Kellogg's

User Guides
May 2020

LANDMARK OCCASION VISUALIZER

LOV

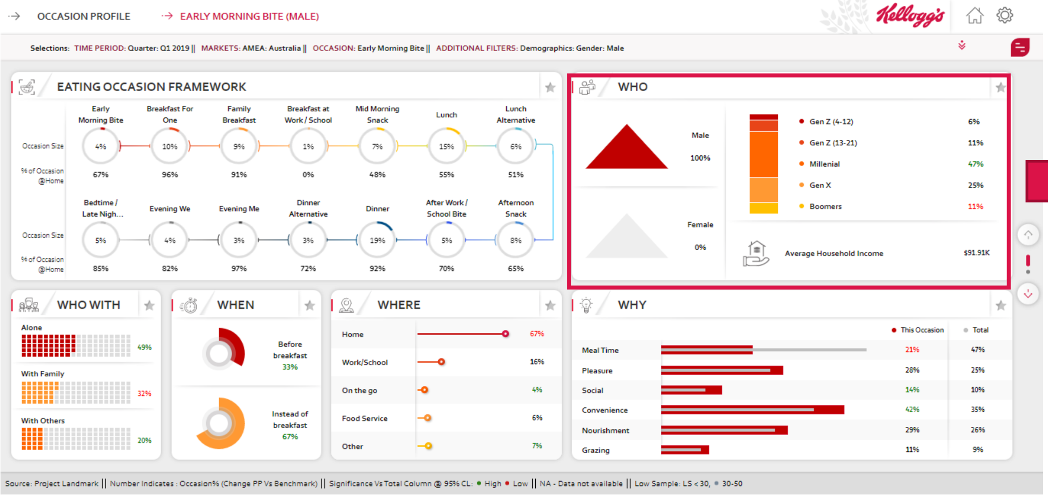
MY DASHBOARD MODULE

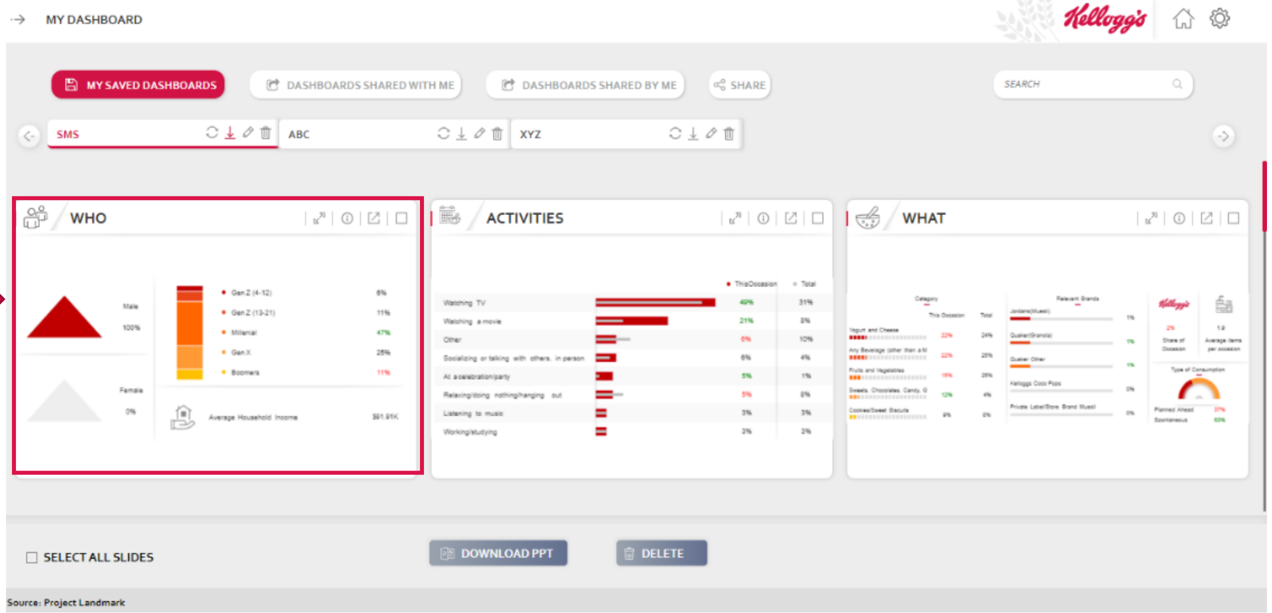
Contents

- Purpose of My Dashboard Module
- Navigation
- How to Save a Widget to My Dashboard
- Key Features

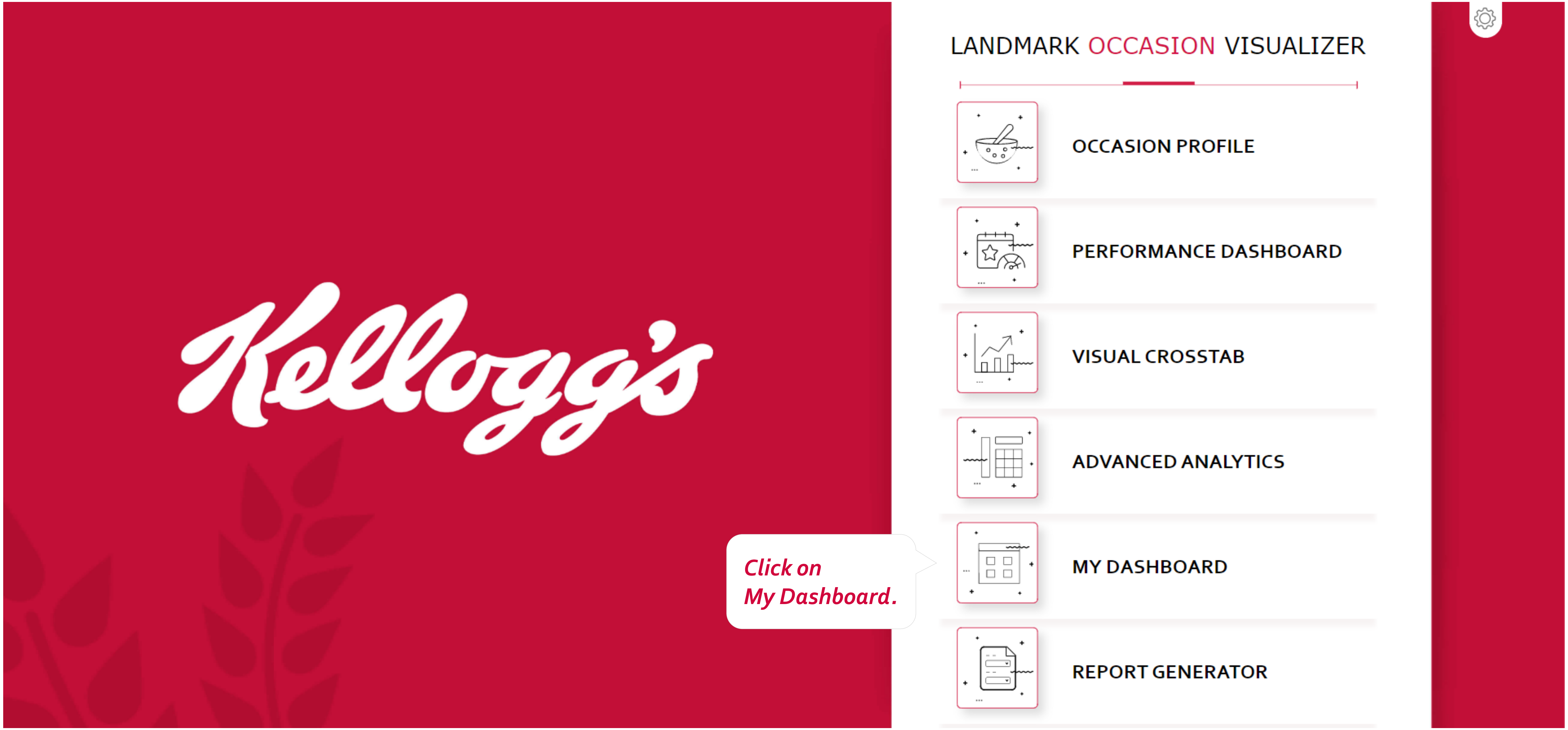
My Dashboard Module

- The My Dashboard module allows users to create & share custom dashboards from other modules of the LOV.
- The entire dashboard or few slides can be downloaded to PPT.
- My Dashboards can be shared among users either individually or to groups.
- Only the user who has shared a dashboard can make changes to the dashboard.
- Users can refresh the dashboard to the selected time period by using the ‘Auto-Update’ functionality.


OCCASION PROFILE
EARLY MORNING BITE (MALE)
Kellogg's
Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male
EATING OCCASION FRAMEWORK
WHO
Male
100%
Female
0%
Gen Z (4-12)
Gen Z (13-21)
Millenial
Gen X
Boomers
Average Household Income
WHO WITH
Alone
With Family
With Others
WHEN
Before breakfast
Instead of breakfast
WHERE
Home
Work/School
On the go
Food Service
Other
WHY
This Occasion
Total
Meal Time
Pleasure
Social
Convenience
Nourishment
Grazing
Source: Project Landmark

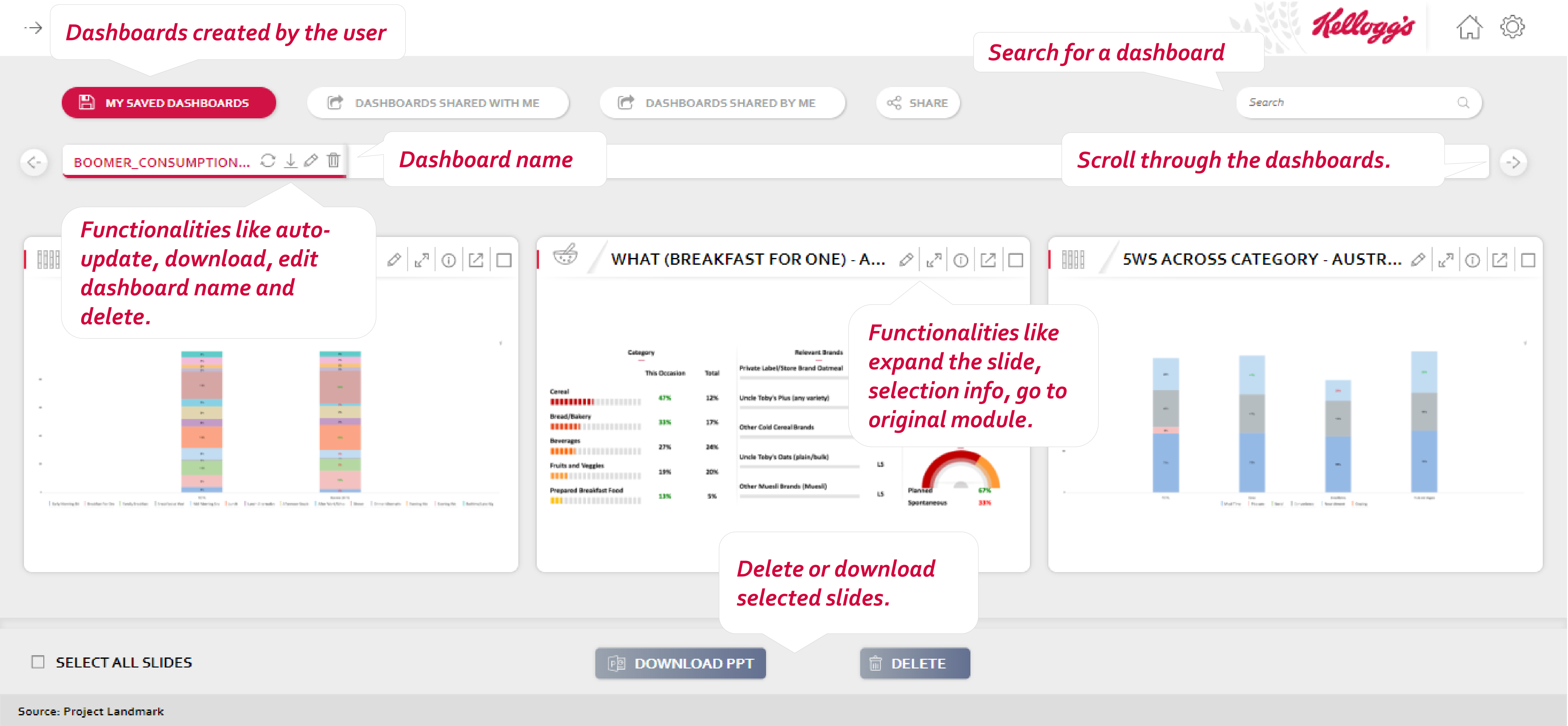

MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
SEARCH
SMS
ABC
XYZ
WHO
ACTIVITIES
WHAT
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE
Source: Project Landmark

Navigation


LANDMARK OCCASION VISUALIZER
OCCASION PROFILE
PERFORMANCE DASHBOARD
VISUAL CROSSTAB
ADVANCED ANALYTICS
MY DASHBOARD
REPORT GENERATOR

Click on My Dashboard.

