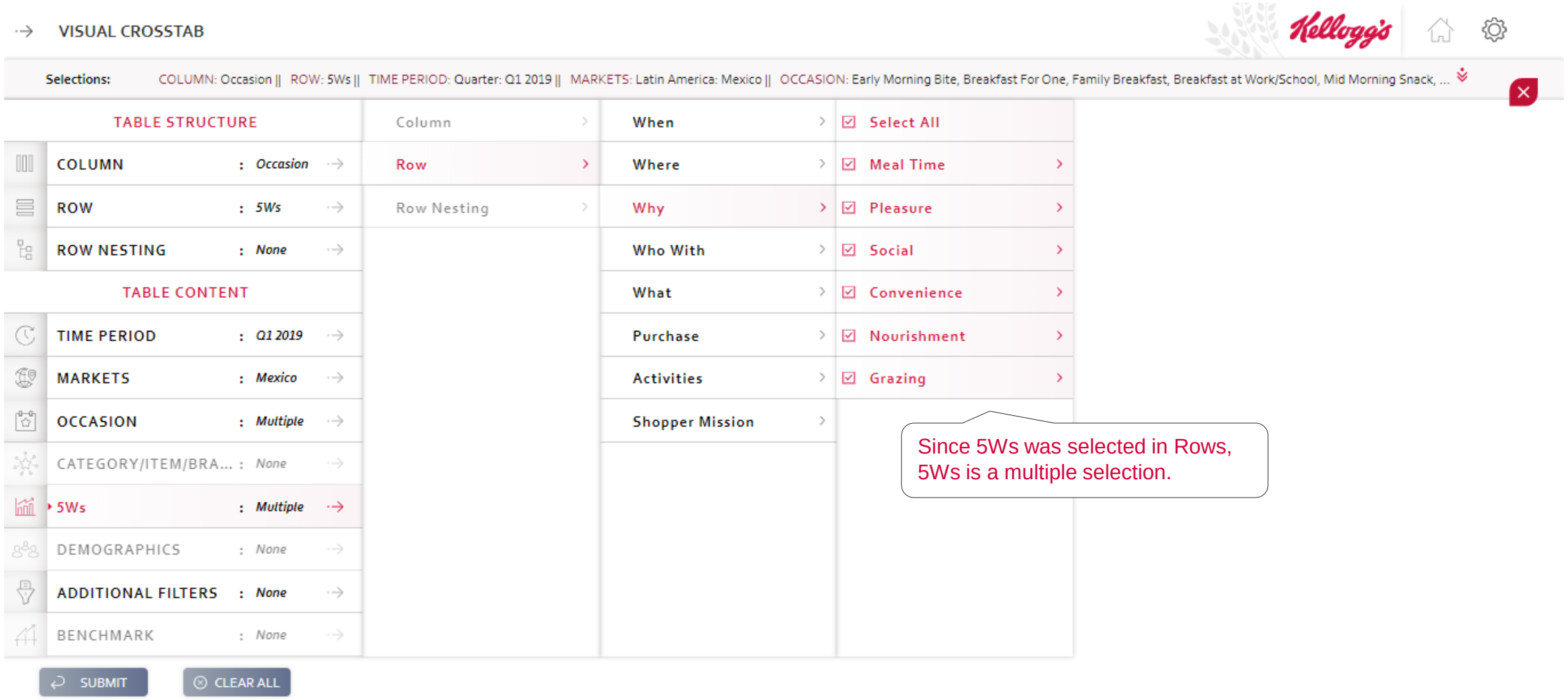
Visual Cross Tab Module – Column content selection (Occasion in this case)



User can select all the occasion segments by clicking on ‘ Select All’

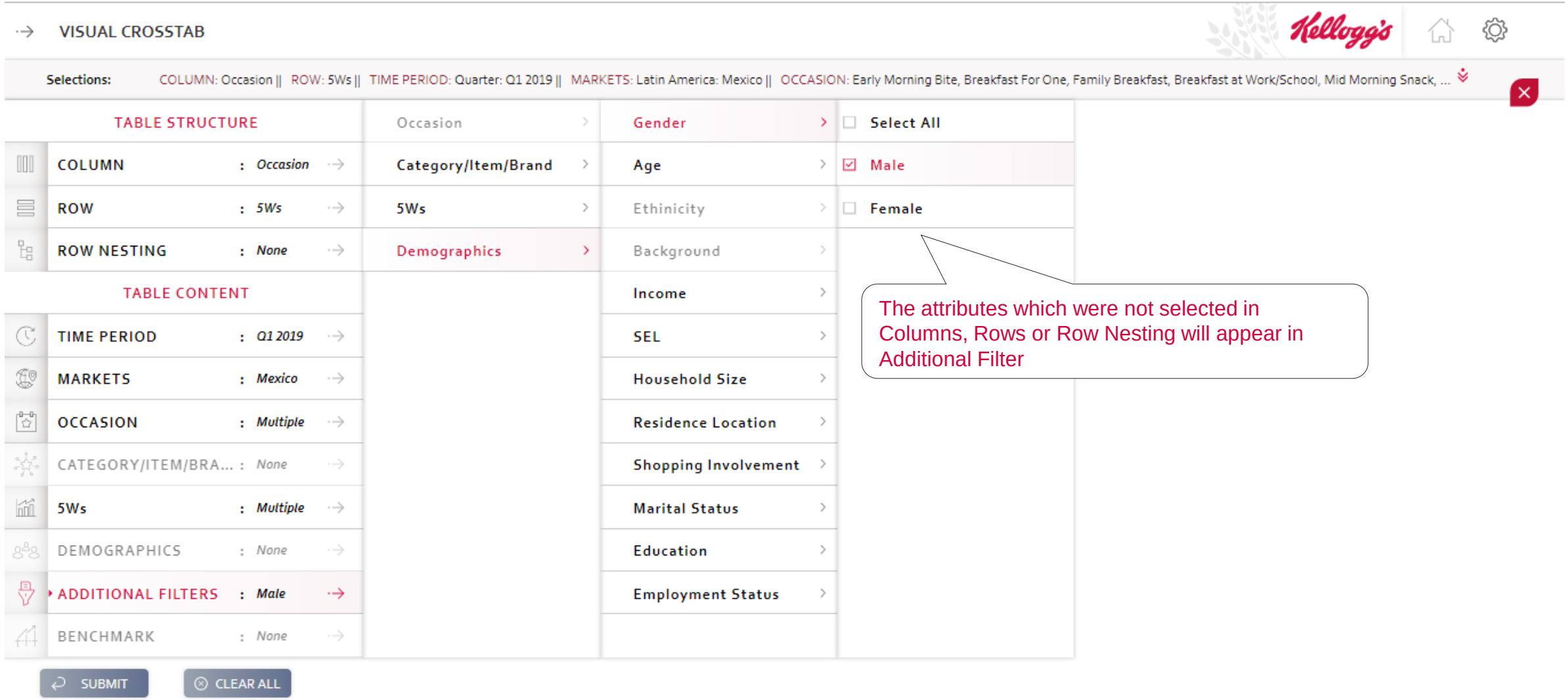
Since Occasion was selected in Columns, hence user can select multiple Occasions from the selection pane

Visual Cross Tab Module – Row content selection (5Ws in this case)



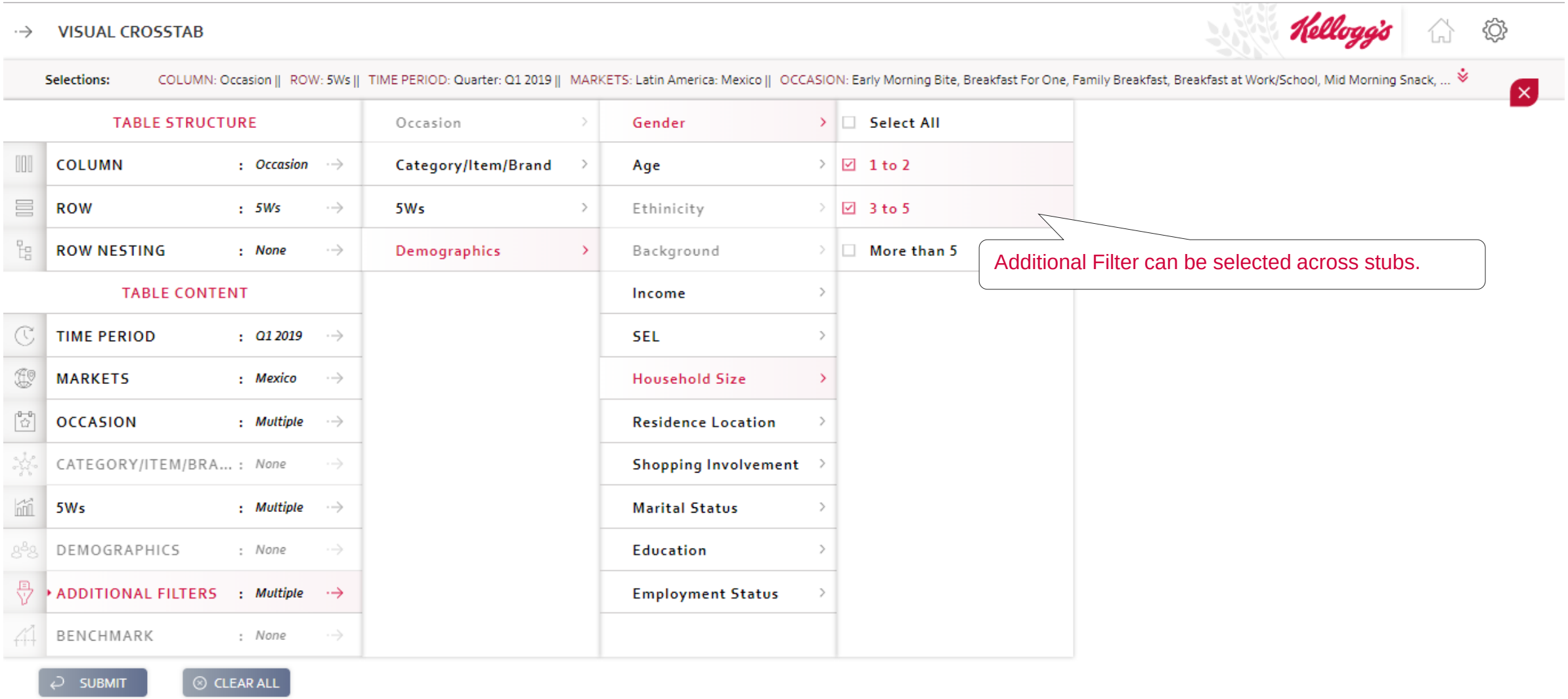
Since 5Ws was selected in Rows, 5Ws is a multiple selection.