Landing Page


MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Dashboards created by the user

Search for a dashboard

Dashboard name

Scroll through the dashboards.

Functionalities like auto-update, download, edit dashboard name and delete.

Functionalities like expand the slide, selection info, go to original module.

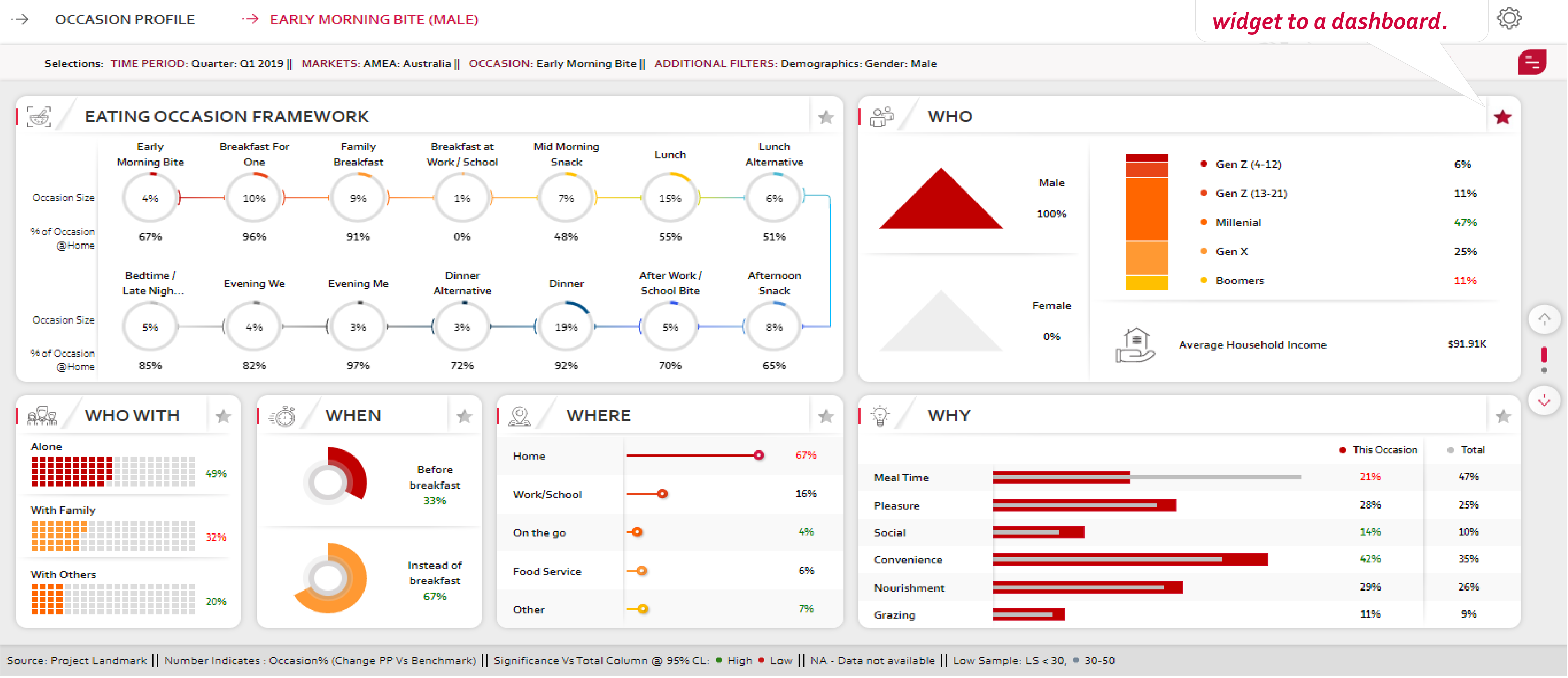
Delete or download selected slides.

☐ SELECT ALL SLIDES

Source: Project Landmark

How to Save a Widget to My Dashboard

Click on the star to add a widget to a dashboard.



→ OCCASION PROFILE → EARLY MORNING BITE (MALE)

Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

EATING OCCASION FRAMEWORK ★

	Early Morning Bite	Breakfast For One	Family Breakfast	Breakfast at Work / School	Mid Morning Snack	Lunch	Lunch Alternative
Occasion Size	4%	10%	9%	1%	7%	15%	6%
% of Occasion @Home	67%	96%	91%	0%	48%	55%	51%

	Bedtime / Late Nigh...	Evening We	Evening Me	Dinner Alternative	Dinner	After Work / School Bite	Afternoon Snack
Occasion Size	5%	4%	3%	3%	19%	5%	8%
% of Occasion @Home	85%	82%	97%	72%	92%	70%	65%

WHO ★

Male	100%
Female	0%

● Gen Z (4-12)	6%
● Gen Z (13-21)	11%
● Millenial	47%
● Gen X	25%
● Boomers	11%
Average Household Income	$91.91K

WHO WITH ★

Alone	49%
With Family	32%
With Others	20%

WHEN ★

Before breakfast	33%
Instead of breakfast	67%

WHERE ★

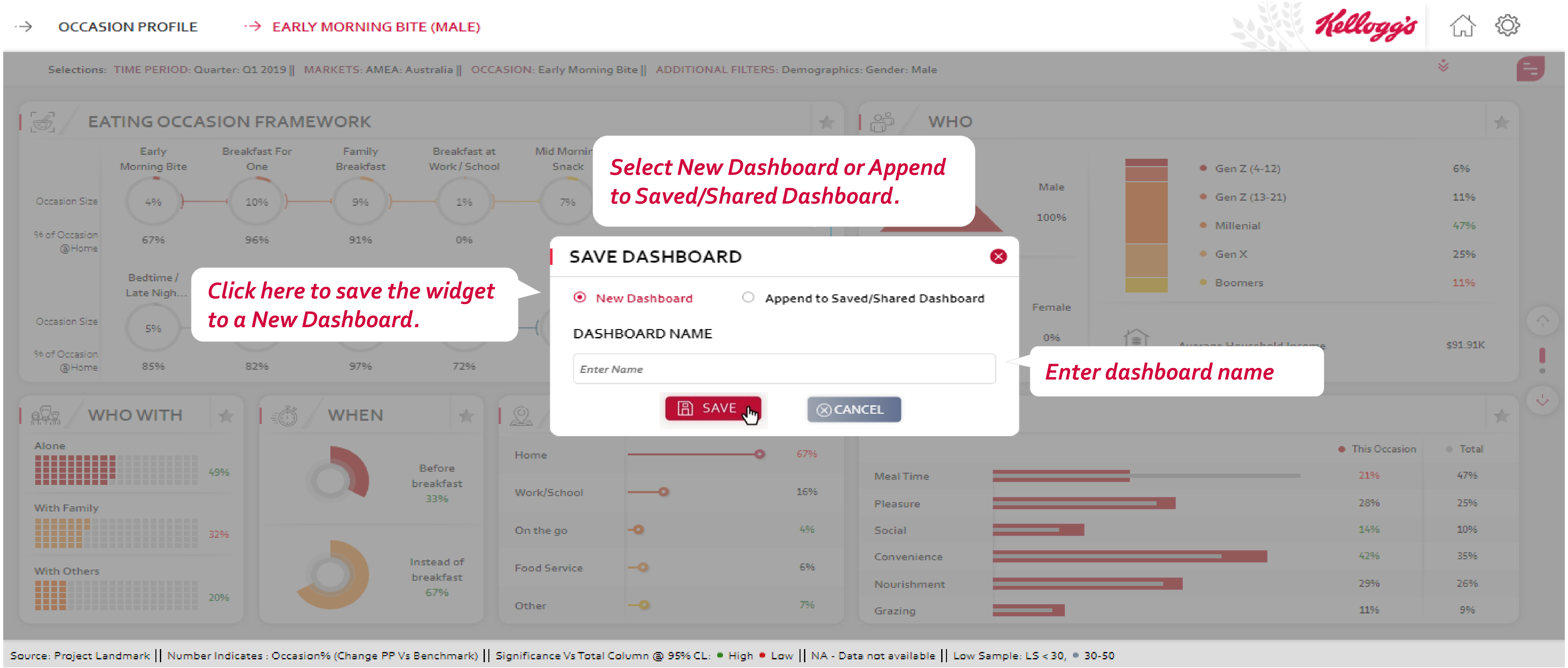
Home	67%
Work/School	16%
On the go	4%
Food Service	6%
Other	7%

WHY ★

	● This Occasion	● Total
Meal Time	21%	47%
Pleasure	28%	25%
Social	14%	10%
Convenience	42%	35%
Nourishment	29%	26%
Grazing	11%	9%

Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50

How to Save a Widget to My Dashboard



→ OCCASION PROFILE
→ EARLY MORNING BITE (MALE)
Kellogg's

Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

EATING OCCASION FRAMEWORK
Early Morning Bite
Breakfast For One
Family Breakfast
Breakfast at Work / School
Mid Mornin Snack
Occasion Size
4%
10%
9%
1%
7%
% of Occasion @Home
67%
96%
91%
0%
Bedtime / Late Nigh...
Occasion Size
5%
% of Occasion @Home
85%
82%
97%
72%
WHO
Male
100%
Female
0%
Gen Z (4-12) 6%
Gen Z (13-21) 11%
Millenial 47%
Gen X 25%
Boomers 11%
Average Household Income $91.91K
WHO WITH
Alone 49%
With Family 32%
With Others 20%
WHEN
Before breakfast 33%
Instead of breakfast 67%
Home 67%
Work/School 16%
On the go 4%
Food Service 6%
Other 7%
This Occasion
Total
Meal Time 21% 47%
Pleasure 28% 25%
Social 14% 10%
Convenience 42% 35%
Nourishment 29% 26%
Grazing 11% 9%

SAVE DASHBOARD

● New Dashboard ○ Append to Saved/Shared Dashboard

DASHBOARD NAME

Enter Name

SAVE
CANCEL

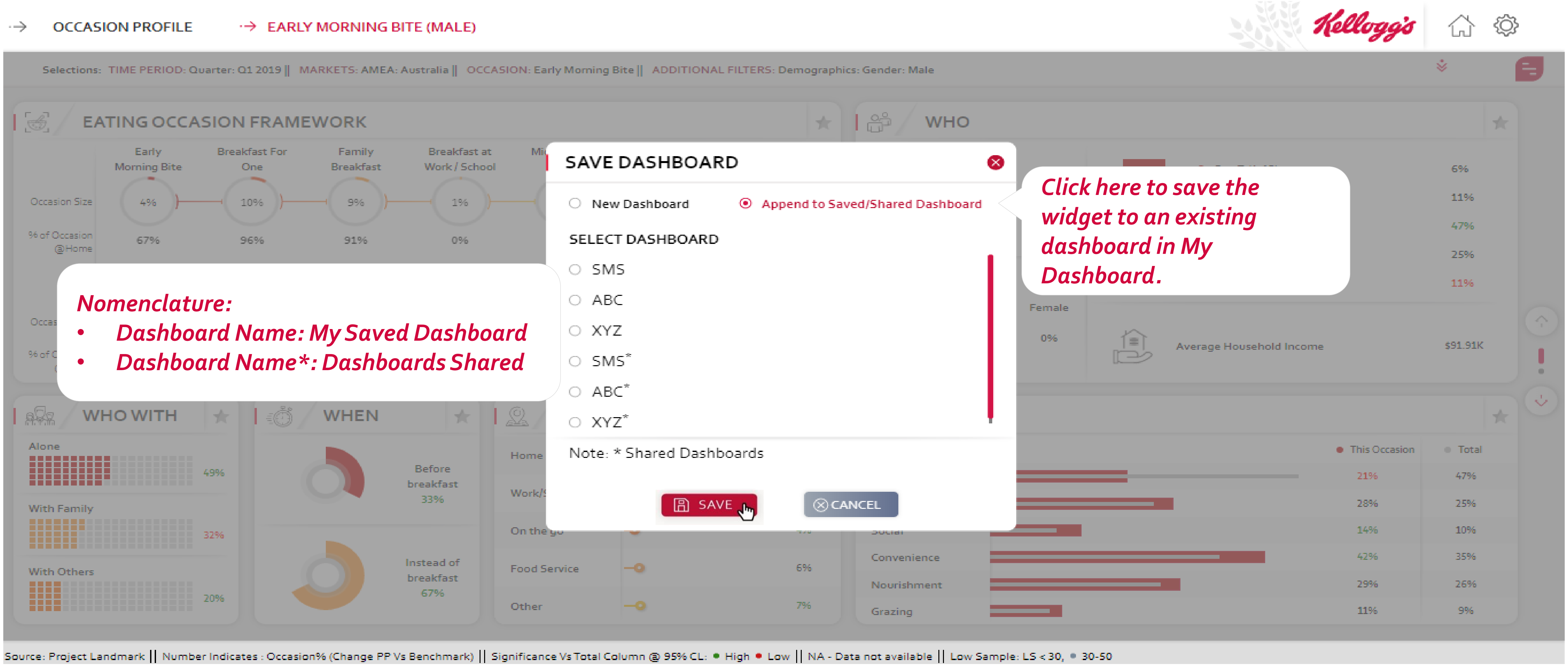
Select New Dashboard or Append to Saved/Shared Dashboard.

Click here to save the widget to a New Dashboard.

Enter dashboard name

Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50

How to Save a Widget to My Dashboard


→ OCCASION PROFILE
→ EARLY MORNING BITE (MALE)
Kellogg's
EATING OCCASION FRAMEWORK
Early Morning Bite
Breakfast For One
Family Breakfast
Breakfast at Work / School
Occasion Size
4%
10%
9%
1%
% of Occasion @Home
67%
96%
91%
0%
WHO
6%
11%
47%
25%
11%
Female
0%
Average Household Income
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26%
Grazing
11%
9%

Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

SAVE DASHBOARD

○ New Dashboard ● Append to Saved/Shared Dashboard

SELECT DASHBOARD

○ SMS
○ ABC
○ XYZ
○ SMS*
○ ABC*
○ XYZ*

Note: * Shared Dashboards

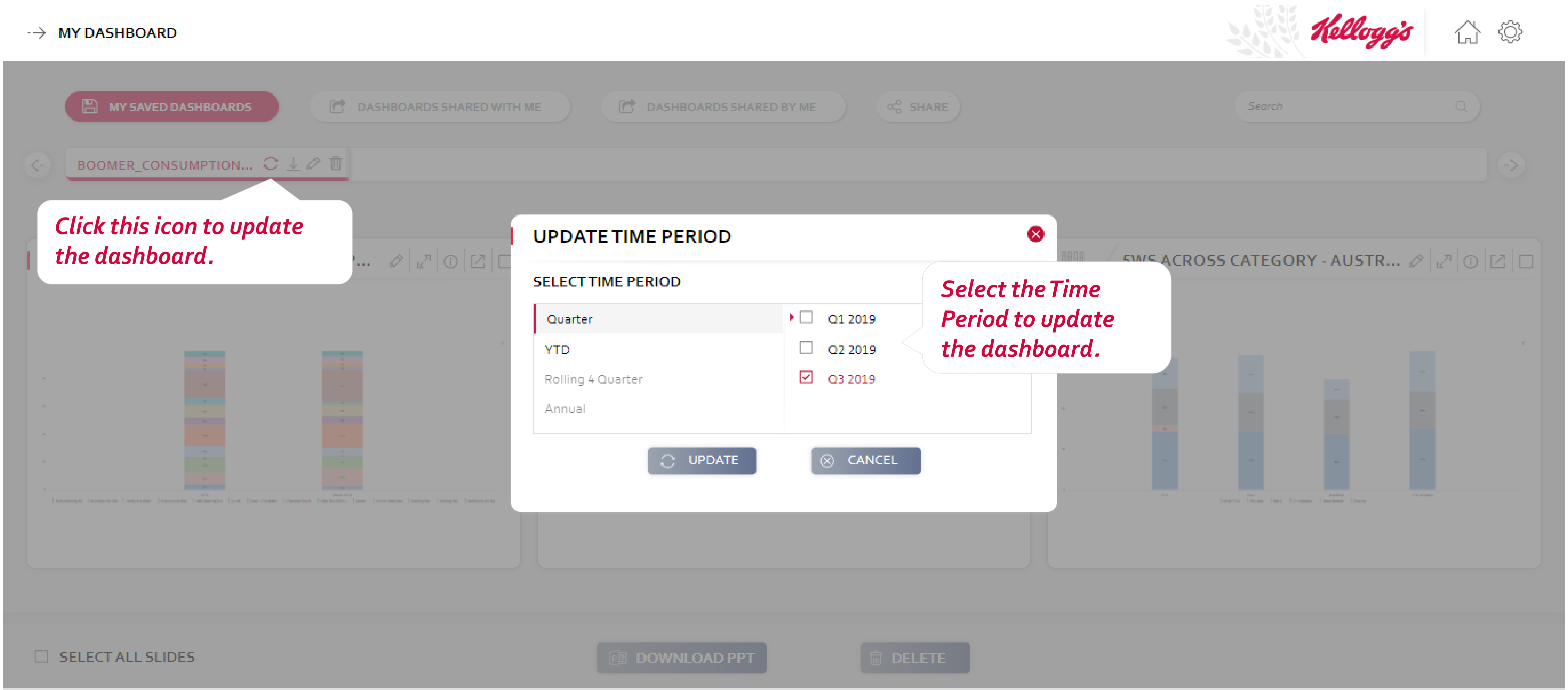
SAVE CANCEL

Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50

Click here to save the widget to an existing dashboard in My Dashboard.

Nomenclature:
- ***Dashboard Name: My Saved Dashboard***
- ***Dashboard Name*: Dashboards Shared***

Update



MY DASHBOARD

MY SAVED DASHBOARDS | DASHBOARDS SHARED WITH ME | DASHBOARDS SHARED BY ME | SHARE | Search

BOOMER_CONSUMPTION...

Click this icon to update the dashboard.

UPDATE TIME PERIOD

SELECT TIME PERIOD

- Quarter
- YTD
- Rolling 4 Quarter
- Annual

☐ Q1 2019
☐ Q2 2019
☑ Q3 2019

UPDATE | CANCEL

Select the Time Period to update the dashboard.

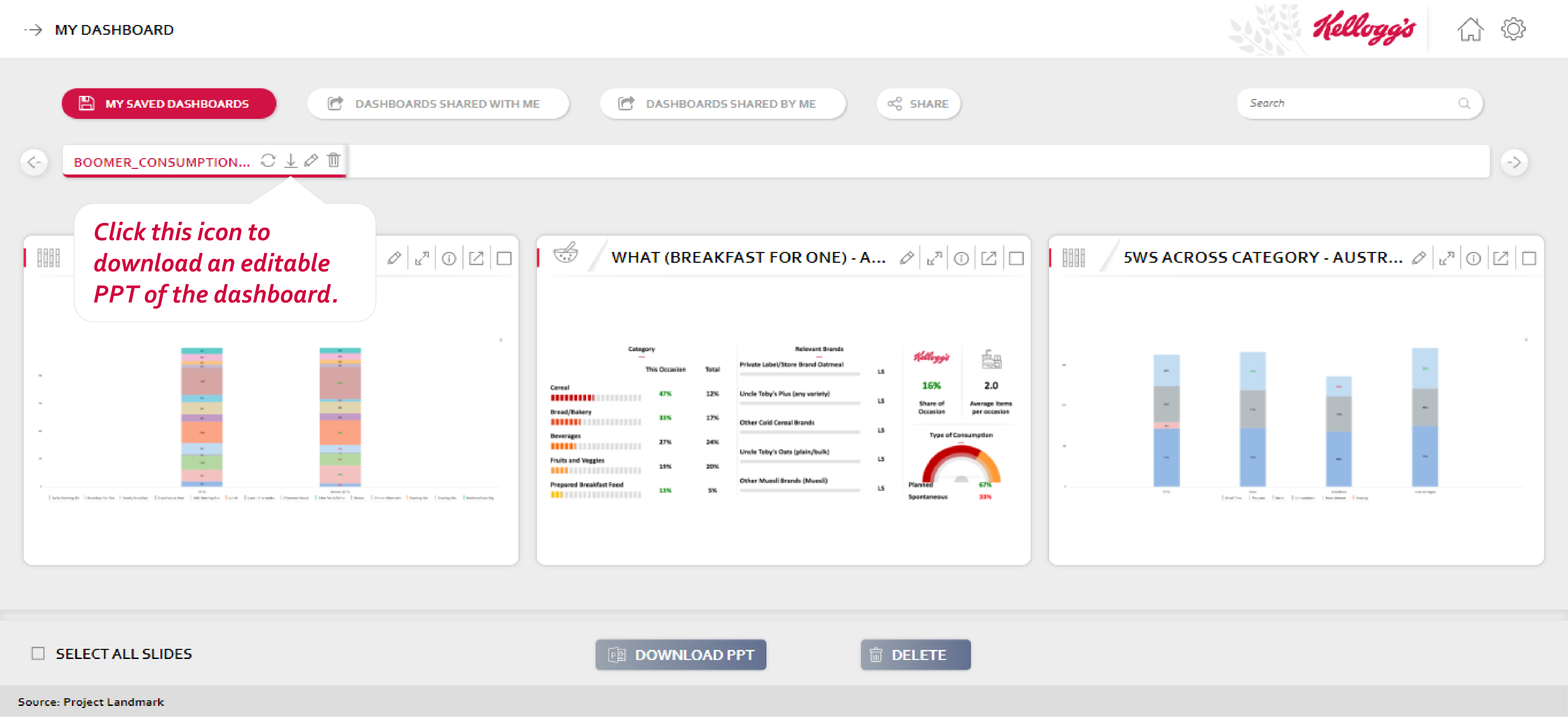
5WS ACROSS CATEGORY - AUSTR...

☐ SELECT ALL SLIDES

DOWNLOAD PPT | DELETE

Source: Project Landmark

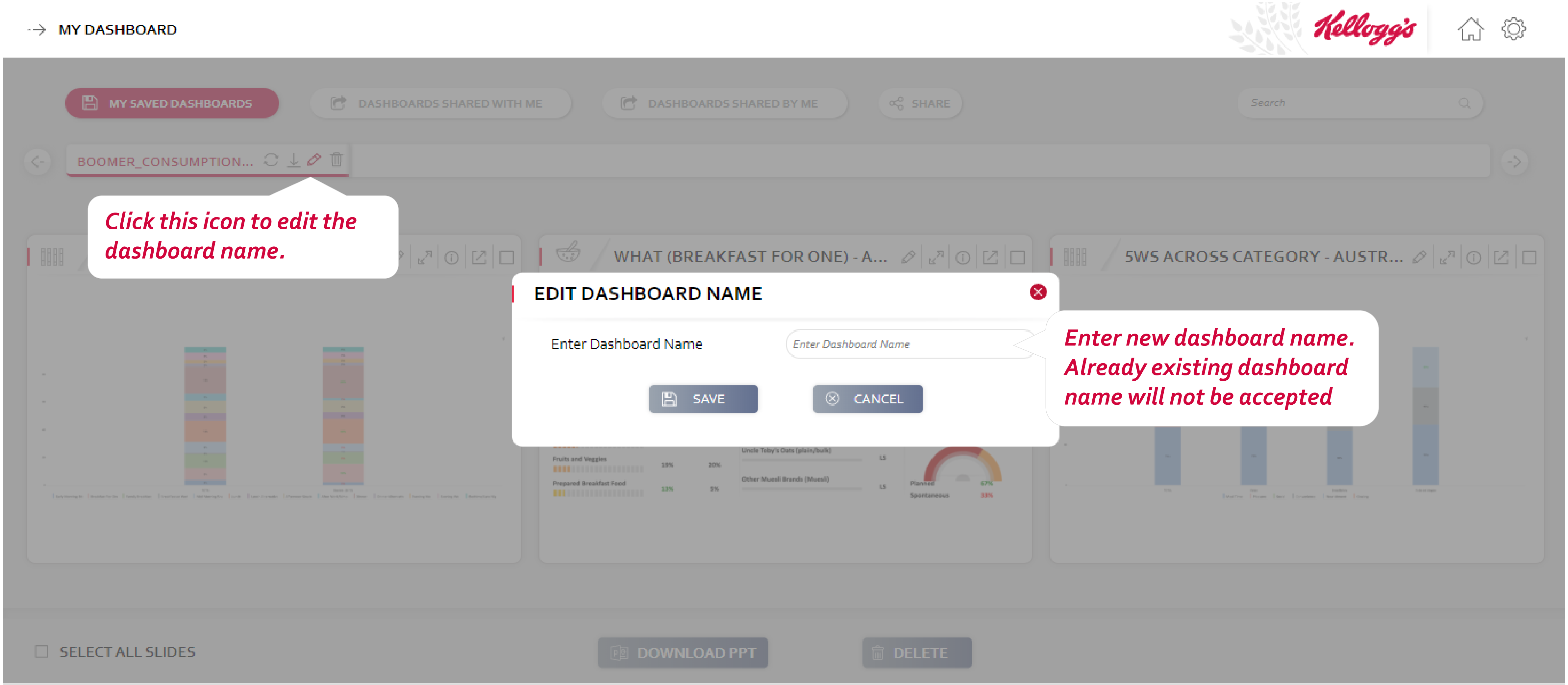
Download


MY DASHBOARD
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Click this icon to download an editable PPT of the dashboard.