Visual Cross Tab Module – Additional Filter Selection

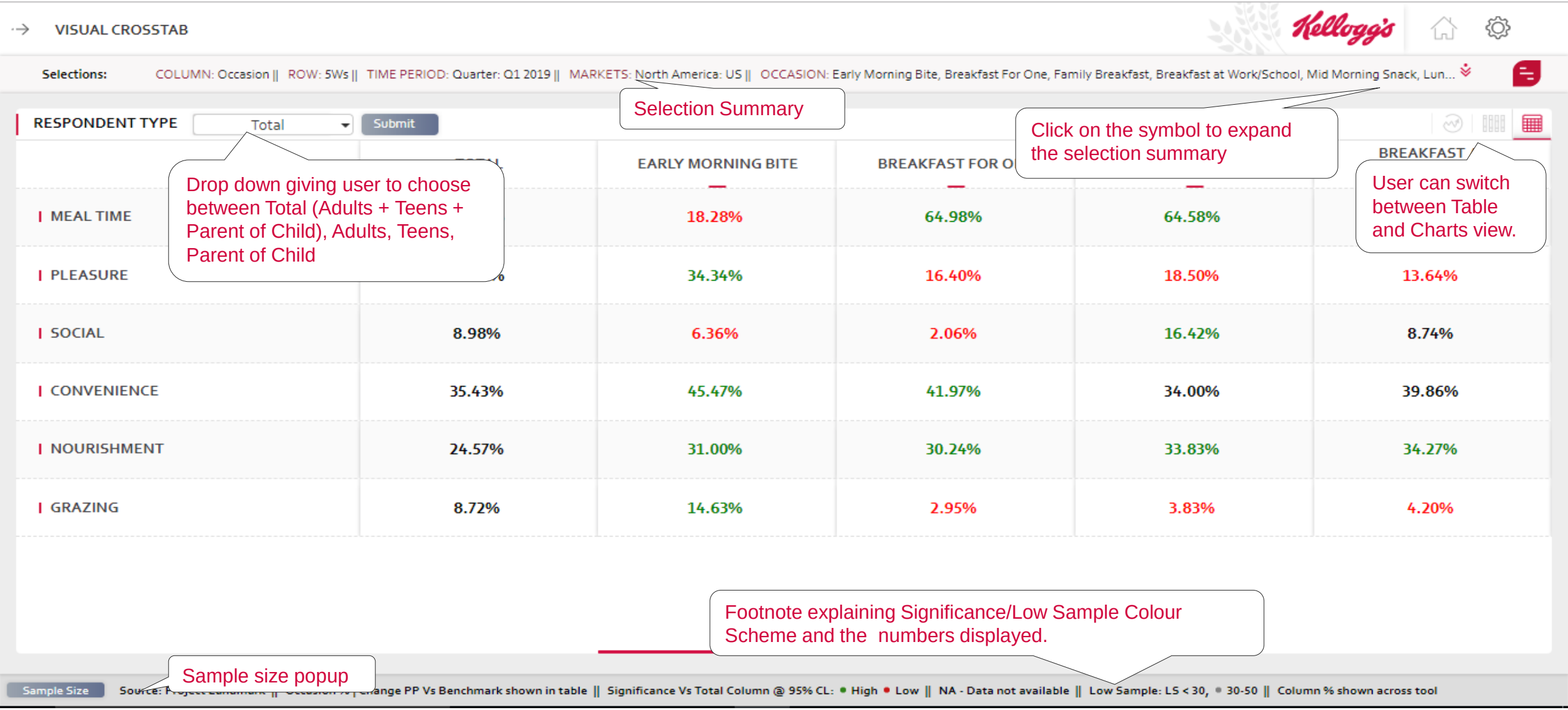


The attributes which were not selected in Columns, Rows or Row Nesting will appear in Additional Filter

Visual Cross Tab Module – Additional Filter Selection



Visual Cross Tab Module – Table Output Area



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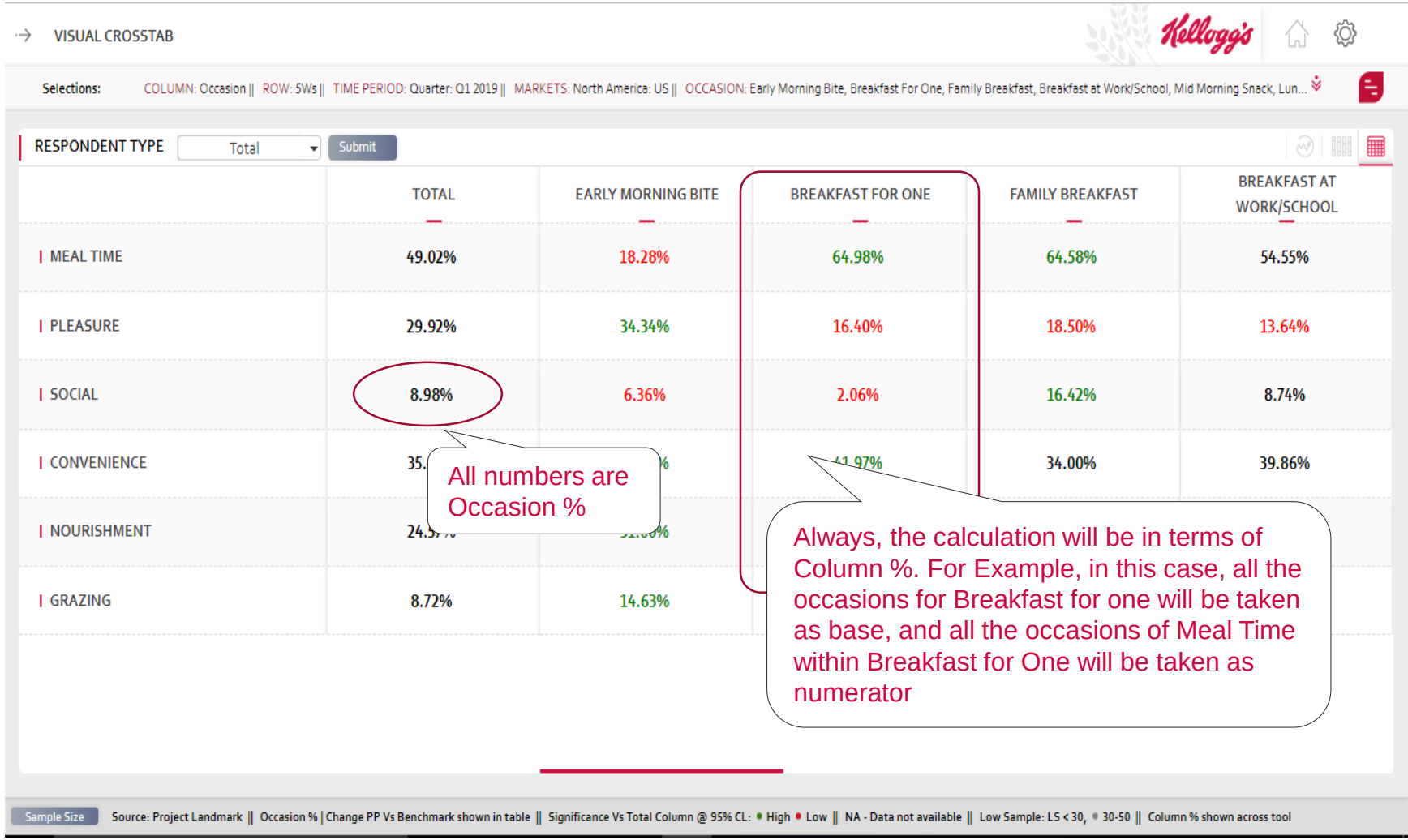
Visual Cross Tab Module – Key Features

This module allows users to slice and dice data and visualize the data in Table and Chart format (wherever applicable).

The table will always show data in form of **COLUMN %.**

Table will **ONLY show OCCASION %.**



Visual Cross Tab Module – Key Features

One level of row nesting is allowed in this module. The parent row will become the base for the nested row

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

	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%	14.57%	15.44%	
MALE	51.41%	55.58%	60.04%	57.50	
FEMALE	48.59%	44.42%	39.96%	42.50	
SOCIAL	9.29%	5.48%	1.67%	15.56	
MALE	48.15%	60.29%	64.91%	50.12	

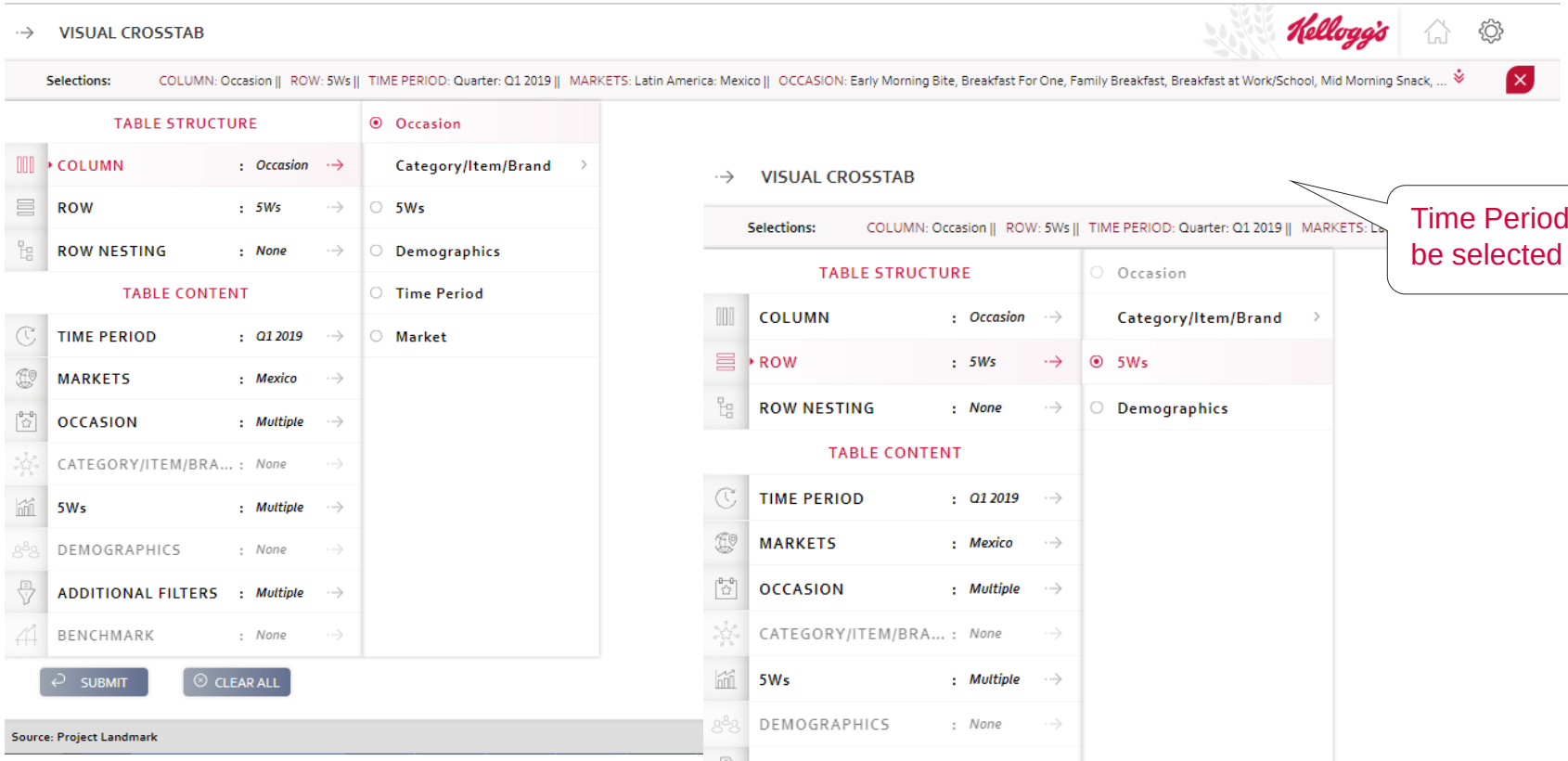
Sample Size | Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: High Low || NA - Data not available || Low Sample: LS < 30, 30-50 || Column % shown across tool