Source: Project Landmark

Edit Dashboard Name


MY DASHBOARD
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Search
BOOMER_CONSUMPTION...
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
EDIT DASHBOARD NAME
SAVE
CANCEL
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

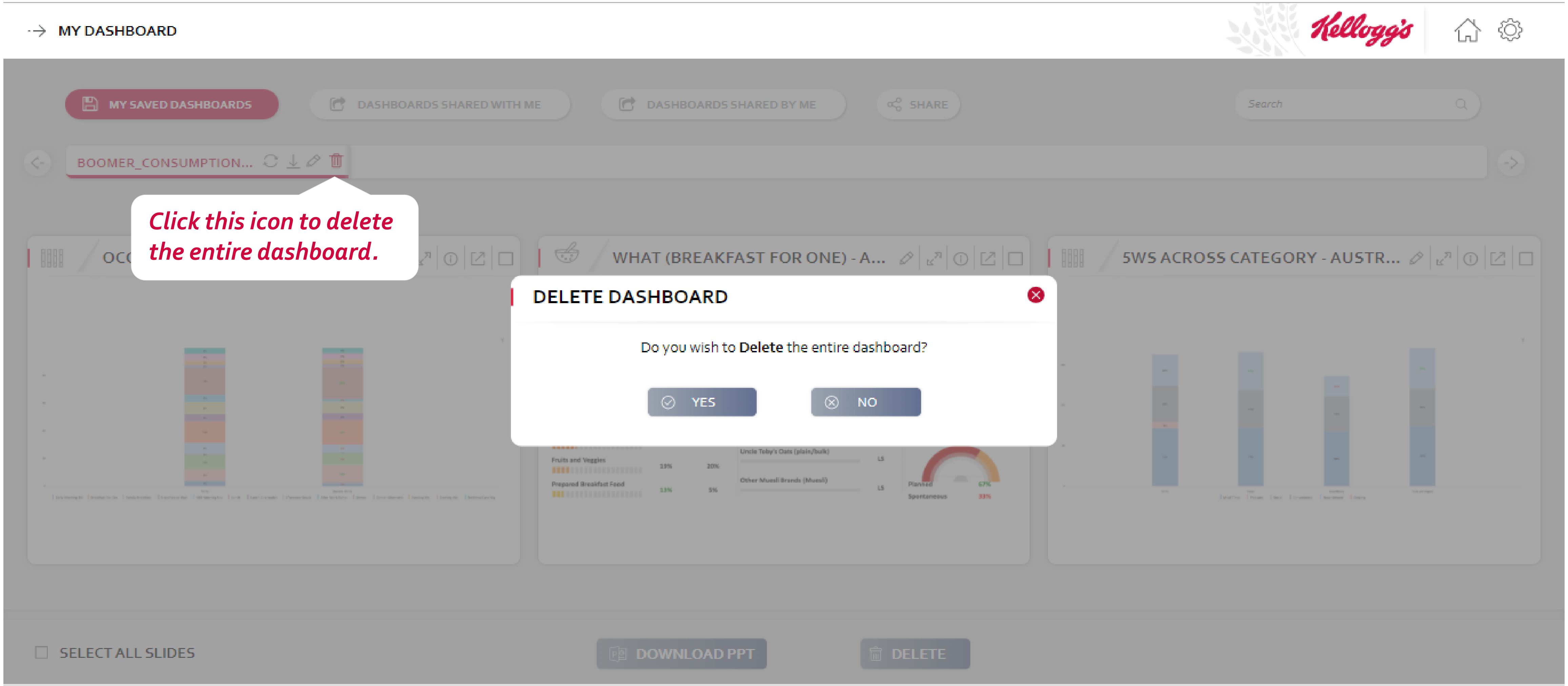
Enter Dashboard Name: Enter Dashboard Name

Click this icon to edit the dashboard name.

Enter new dashboard name. Already existing dashboard name will not be accepted

Source: Project Landmark

Delete – My Saved Dashboards


MY DASHBOARD
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
OCC
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
YES
NO
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

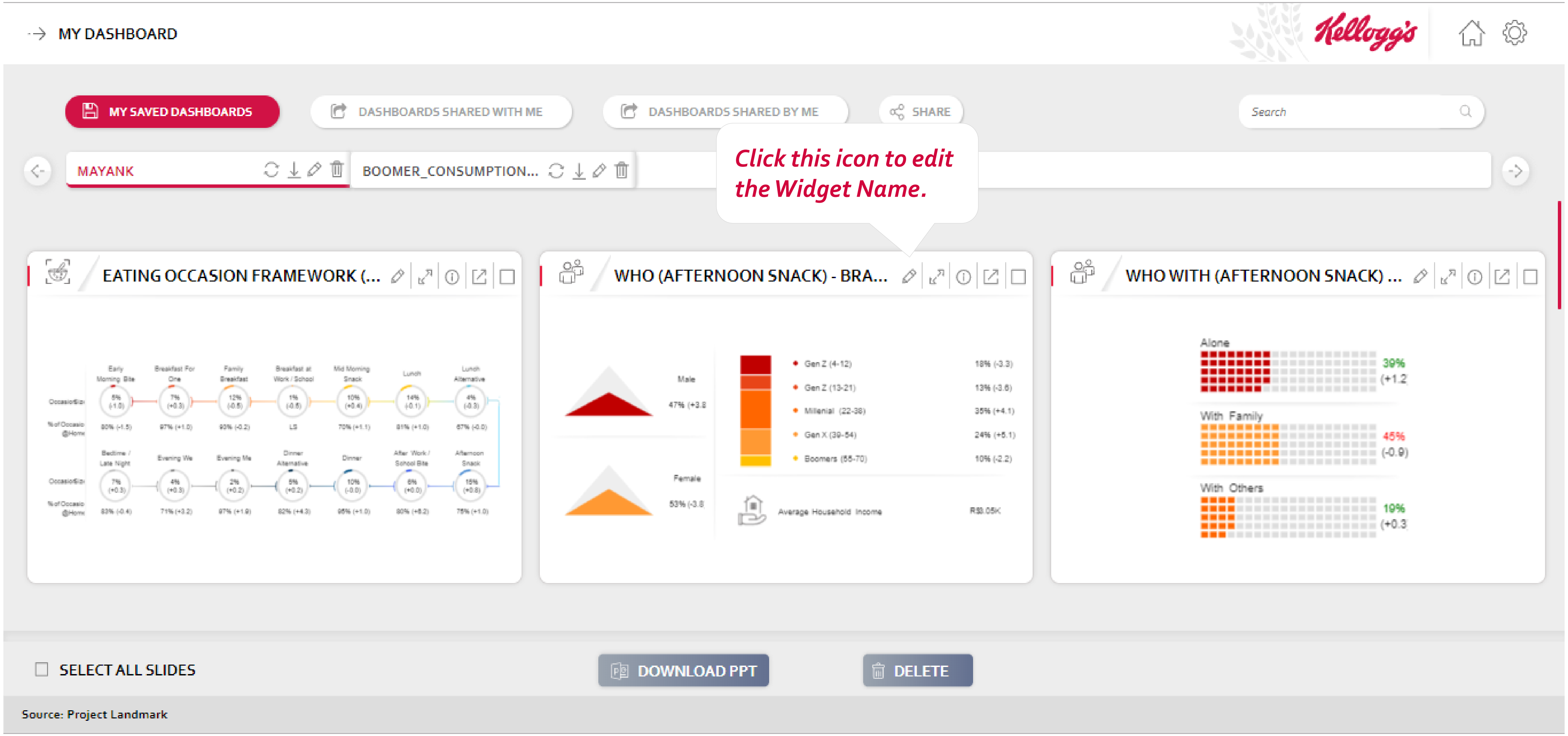
Click this icon to delete the entire dashboard.

DELETE DASHBOARD

Do you wish to **Delete** the entire dashboard?

Source: Project Landmark

Edit Widget Name


MY DASHBOARD
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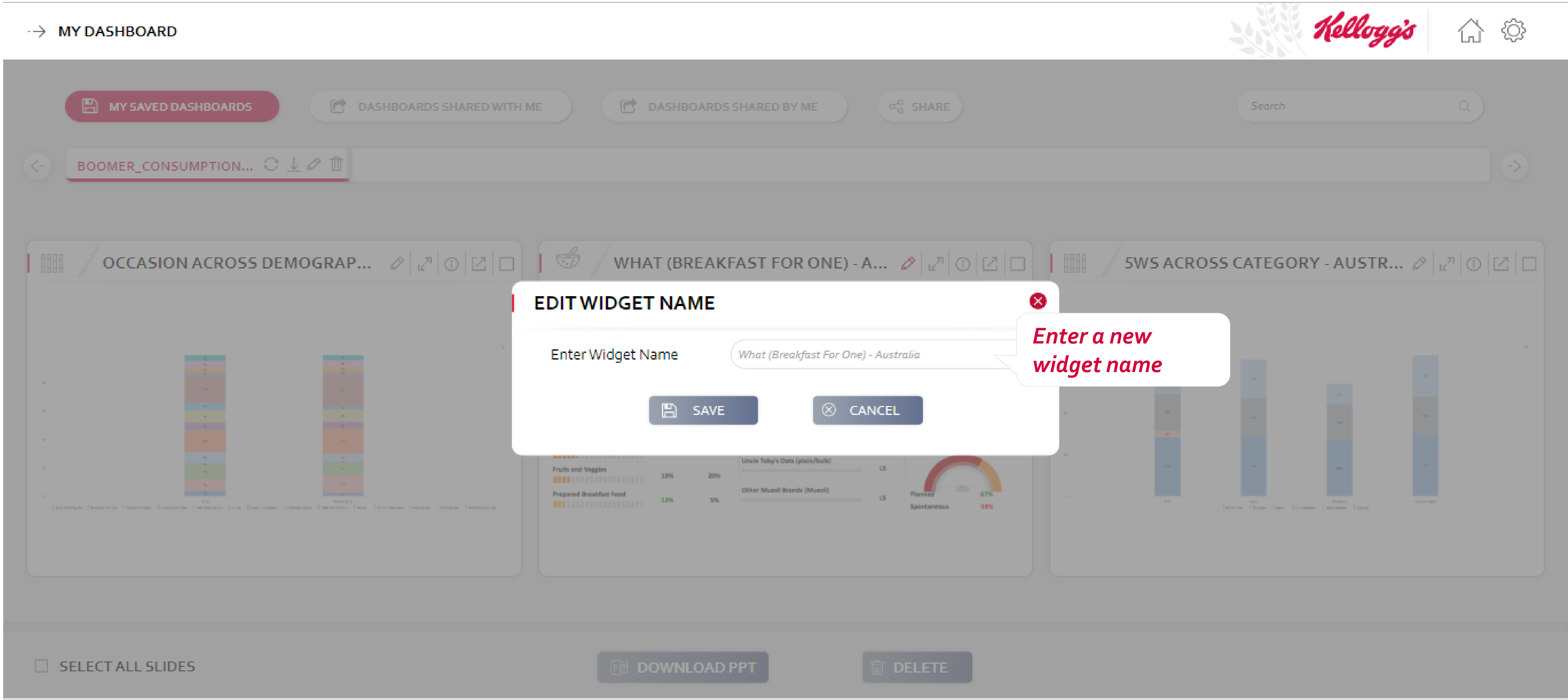
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
MAYANK
BOOMER_CONSUMPTION...
EATING OCCASION FRAMEWORK (...
WHO (AFTERNOON SNACK) - BRA...
WHO WITH (AFTERNOON SNACK) ...
Male
47% (+3.8
Female
53% (-3.8
Gen Z (4-12)
18% (-3.3)
Gen Z (13-21)
13% (-3.6)
Millenial (22-38)
35% (+4.1)
Gen X (39-54)
24% (+5.1)
Boomers (55-70)
10% (-2.2)
Average Household Income
R$3.05K
Alone
39%
(+1.2
With Family
45%
(-0.9)
With Others
19%
(+0.3
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Click this icon to edit the Widget Name.

Source: Project Landmark

Edit Widget Name



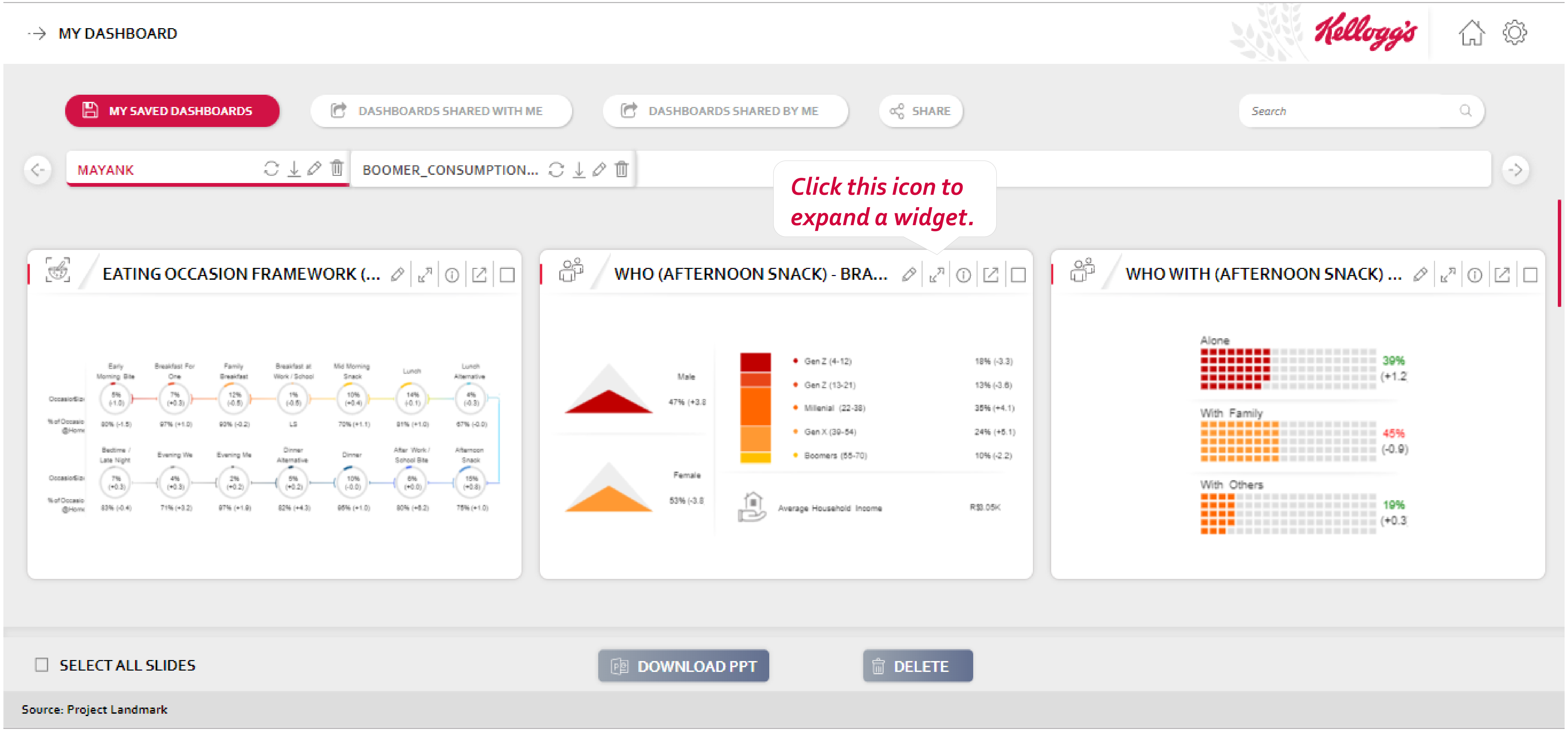
MY DASHBOARD
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
OCCASION ACROSS DEMOGRAP...
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
EDIT WIDGET NAME
SAVE
CANCEL
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Enter Widget Name: What (Breakfast For One) - Australia

Enter a new widget name

Source: Project Landmark

Expand Feature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MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
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Search
MAYANK
BOOMER_CONSUMPTION...
EATING OCCASION FRAMEWORK (...
WHO (AFTERNOON SNACK) - BRA...
Male
47% (+3.8
Female
53% (-3.8
Gen Z (4-12) 18% (-3.3)
Gen Z (13-21) 13% (-3.6)
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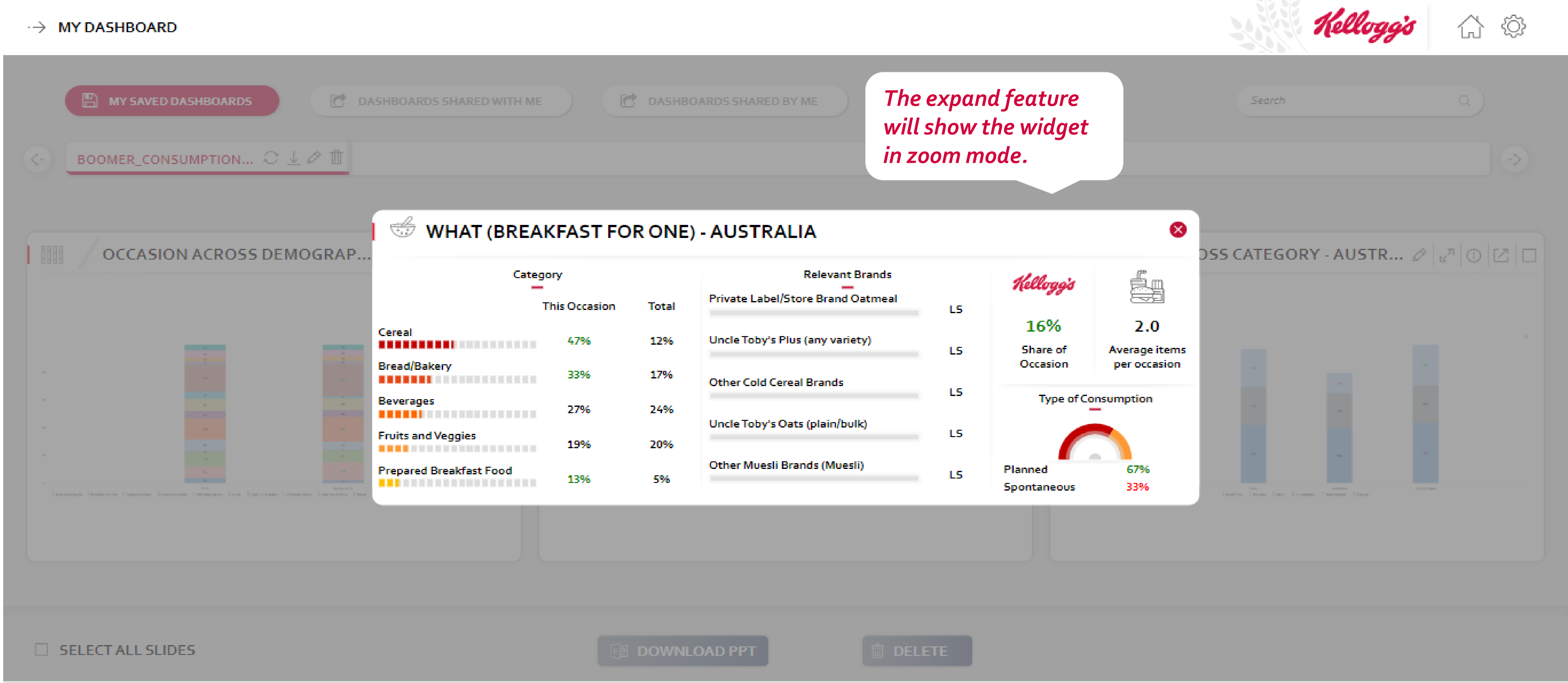
Gen X (39-54) 24% (+5.1)
Boomers (55-70) 10% (-2.2)
Average Household Income R$3.05K
WHO WITH (AFTERNOON SNACK) ...
Alone 39% (+1.2
With Family 45% (-0.9)
With Others 19% (+0.3
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Click this icon to expand a widget.

Source: Project Landmark

Expand Feature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MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
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Search
BOOMER_CONSUMPTION...
OCCASION ACROSS DEMOGRAP...
OSS CATEGORY - AUSTR...
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

The expand feature will show the widget in zoom mode.

WHAT (BREAKFAST FOR ONE) - AUSTRALIA

Category

	This Occasion	Total
Cereal	47%	12%
Bread/Bakery	33%	17%
Beverages	27%	24%
Fruits and Veggies	19%	20%
Prepared Breakfast Food	13%	5%

Relevant Brands

Private Label/Store Brand Oatmeal	LS
Uncle Toby's Plus (any variety)	LS
Other Cold Cereal Brands	LS
Uncle Toby's Oats (plain/bulk)	LS
Other Muesli Brands (Muesli)	LS

16% Share of Occasion

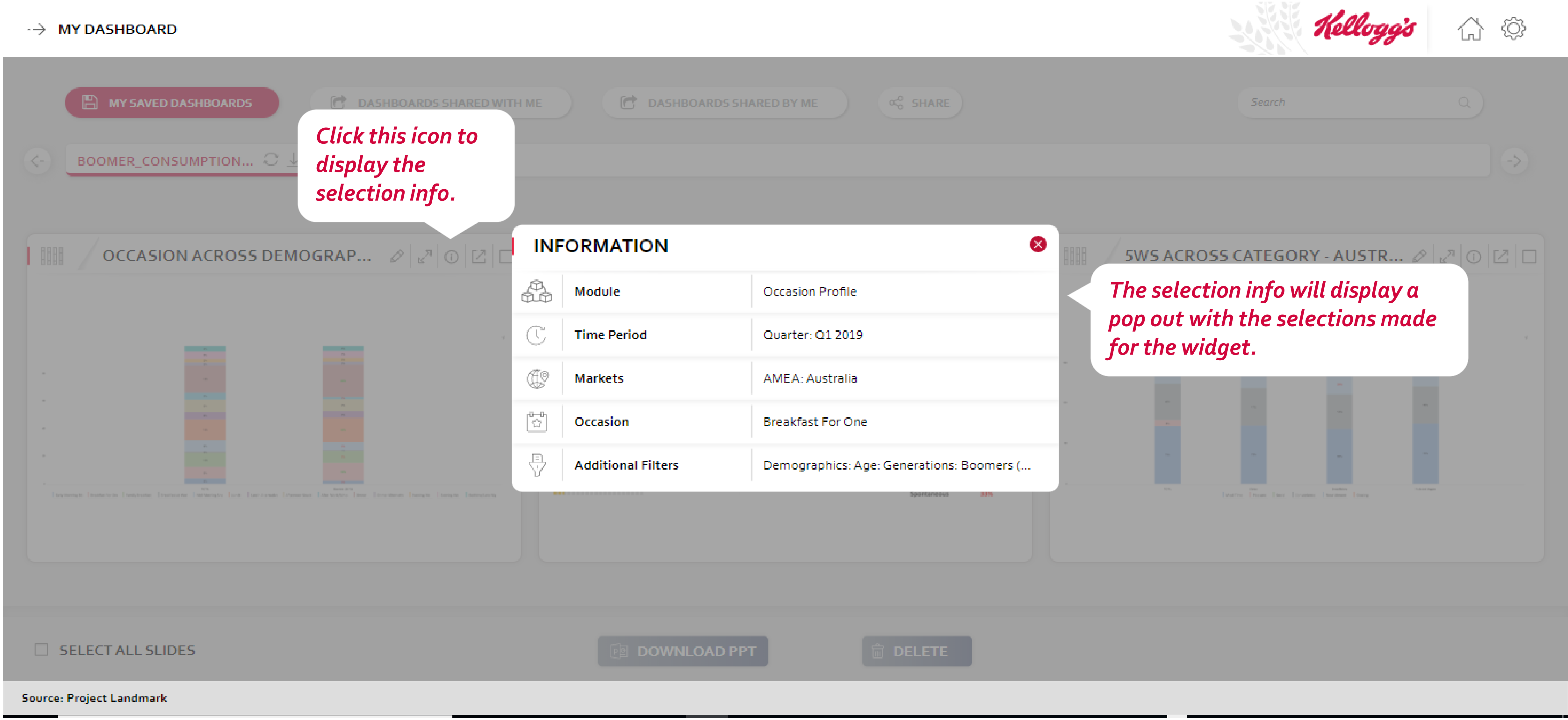
2.0 Average items per occasion

Type of Consumption

Planned	67%
Spontaneous	33%

Source: Project Landmark

Selection Info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Search
BOOMER_CONSUMPTION...
OCCASION ACROSS DEMOGRAP...
5WS ACROSS CATEGORY - AUSTR...
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Click this icon to display the selection info.