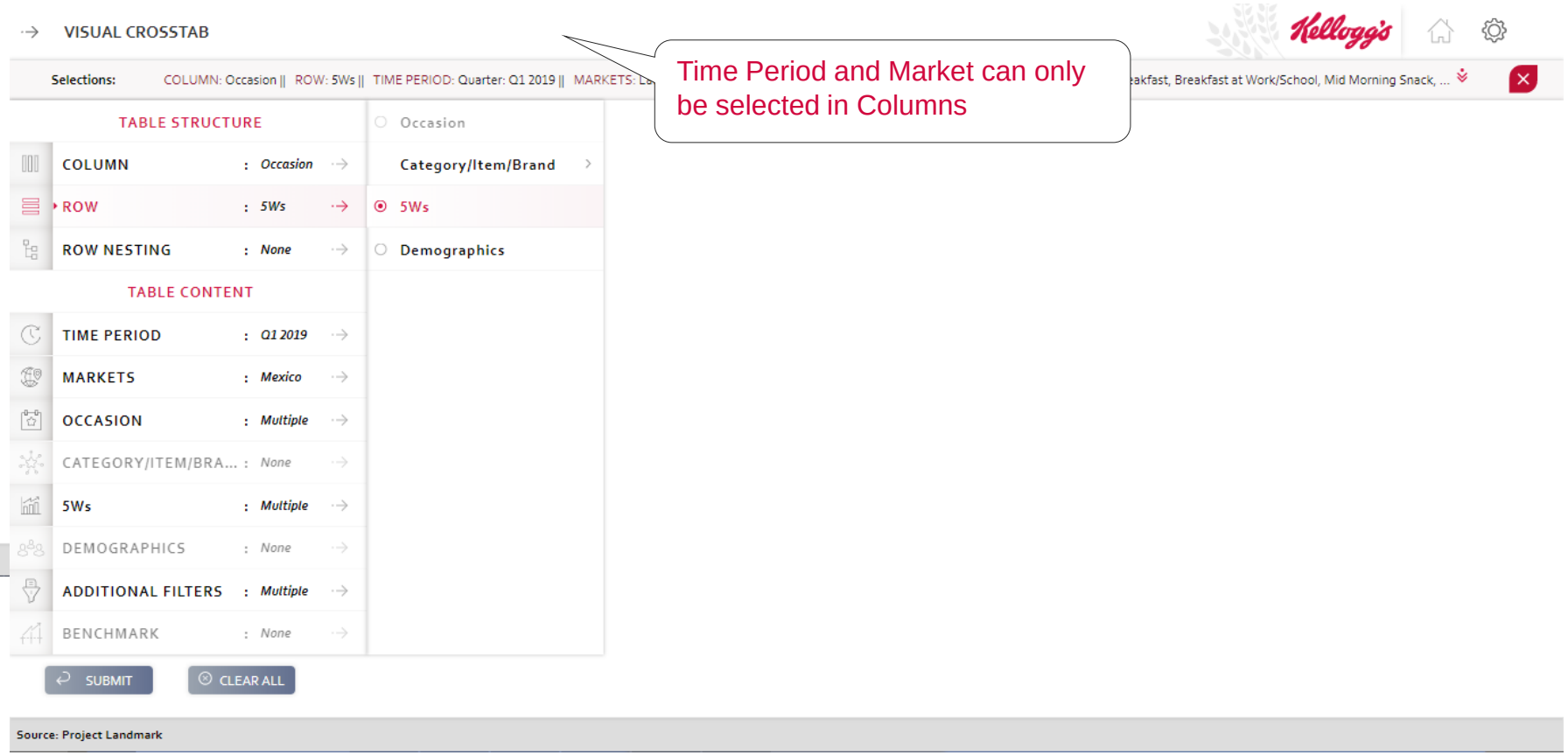
There is one level of Row Nesting which is allowed in the tool. Each parent row will be considered the base for the nested row.

For example, For Males within Early Morning Bite, the base will be occasions of Early Morning Bite – Meal Time and the numerator will be the occasions of Male – Early Morning Bite – Meal Time

Visual Cross Tab Module – Key Features

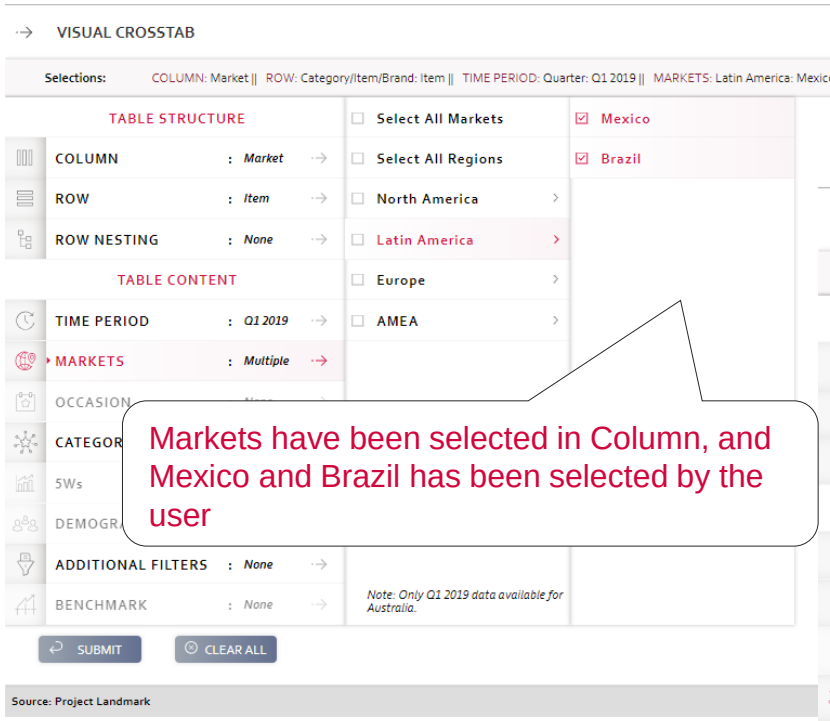
Time Periods and Markets can **ONLY come in Columns.** Since, the tool is calculating column %, hence Time Period and Market in rows was not making intuitive sense.



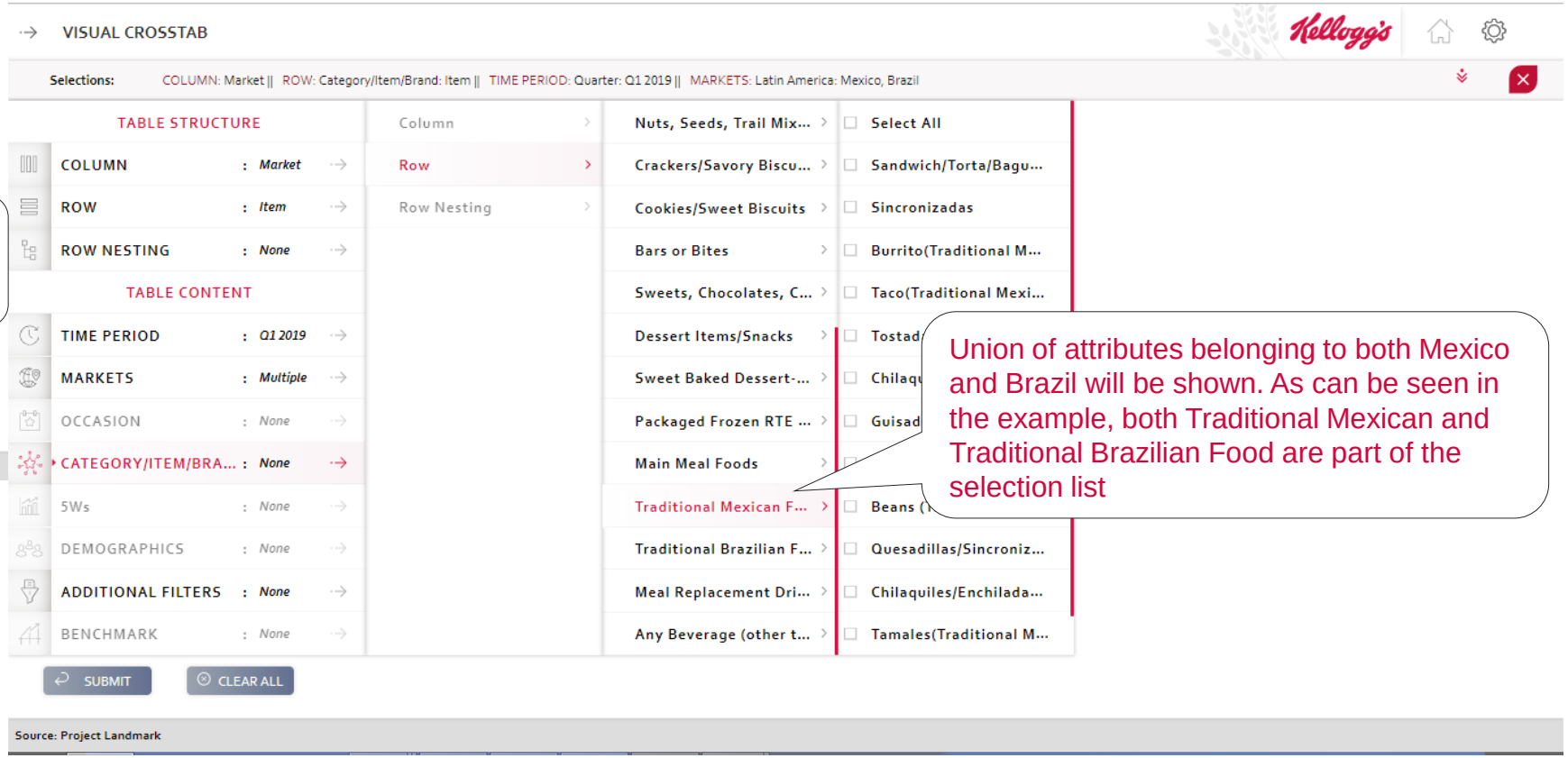


Visual Cross Tab Module – Key Features

When **multiple markets** are selected in columns, **union** of all the attributes (Attributes can be categories/ items/ brands, retailers etc.) will be shown in the tool. In the output, NA will be shown wherever data is not available for Market X Attribute