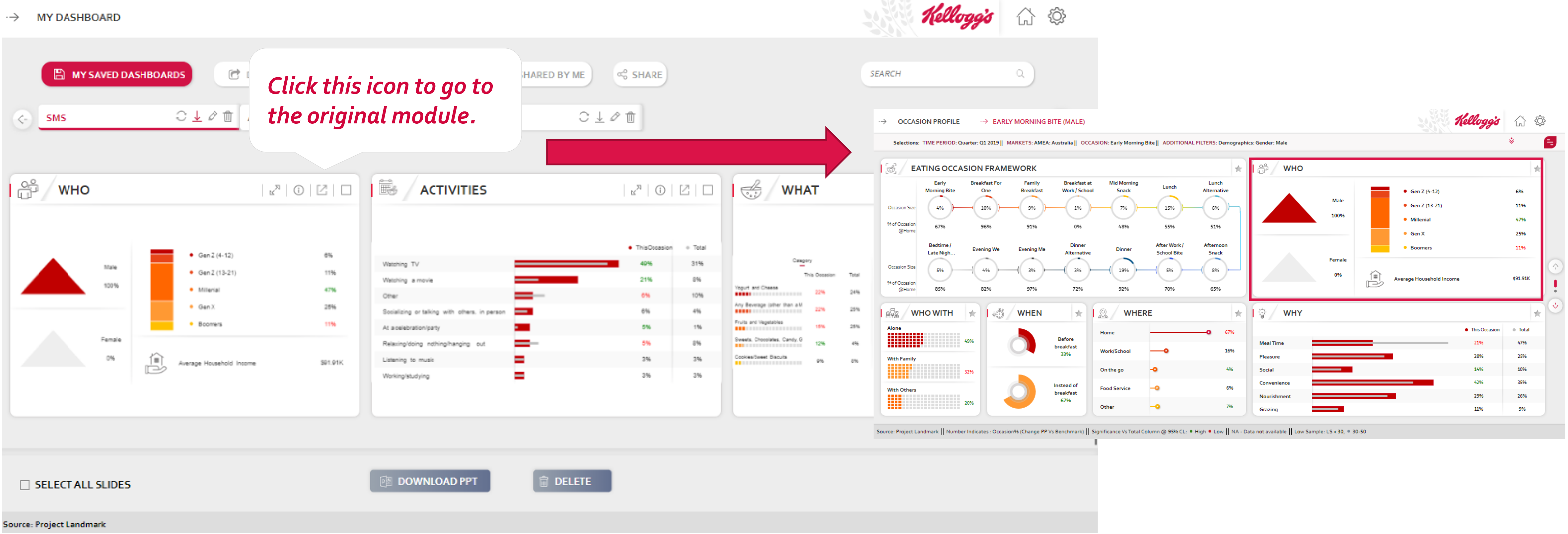
INFORMATION

Module	Occasion Profile
Time Period	Quarter: Q1 2019
Markets	AMEA: Australia
Occasion	Breakfast For One
Additional Filters	Demographics: Age: Generations: Boomers (...

The selection info will display a pop out with the selections made for the widget.

Source: Project Landmark

‘Go to Original Module’ Feature


MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
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WHO
ACTIVITIES
WHAT
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE
OCCASION PROFILE
EARLY MORNING BITE (MALE)
EATING OCCASION FRAMEWORK
WHO WITH
WHEN
WHERE
WHY

Click this icon to go to the original module.

WHO

Male	100%
Female	0%

Gen Z (4-12)	6%
Gen Z (13-21)	11%
Millenial	47%
Gen X	25%
Boomers	11%
Average Household Income	$91.91K

ACTIVITIES

	ThisOccasion	Total
Watching TV	40%	31%
Watching a movie	21%	8%
Other	6%	10%
Socializing or talking with others, in person	6%	4%
At a celebration/party	5%	1%
Relaxing/doing nothing/hanging out	5%	8%
Listening to music	3%	3%
Working/studying	3%	3%

WHAT

Category

	This Occasion	Total
Yogurt and Cheese	22%	24%
Any Beverage (other than a M	22%	25%
Fruits and Vegetables	16%	28%
Sweets, Chocolates, Candy, G	12%	4%
Cookies/Sweet Biscuits	9%	6%

Source: Project Landmark

Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

EATING OCCASION FRAMEWORK

	Early Morning Bite	Breakfast For One	Family Breakfast	Breakfast at Work / School	Mid Morning Snack	Lunch	Lunch Alternative
Occasion Size	4%	10%	9%	1%	7%	15%	6%
% of Occasion @Home	67%	96%	91%	0%	48%	55%	51%

	Bedtime / Late Nigh...	Evening We	Evening Me	Dinner Alternative	Dinner	After Work / School Bite	Afternoon Snack
Occasion Size	5%	4%	3%	3%	19%	5%	8%
% of Occasion @Home	85%	82%	97%	72%	92%	70%	65%

WHO

Male	100%
Female	0%

Gen Z (4-12)	6%
Gen Z (13-21)	11%
Millenial	47%
Gen X	25%
Boomers	11%
Average Household Income	$91.91K

WHO WITH

Alone	49%
With Family	32%
With Others	20%

WHEN

Before breakfast	33%
Instead of breakfast	67%

WHERE

Home	67%
Work/School	16%
On the go	4%
Food Service	6%
Other	7%

WHY

	This Occasion	Total
Meal Time	21%	47%
Pleasure	28%	25%
Social	14%	10%
Convenience	42%	35%
Nourishment	29%	26%
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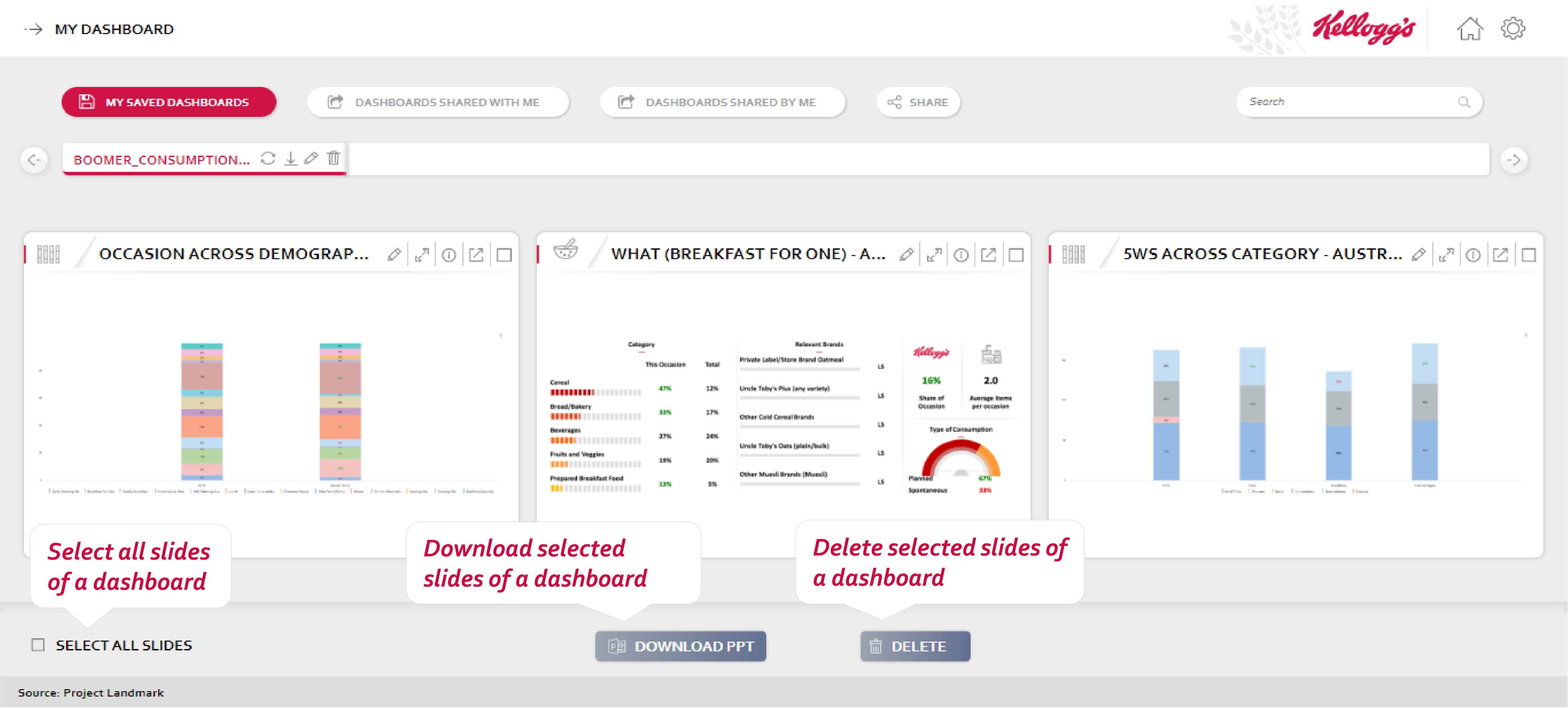
Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50

Download/Delete Selected slides


MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
OCCASION ACROSS DEMOGRAP...
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

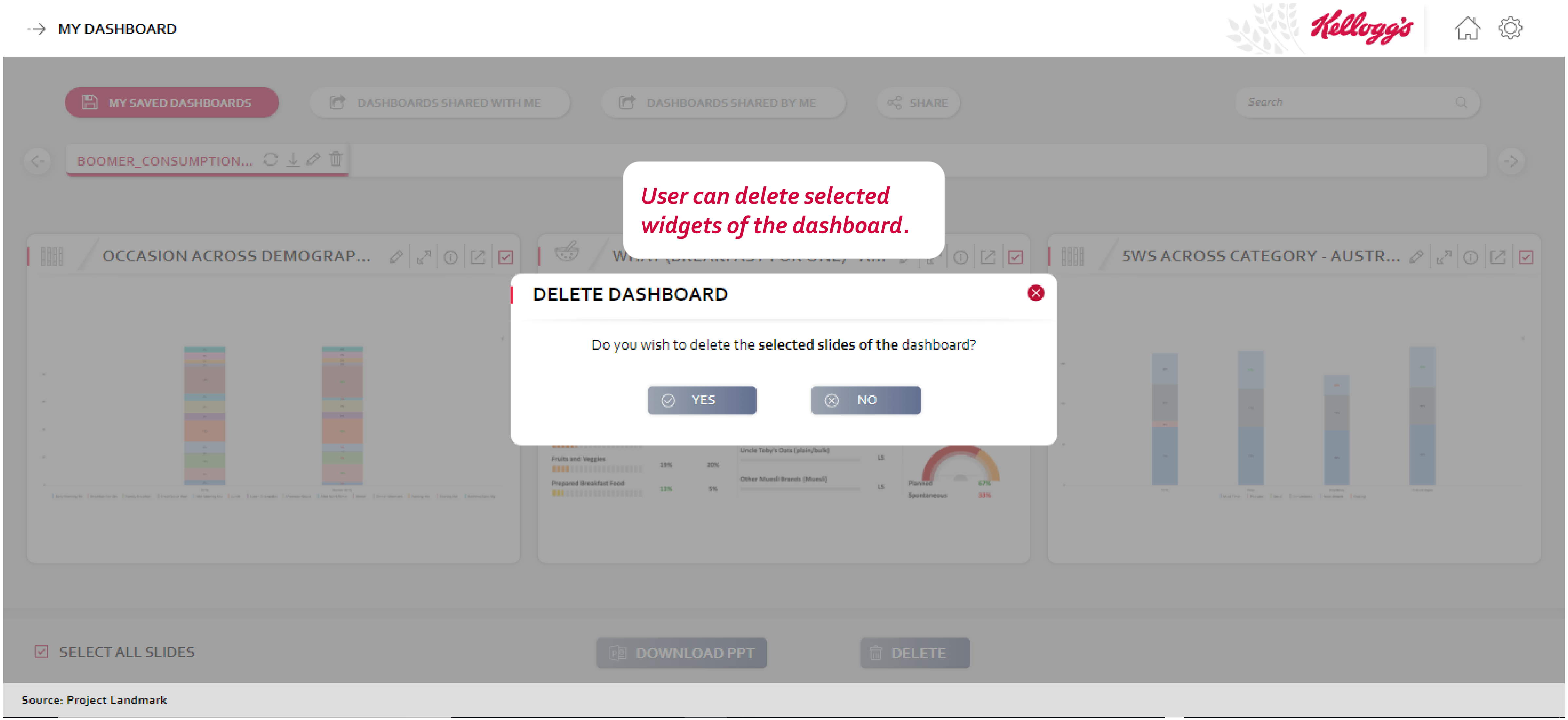
Select all slides of a dashboard

Download selected slides of a dashboard

Delete selected slides of a dashboard

Source: Project Landmark

Delete Selected Slides – My Saved Dashboards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DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
OCCASION ACROSS DEMOGRAP...
5WS ACROSS CATEGORY - AUSTR...
YES
NO
☑ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