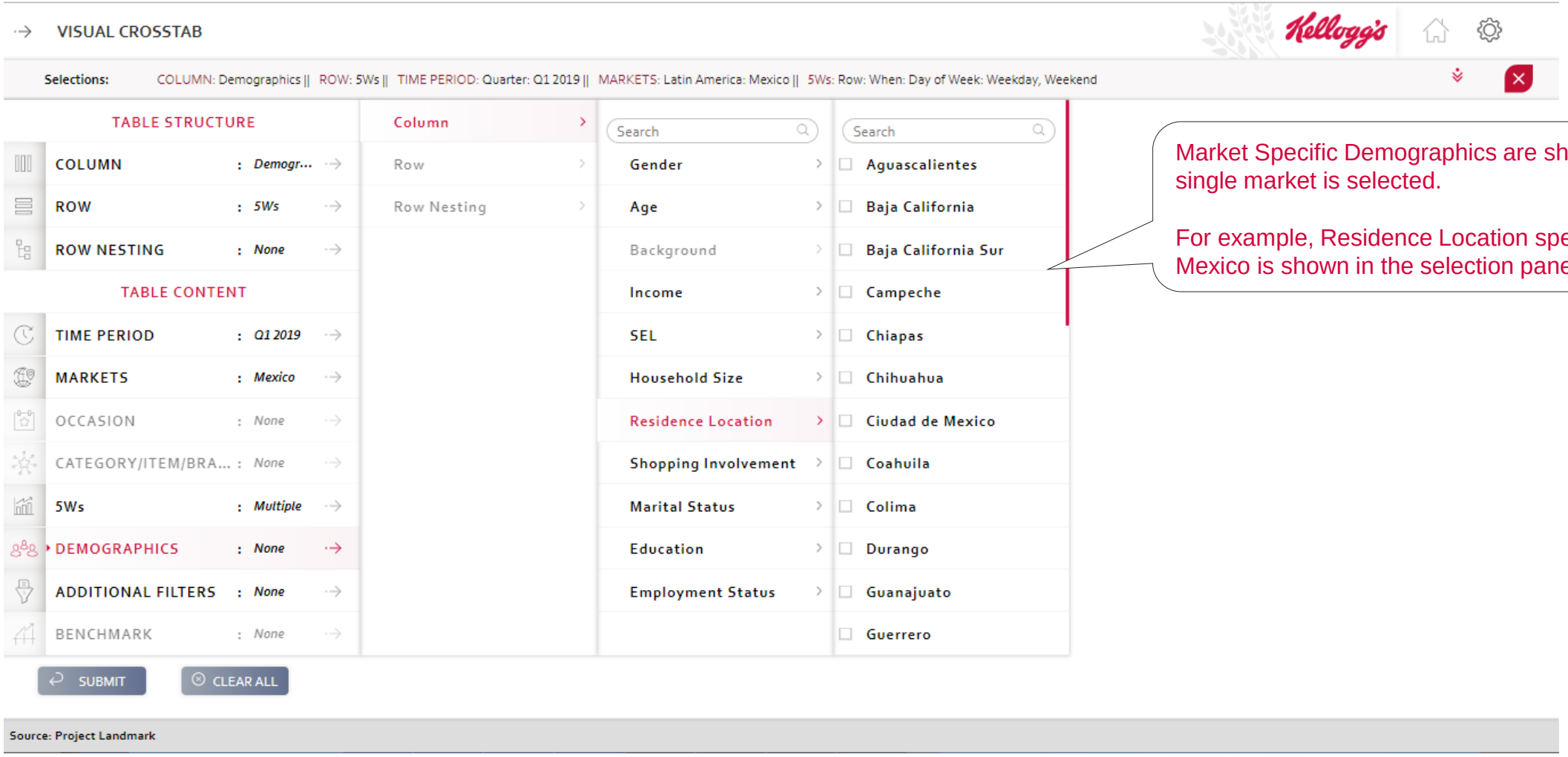
Markets have been selected in Column, and Mexico and Brazil has been selected by the user



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

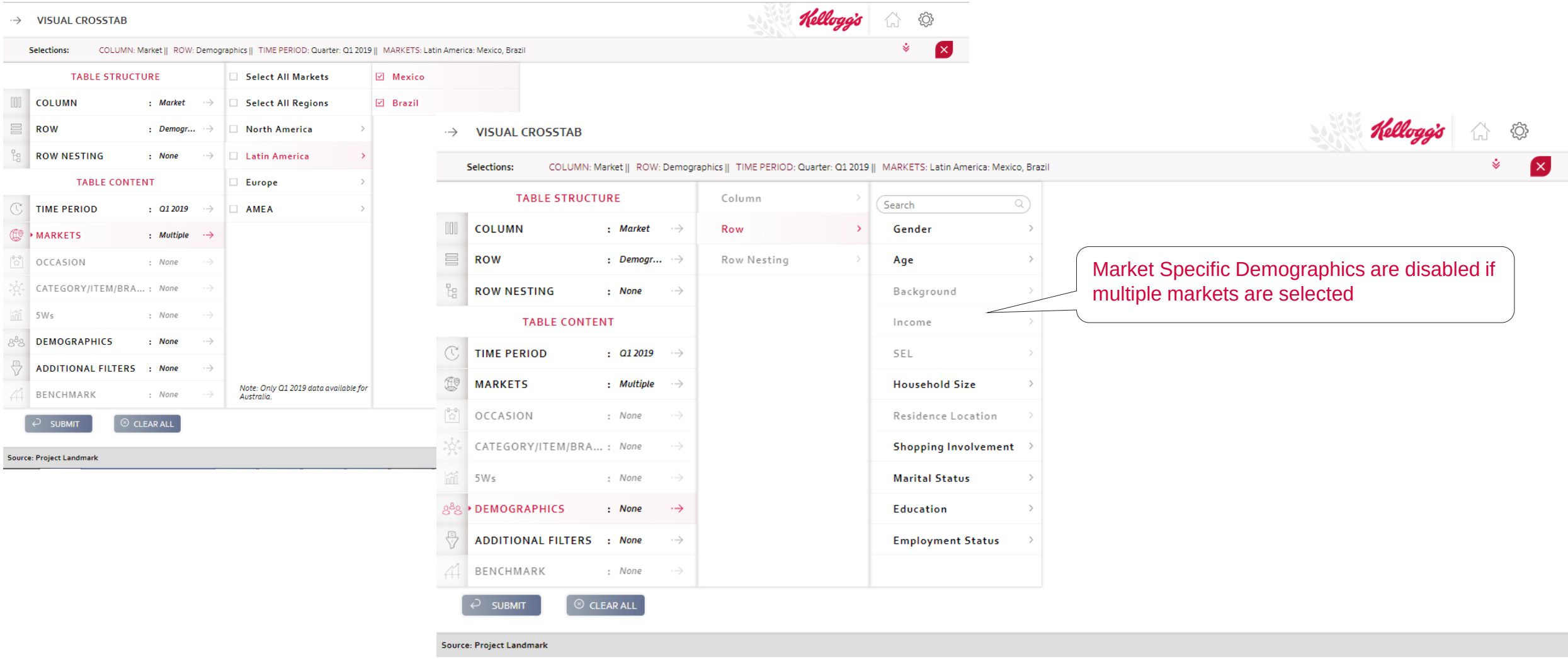
Visual Cross Tab Module – Key Features

If single market is selected, only the attributes present in the market for that time period will be shown. For example, if only Mexico is selected, only brands or demographics belonging to the Mexico will be available for selection.



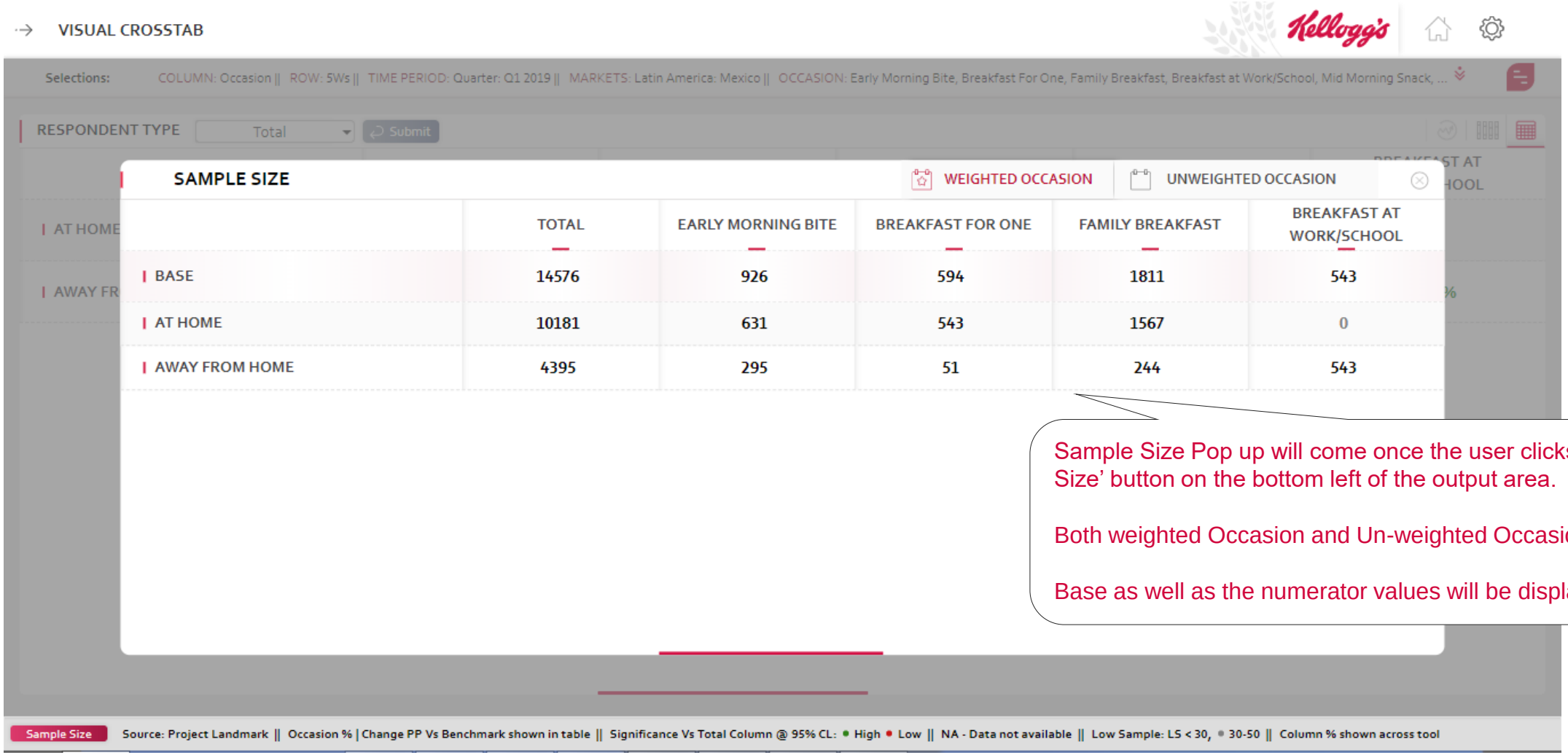
Visual Cross Tab Module – Key Features

If multiple markets are selected, then market specific demographics like Residence Location, Income, SEL will be disabled



Visual Cross Tab Module – Key Features

Sample Size pop-up will show the un-weighted unique count of respondents/ and also weighted count of respondents.



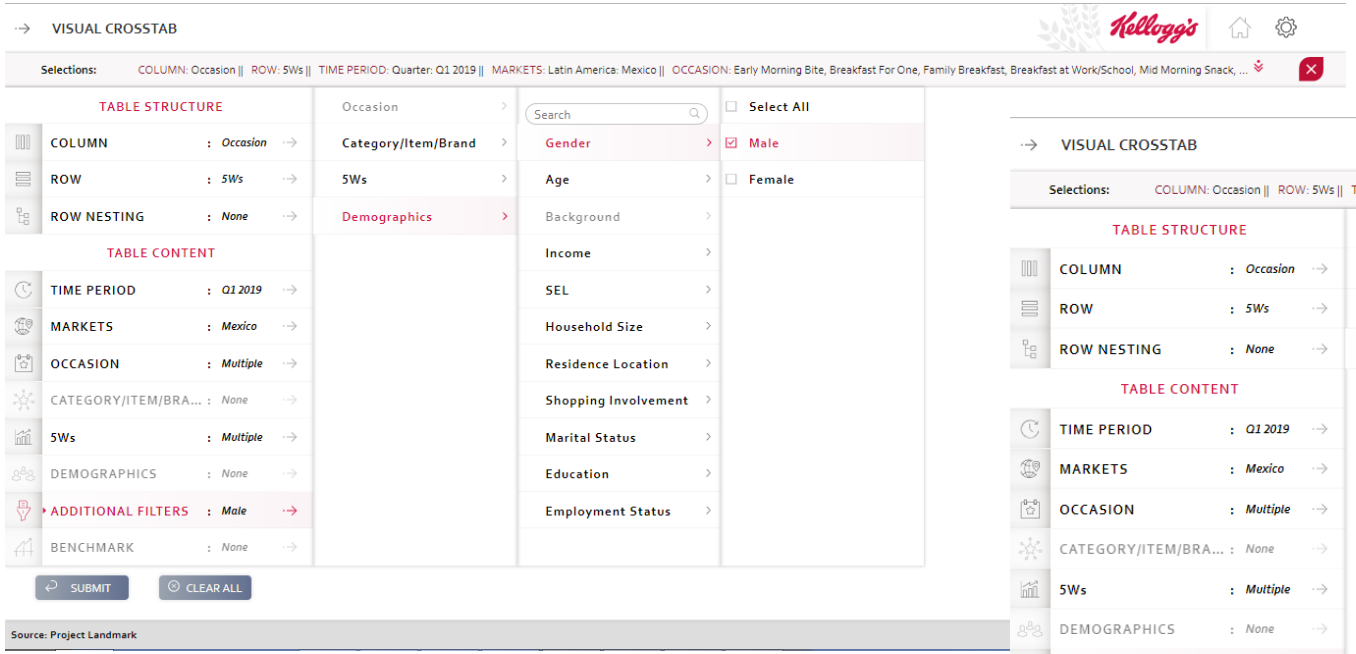
Sample Size Pop up will come once the user clicks on the 'Sample Size' button on the bottom left of the output area.

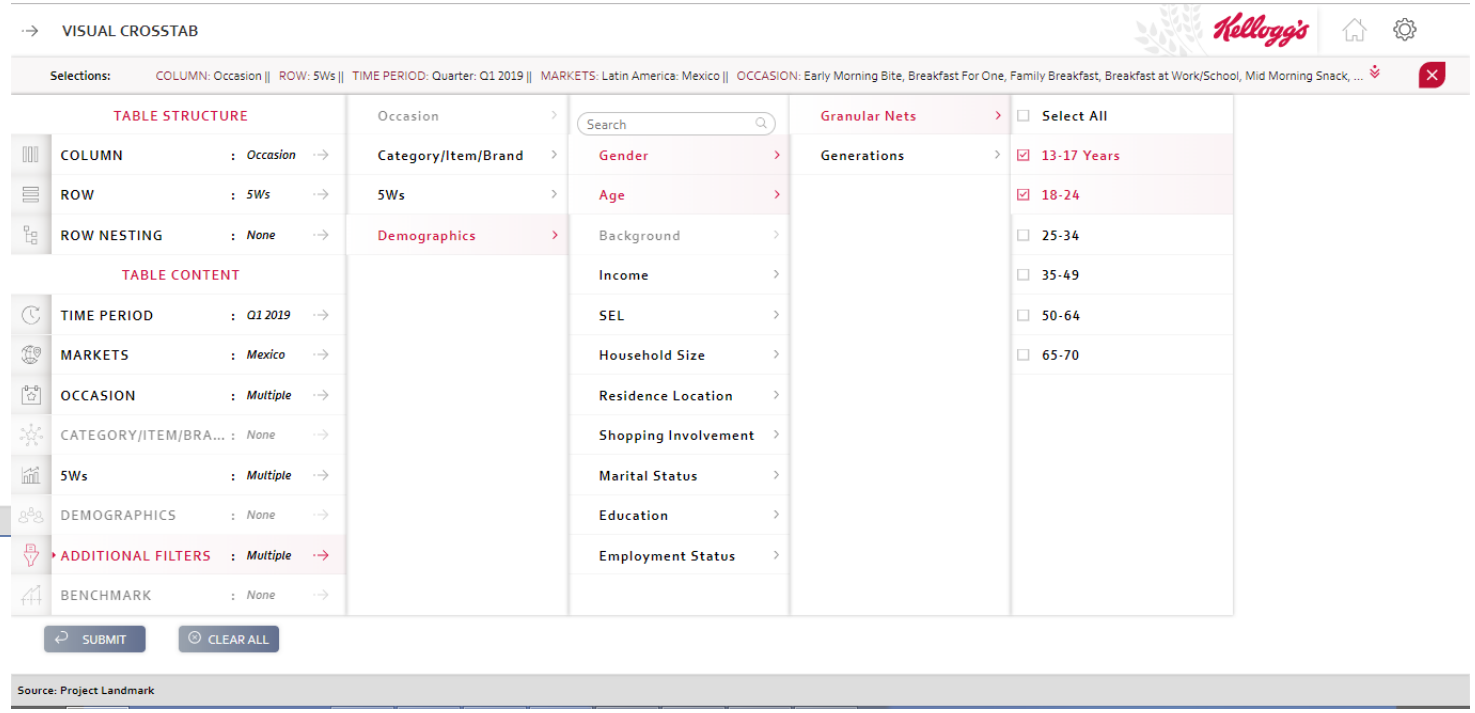
Both weighted Occasion and Un-weighted Occasion will be shown.

Base as well as the numerator values will be displayed in the pop up

Visual Cross Tab Module – Key Features

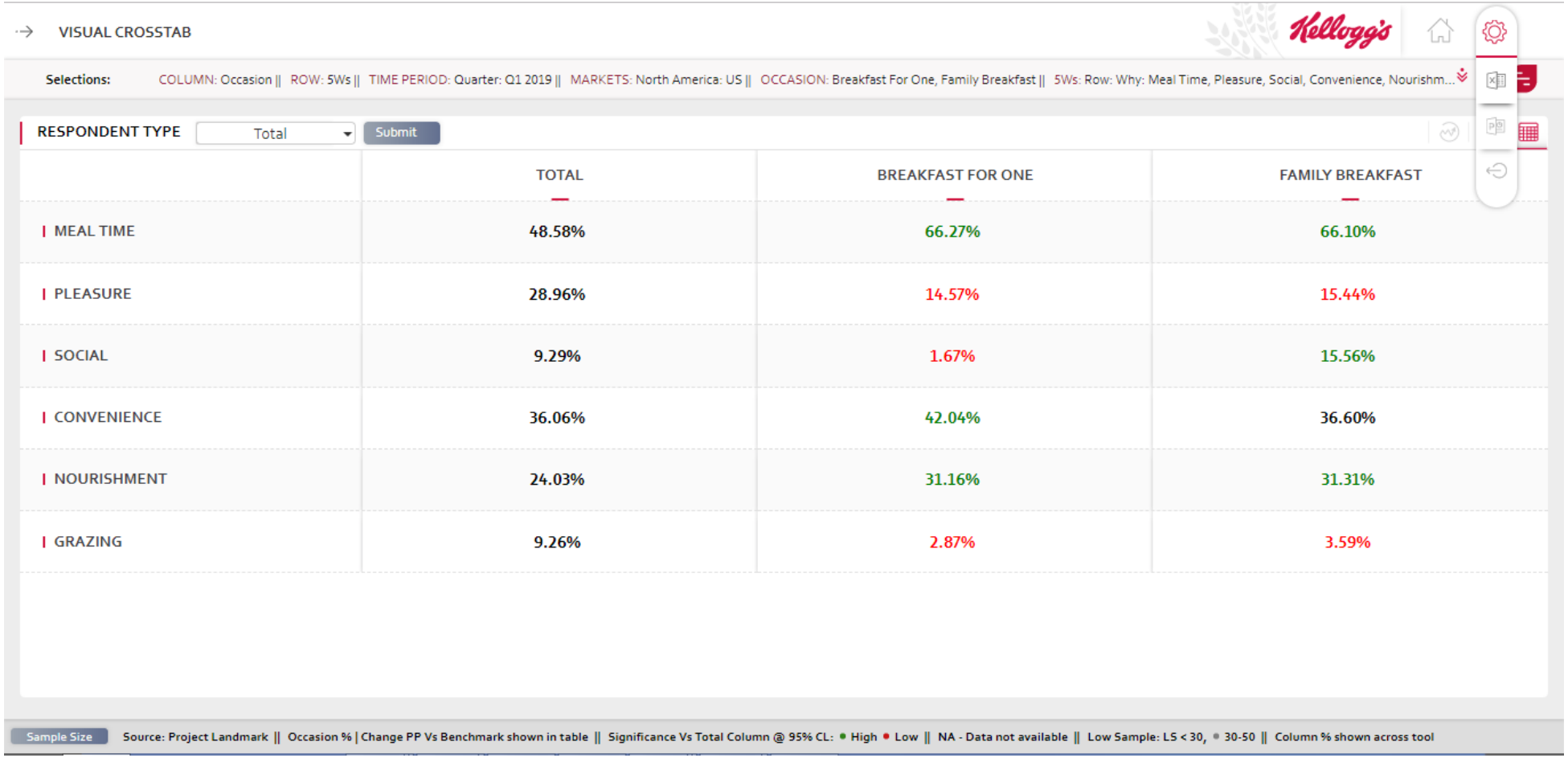
In Additional Filter, in case of **demographics**, it would be **OR within stubs and AND across stubs**. For example, user can select Males from Gender, 18-24 years from Age group. Then the filter would be respondents who are Male **and** 18-24 years old. However, if users selects within Age Group, 13-17 years and 18-24 years old, then the tool will treat it as respondents who are 13-17 years **or** 18-24 years.