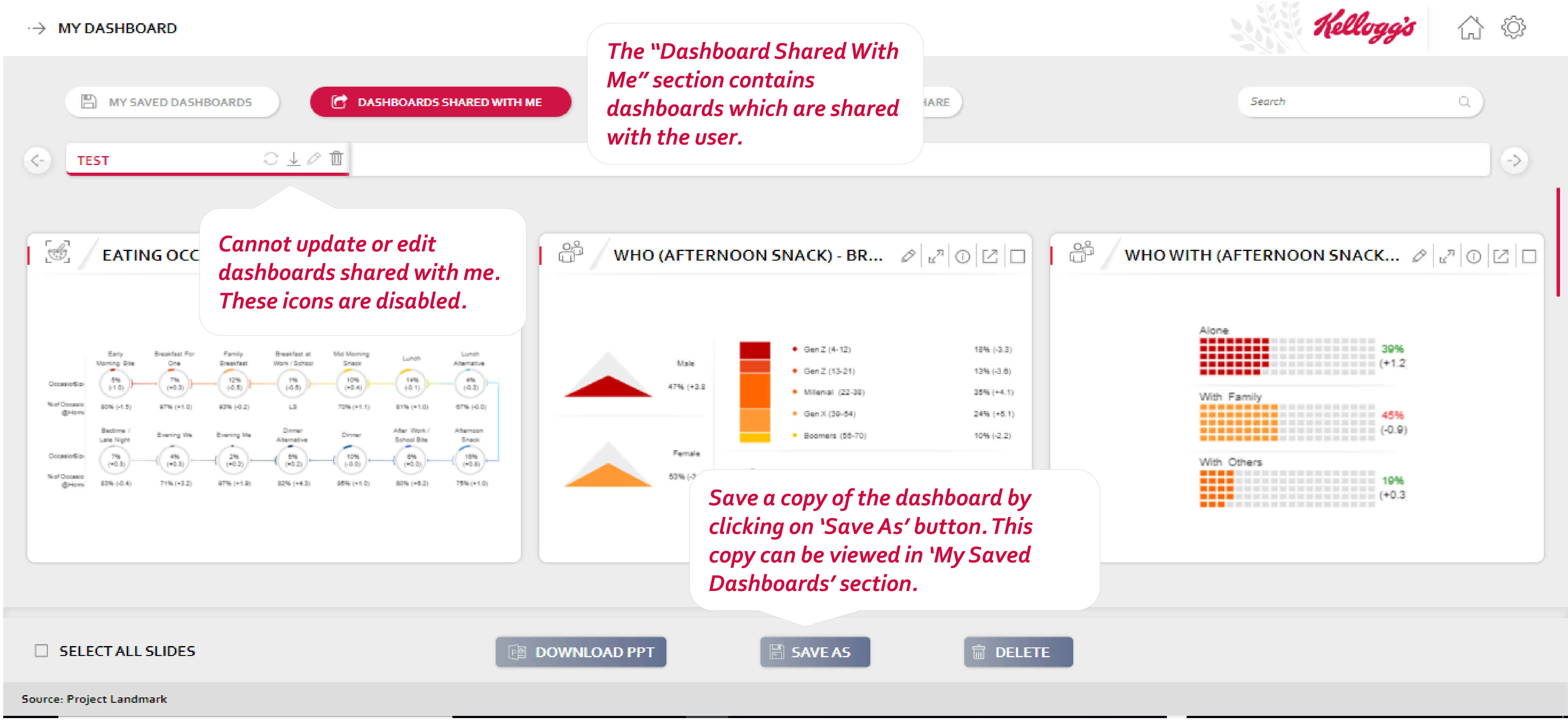
DELETE DASHBOARD

Do you wish to delete the **selected slides of the** dashboard?

User can delete selected widgets of the dashboard.

Source: Project Landmark

Dashboards Shared With Me


MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
HARE
Search
TEST
EATING OCC
WHO (AFTERNOON SNACK) - BR...
WHO WITH (AFTERNOON SNACK...
Male
Female
Gen Z (4-12)
Gen Z (13-21)
Millenial (22-38)
Gen X (39-54)
Boomers (55-70)
Alone
With Family
With Others
☐ SELECT ALL SLIDES
DOWNLOAD PPT
SAVE AS
DELETE

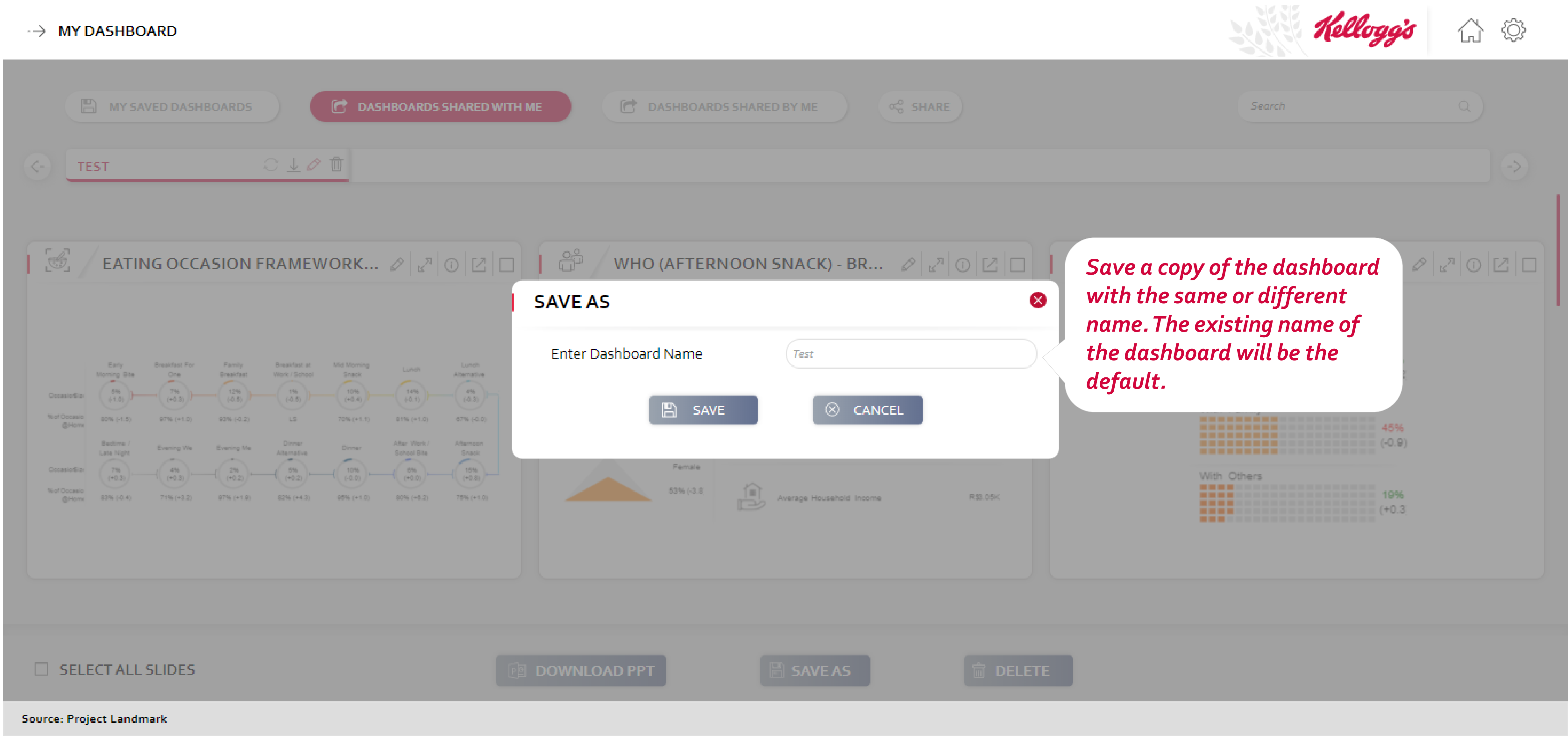
The "Dashboard Shared With Me" section contains dashboards which are shared with the user.

Cannot update or edit dashboards shared with me. These icons are disabled.

Save a copy of the dashboard by clicking on 'Save As' button. This copy can be viewed in 'My Saved Dashboards' section.

Source: Project Landmark

Save As - Dashboards Shared With Me



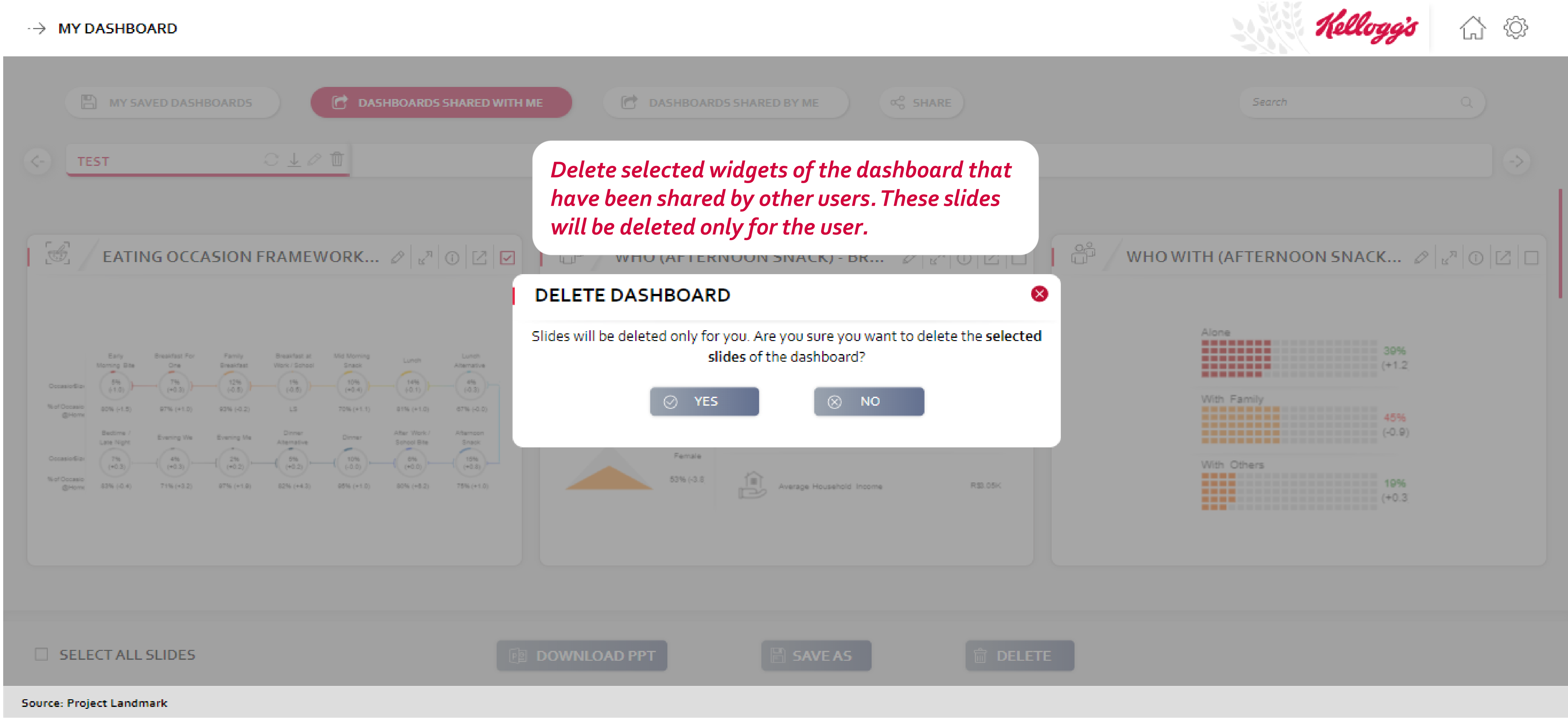
MY DASHBOARD
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
TEST
EATING OCCASION FRAMEWORK...
WHO (AFTERNOON SNACK) - BR...
SAVE AS
SAVE
CANCEL
SELECT ALL SLIDES
DOWNLOAD PPT
SAVE AS
DELETE

Enter Dashboard Name: Test

Save a copy of the dashboard with the same or different name. The existing name of the dashboard will be the default.