Visual Cross Tab Module – Key Features

Export to Excel feature is available on the top right Setting Icons. Please click on the icon to download the data in pre-defined Excel format.



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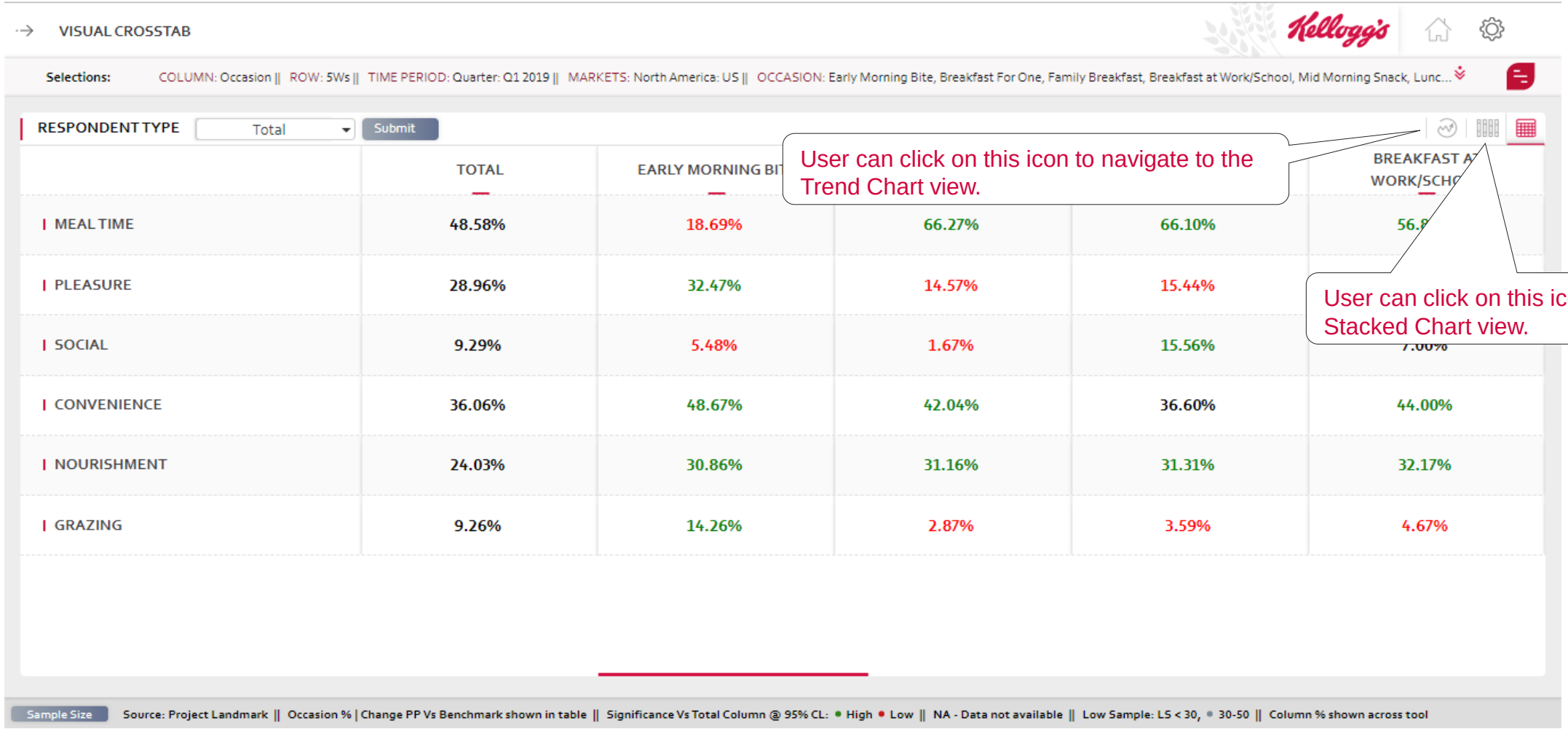
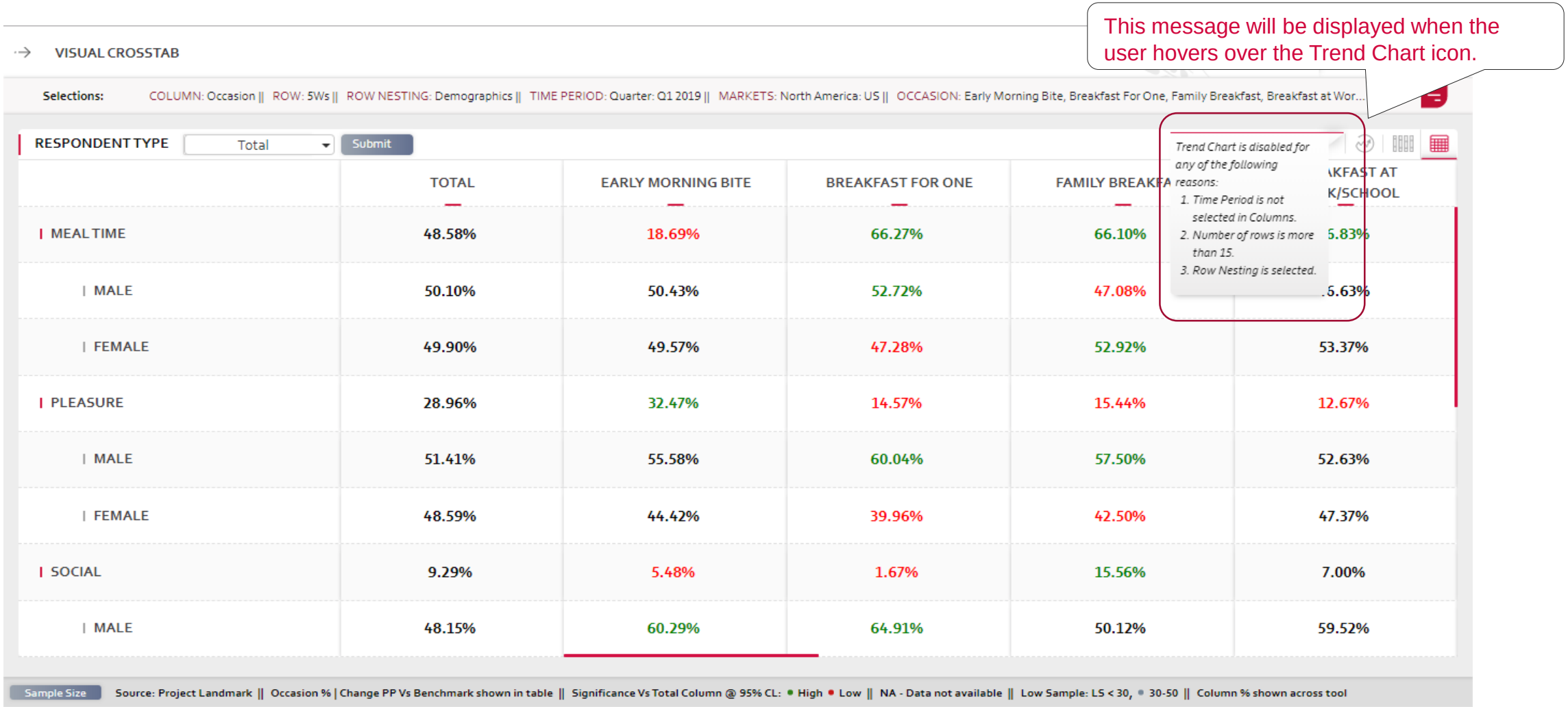
Visual Cross Tab Module - Charts

Users can view the Cross Tab Module output visually through different charts in this view



Visual Cross Tab Module - Charts

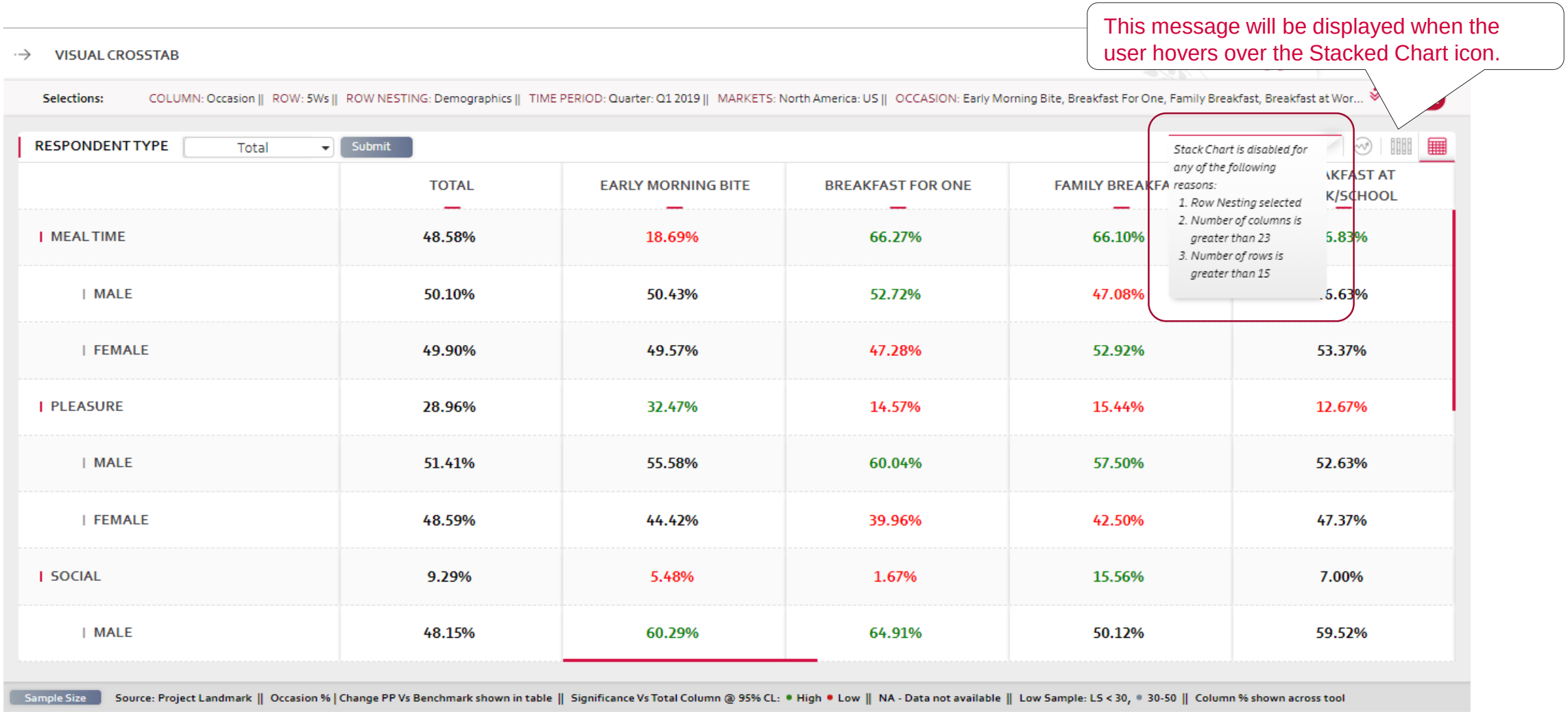
Trend Chart will be disabled under certain conditions