Source: Project Landmark

Delete Selected Slides – Shared Dashboards With Me


MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
TEST
EATING OCCASION FRAMEWORK...
WHO (AFTERNOON SNACK) - BR...
WHO WITH (AFTERNOON SNACK...
Alone
39%
(+1.2
With Family
45%
(-0.9)
With Others
19%
(+0.3
Female
Average Household Income
☐ SELECT ALL SLIDES
DOWNLOAD PPT
SAVE AS
DELETE

Delete selected widgets of the dashboard that have been shared by other users. These slides will be deleted only for the user.

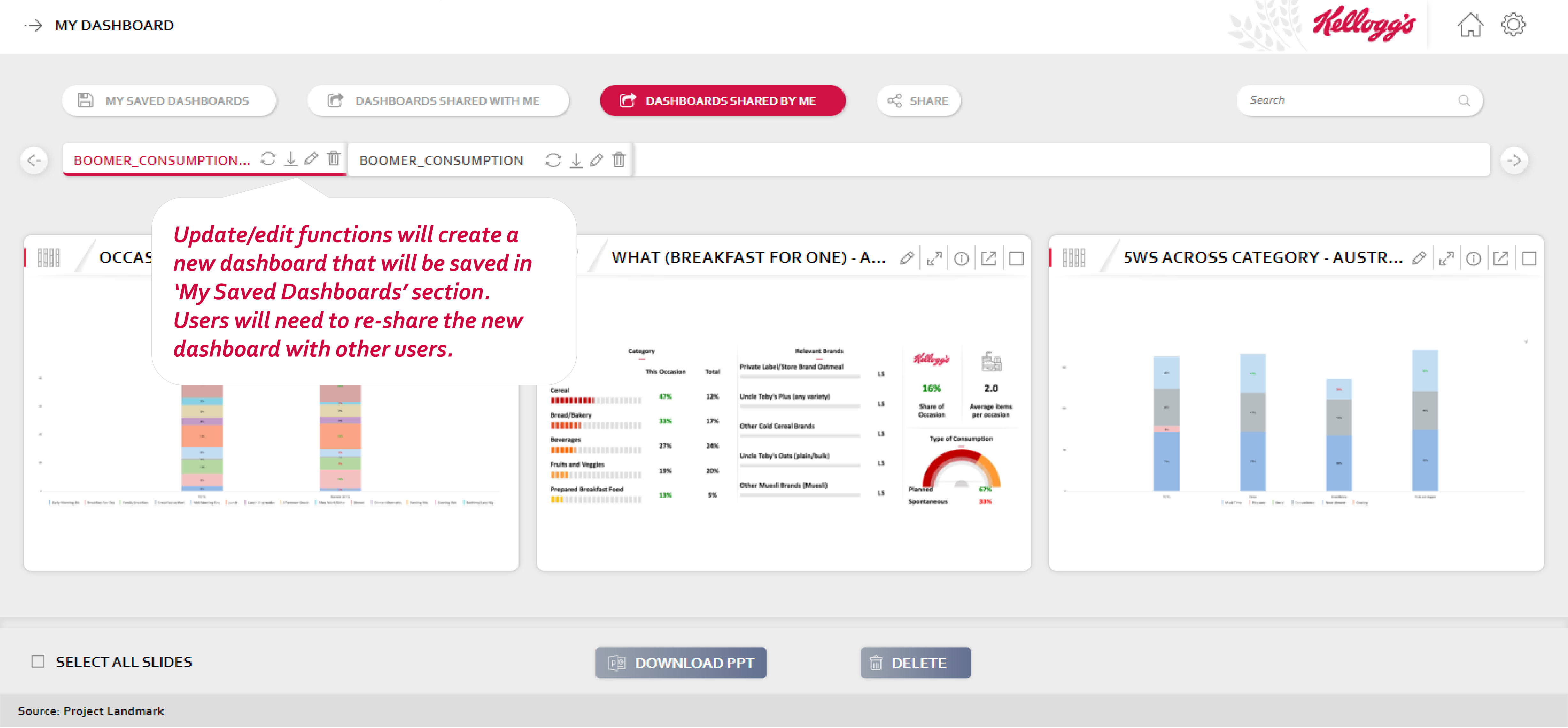
DELETE DASHBOARD

Slides will be deleted only for you. Are you sure you want to delete the **selected slides** of the dashboard?

YES
NO

Source: Project Landmark

Dashboards Shared By Me

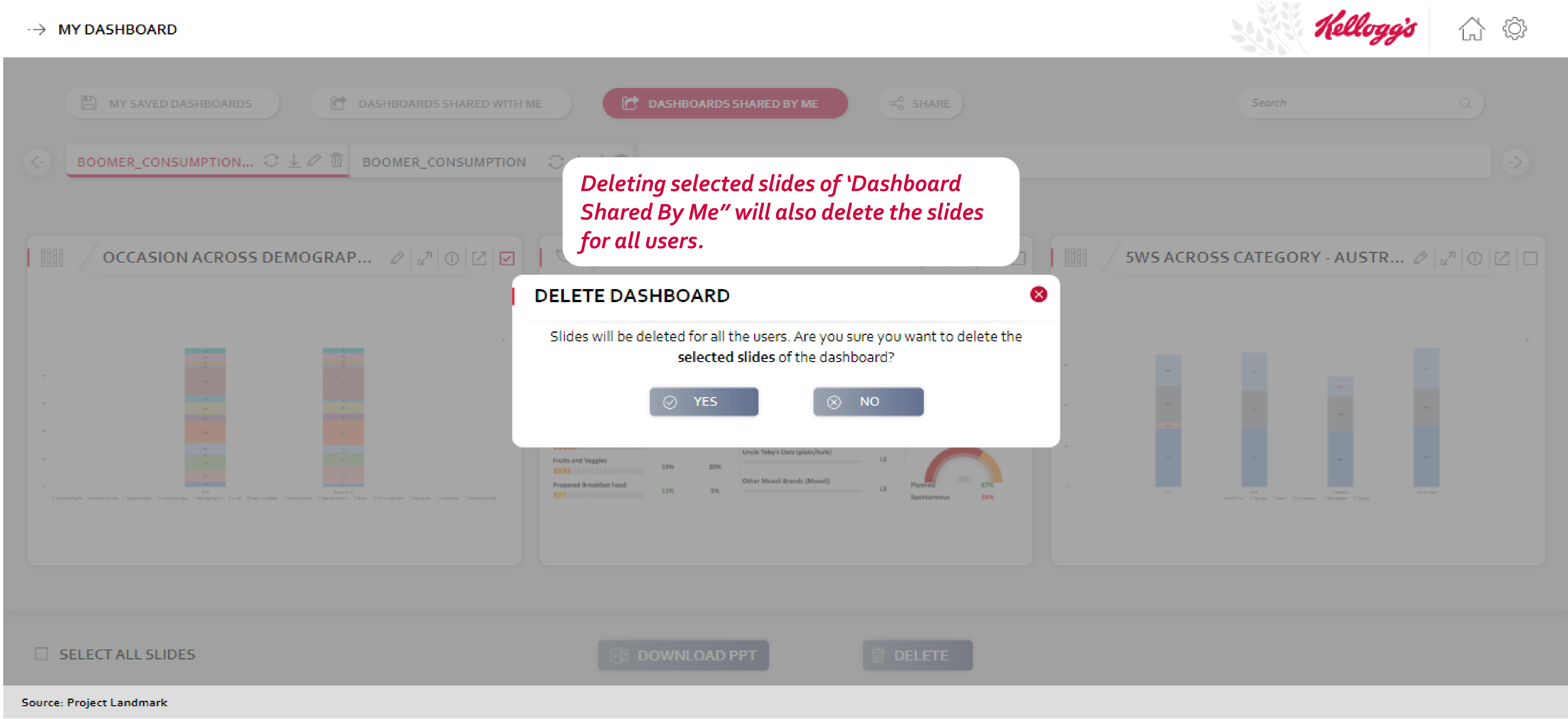


MY DASHBOARD
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
BOOMER_CONSUMPTION
OCCAS
WHAT (BREAKFAST FOR ONE) - A...
5WS ACROSS CATEGORY - AUSTR...
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Update/edit functions will create a new dashboard that will be saved in 'My Saved Dashboards' section. Users will need to re-share the new dashboard with other users.

Source: Project Landmark

Delete Selected Slides – Shared Dashboards By Me


→ MY DASHBOARD
Kellogg's
MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
BOOMER_CONSUMPTION
OCCASION ACROSS DEMOGRAP...
5WS ACROSS CATEGORY - AUSTR...
☐ SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

Deleting selected slides of 'Dashboard Shared By Me" will also delete the slides for all users.

DELETE DASHBOARD

Slides will be deleted for all the users. Are you sure you want to delete the **selected slides** of the dashboard?

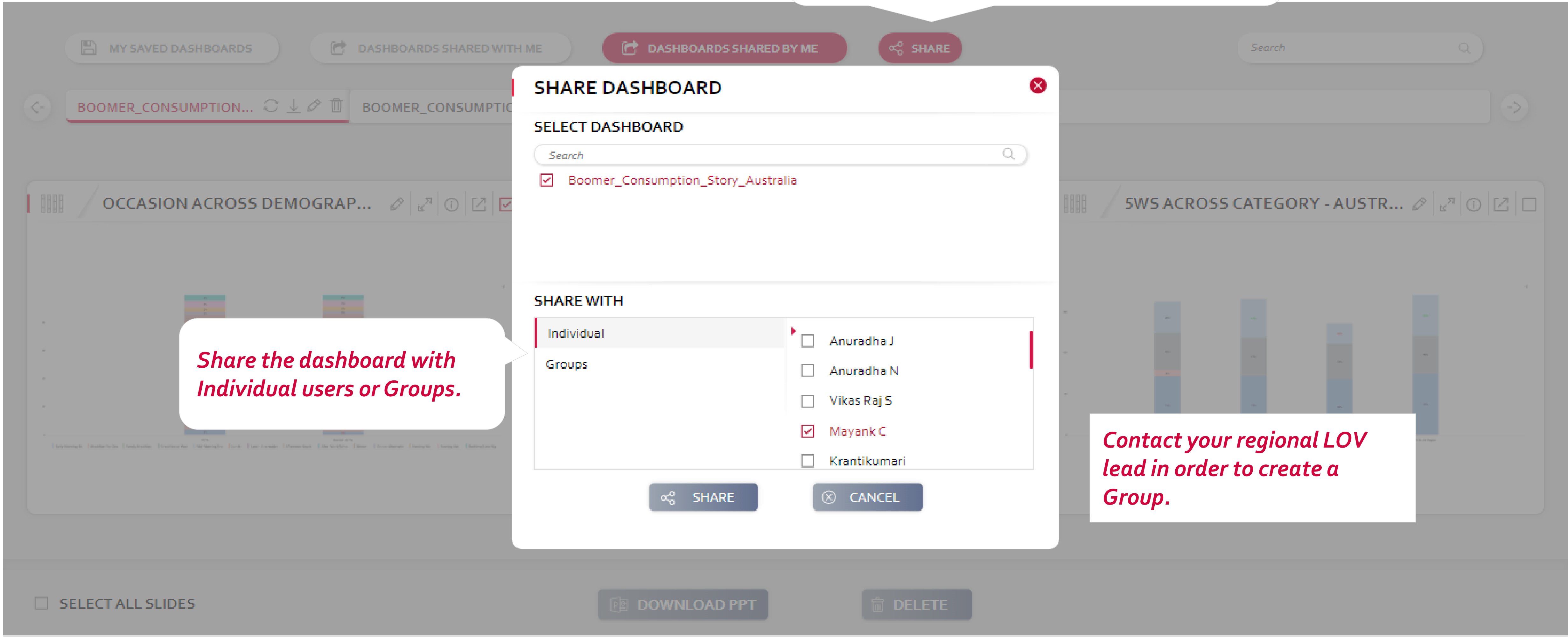
YES
NO

Source: Project Landmark

Share Dashboard

→ MY DASHBOARD

After sharing a dashboard, a copy of the shared dashboard will be available in 'My Saved Dashboards'. It will also be available in "Dashboards Shared By Me" section.


MY SAVED DASHBOARDS
DASHBOARDS SHARED WITH ME
DASHBOARDS SHARED BY ME
SHARE
Search
BOOMER_CONSUMPTION...
BOOMER_CONSUMPTI
OCCASION ACROSS DEMOGRAP...
5WS ACROSS CATEGORY - AUSTR...
SHARE
CANCEL
SELECT ALL SLIDES
DOWNLOAD PPT
DELETE

SHARE DASHBOARD

SELECT DASHBOARD

Search

☑ Boomer_Consumption_Story_Australia

SHARE WITH

- Individual
- Groups

☐ Anuradha J
☐ Anuradha N
☐ Vikas Raj S
☑ Mayank C
☐ Krantikumari

Share the dashboard with Individual users or Groups.

Contact your regional LOV lead in order to create a Group.

Source: Project Landmark