	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFA	KFAST 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%

Visual Cross Tab Module - Charts

Stacked Chart will be disabled under certain conditions



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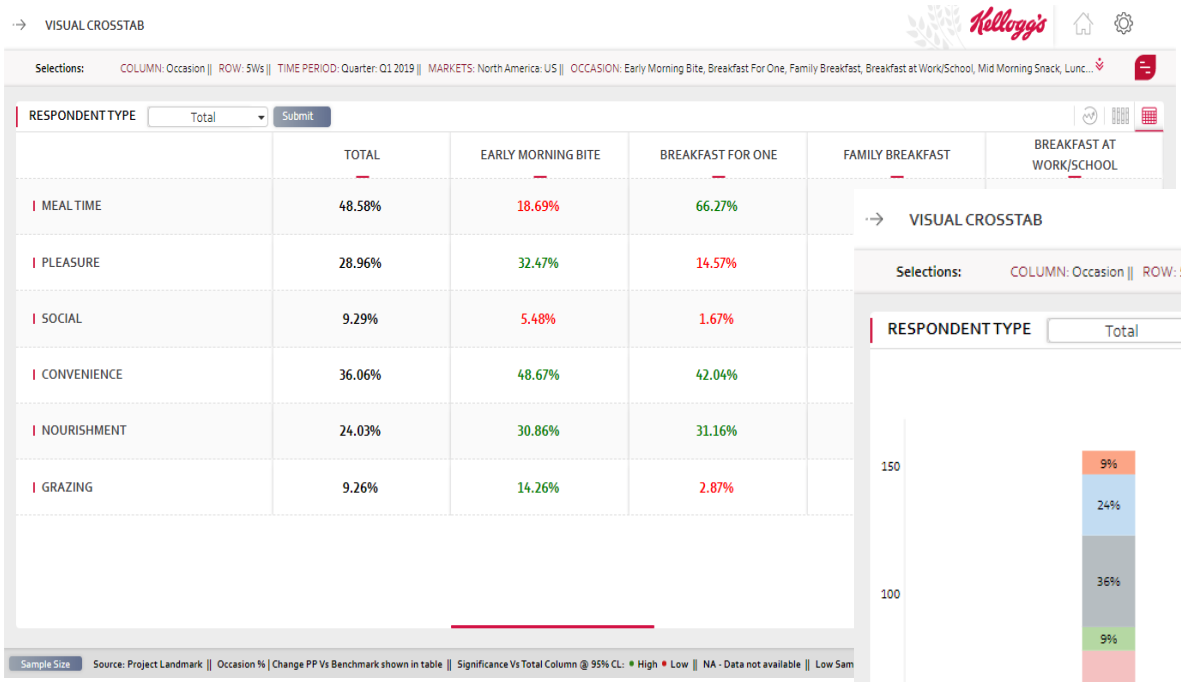
MEAL TIME	48.58%	18.69%	66.27%	66.10%	5.83%
MALE	50.10%	50.43%	52.72%	47.08%	5.63%
FEMALE	49.90%	49.57%	47.28%	52.92%	53.37%
PLEASURE	28.96%	32.47%	14.57%	15.44%	12.67%
MALE	51.41%	55.58%	60.04%	57.50%	52.63%
FEMALE	48.59%	44.42%	39.96%	42.50%	47.37%
SOCIAL	9.29%	5.48%	1.67%	15.56%	7.00%
MALE	48.15%	60.29%	64.91%	50.12%	59.52%

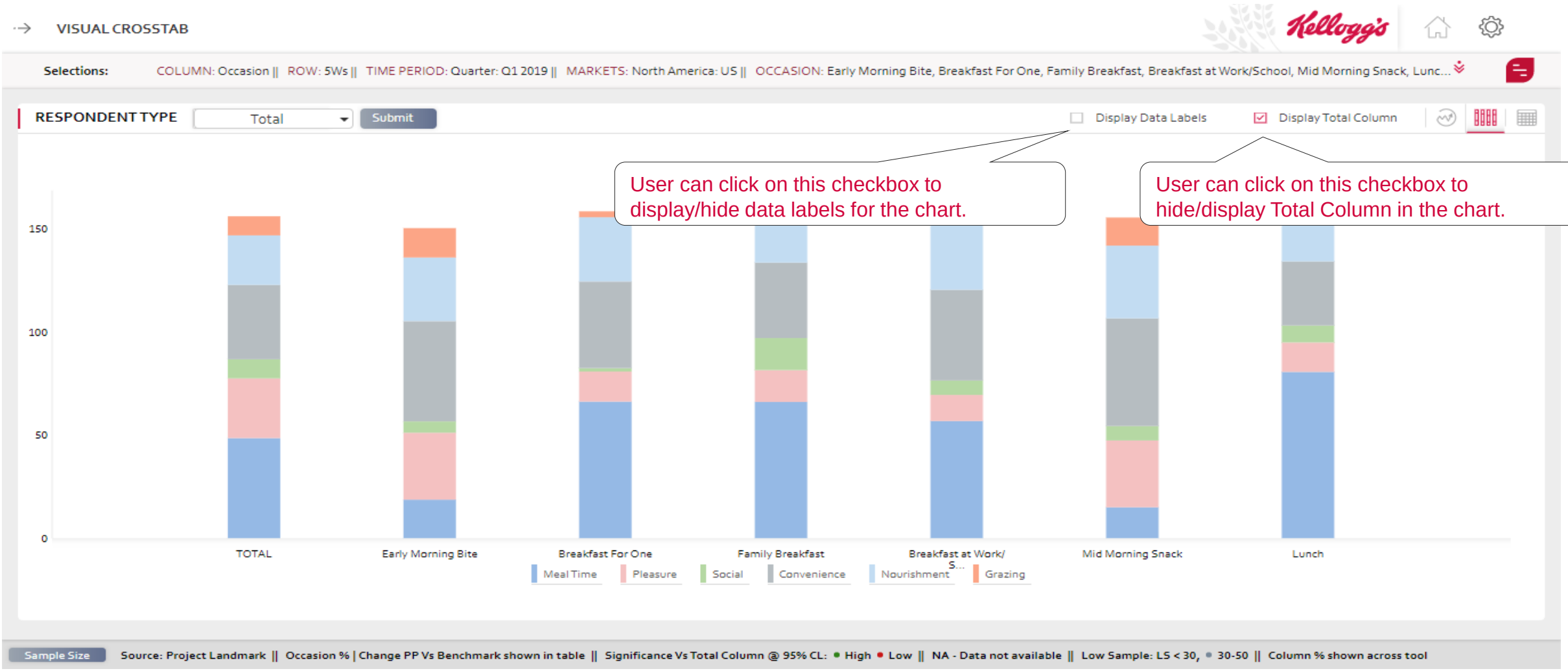
Visual Cross Tab Module - Stacked Charts

The columns of the cross tab are converted into individual bars of the stacked chart and rows of each column are stacked together.

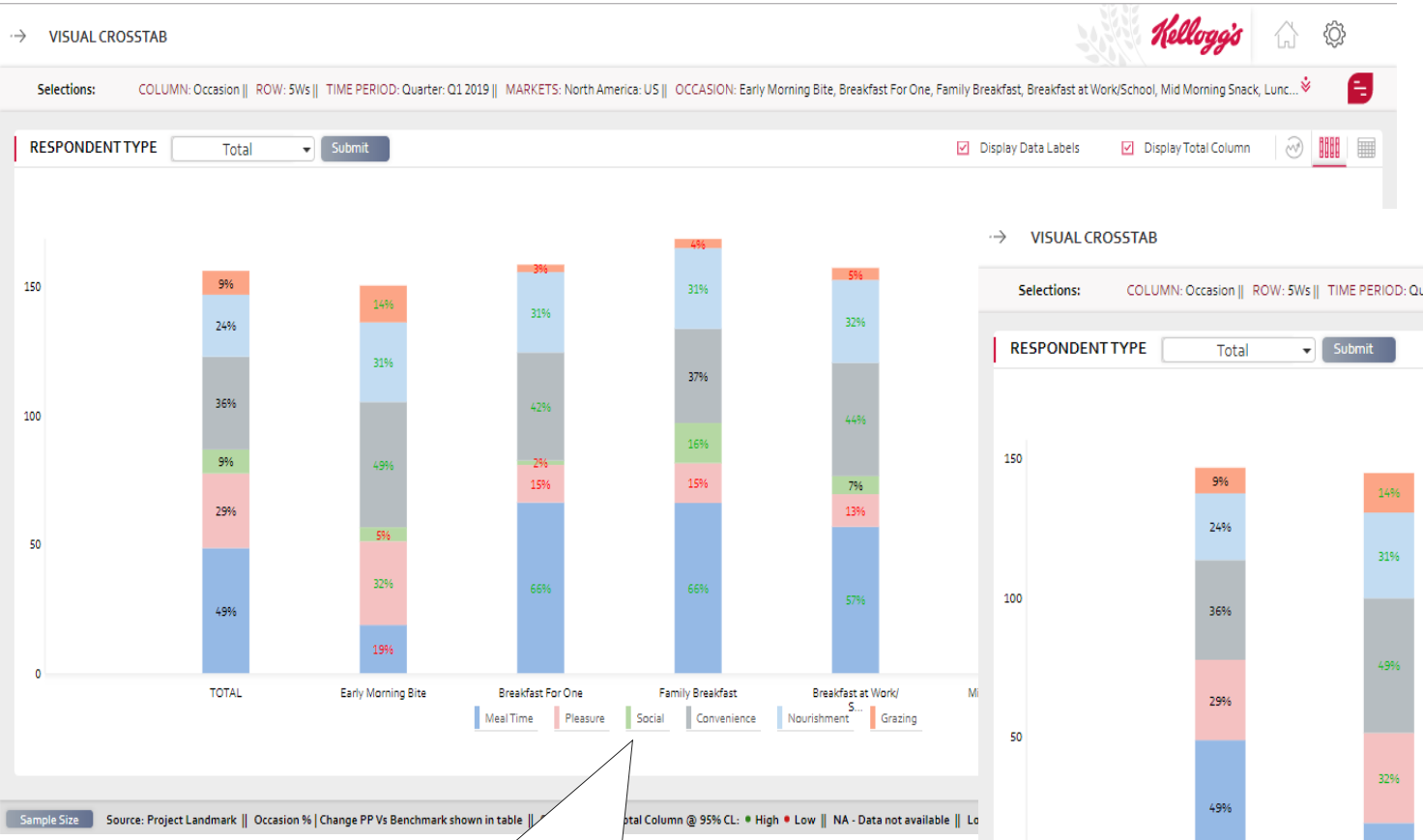


Visual Cross Tab Module - Stacked Charts

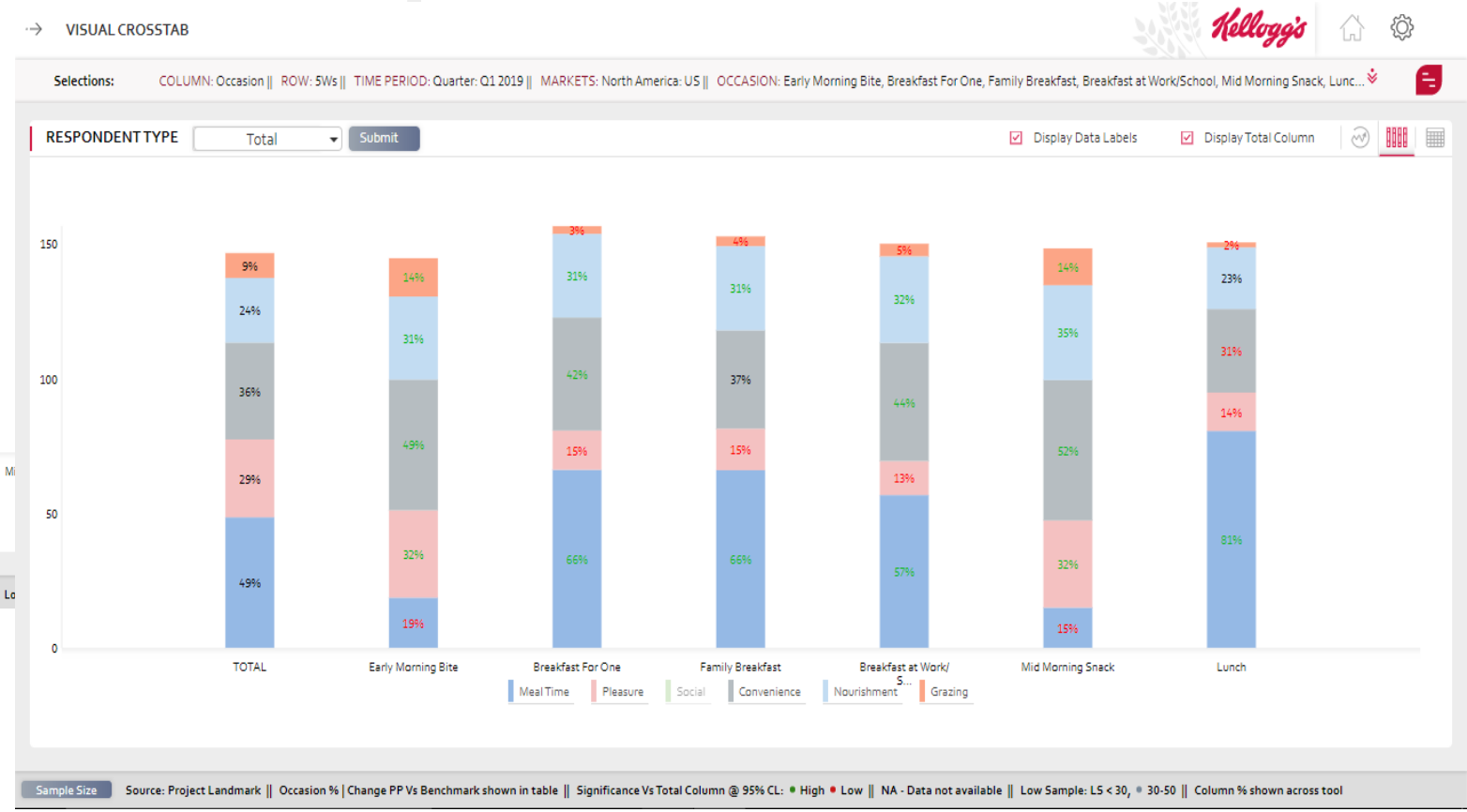
Cross Tab output is shown in a stacked chart which will lead to easy recognition of patterns



Visual Cross Tab Module - Stacked Charts

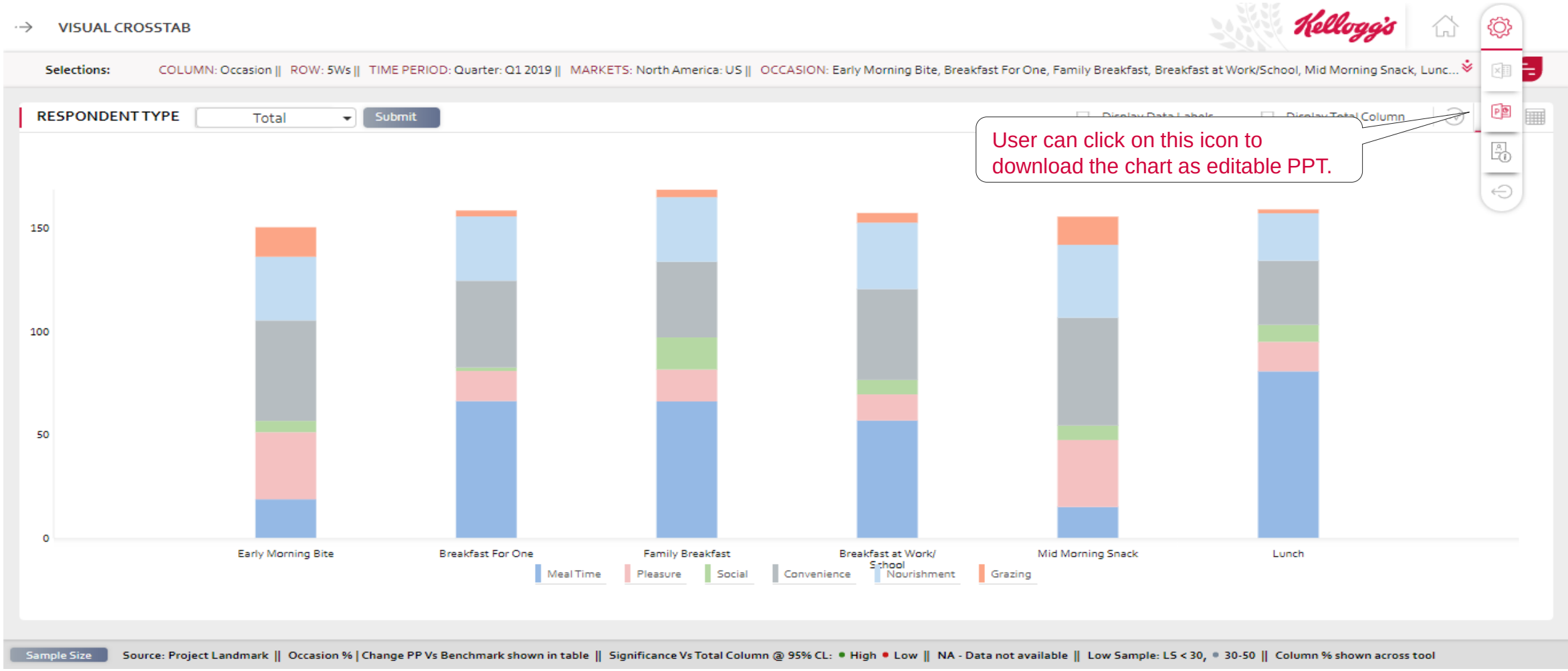


User can click on the legends to hide/unhide the respective stacks.



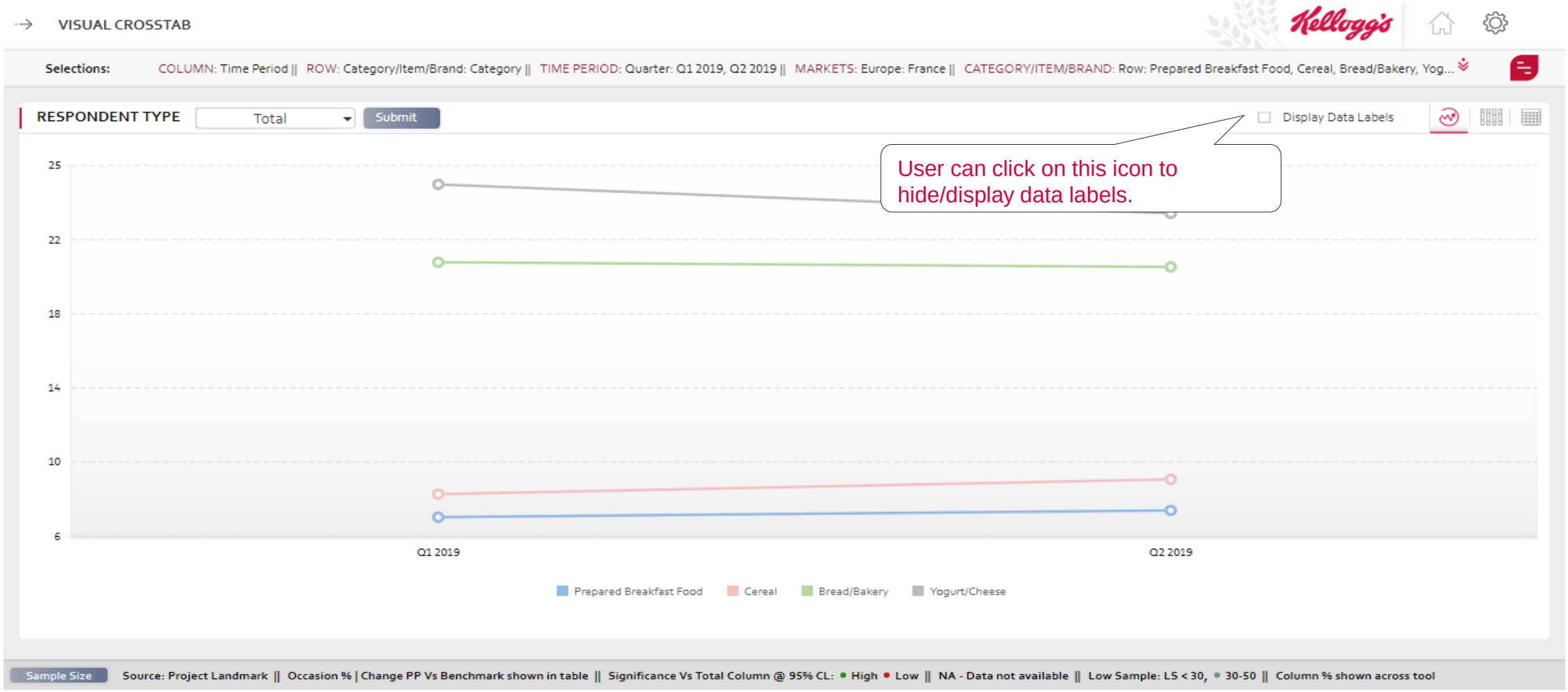
Visual Cross Tab Module - Stacked Charts

Charts can be downloaded as editable PowerPoint presentations.



Visual Cross Tab Module - Trend Charts

The default view of Trend Chart appears like this.



THANK YOU