



**MONDELEZ  
INTERNATIONAL**

## Purchase Behaviour System Dashboard

*Training Document*

*Analytics Quotient*

## About the Document

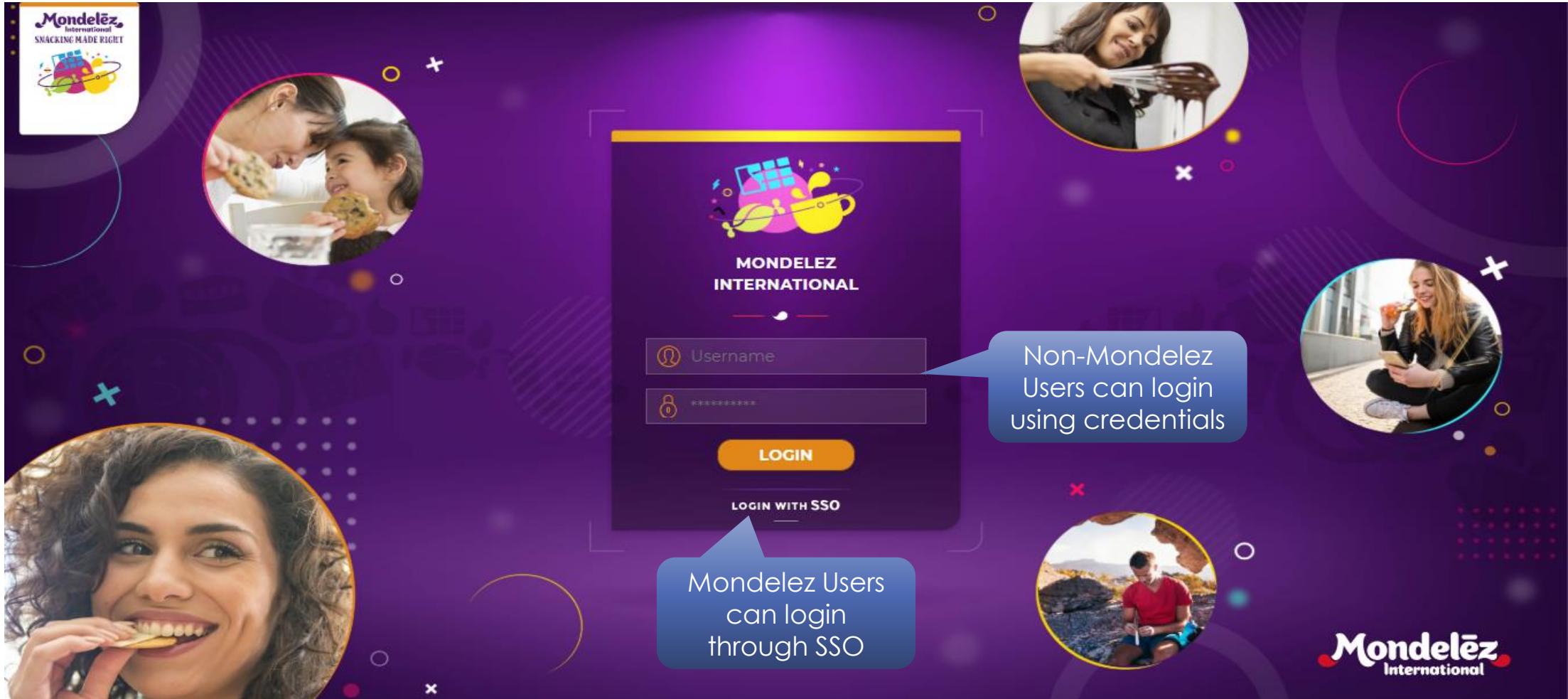
This Document will help user to understand the functionalities and features for the Purchase Behaviour System modules – Snapshot, Deepdive, Crosstab, Growth Opportunity, Reports Hub and Storyboard.

The Following topics will be covered as part of this training document.

- ❖ Login
- ❖ Integrated Dashboard View
- ❖ Purchase Behaviour System Homepage
- ❖ Snapshot
  - Multi View
  - Single View
- ❖ Selection Panel Navigation and Widgets
- ❖ DeepDive
  - Selection Panel Navigation and Output Page
- ❖ CrossTab
  - Selection Panel Navigation and Output Page
- ❖ Growth Opportunity
  - Selection Panel Navigation and Dynamic Charts
- ❖ Reports Hub
  - Reports hub Features
- ❖ Storyboard
  - Storyboard Features

## Login

- User can access Mondelez Dashboard through <https://mondelez.aqinsights.com>
- For any login issue, please drop a note to [mondelezpurchasebehavioursupport@aqinsights.com](mailto:mondelezpurchasebehavioursupport@aqinsights.com)



## Integrated Dashboard View

- User can access the Mondelez Dashboards i.e. Mondelez BGS & Mondelez PBS



MONDELEZ BRAND GUIDANCE SYSTEM

Click here to enter  
Mondelez Brand Guidance  
System



MONDELEZ PURCHASE BEHAVIOUR SYSTEM



# Features of Mondelez PBS Homepage

User can view the guide document and reach the tech support

**MONDELEZ INTERNATIONAL SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM**

**SNAPSHOT**

The Snapshot module is designed for users to get a quick glance into the summary of Key metrics to track Brand's / Category's performance using highly visualised screens

**DEEPDIVE**

The DeepDive module is a charting module which gives users the ability to compare across markets, category, brands, channel, Demographics and Top/Worst Performing Brands

**CROSSTAB**

The Crosstab module gives output in a tabular format and gives user flexibility in choosing any row/column. This will meet all the data needs of a user

**GROWTH OPPORTUNITY**

The Growth Opportunity module is a scenario builder enabling users to simulate the relationship between Penetration, Frequency & Value of a Brand

**REPORTS HUB**

The Report Hub lets the user download reports based on the market, category and timeperiod

**MY STORYBOARD**

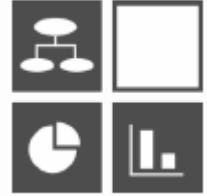
The Storyboard module allows users to create & share custom story from other modules of the Dashboard



# Snapshot

## Snapshot

- ❖ The snapshot module is designed for users to get a quick glance into summary of Key metrics to track Brand's / Category's performance using highly visual screens
- ❖ Following set of metrics are shown in Snapshot Module:
  - Value share
  - Volume share
  - Penetration
  - Frequency
  - Value ( in Euros )
  - Contribution Metric ( Absolute & Index ) :-
    - Penetration contribution
    - Frequency contribution
    - Population contribution
    - Average Price contribution
    - Volume Contribution
    - Volume Per Buyer contribution
    - Volume Per Trip contribution
    - Buyers Contribution
- ❖ Users also get the ability to export the output in excel and PPT.
- ❖ Both the widget screen and the individual widgets can be added to the storyboard.



# Snapshot :- Multi View

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Selection Panel Navigation & Widgets

## Snapshot type

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the tabs, it says "SELECTIONS : BRANDS-MULTI". A blue callout box points to the three-dot menu icon on the right and says "Click on this icon to view the selection panel". On the left, there's a sidebar with "BRANDS" and "MULTI" buttons. The main area has several selection panels: MARKETS, CATEGORY, TIME PERIOD (NONE), BRAND HIERARCHY (star icon), CHANNEL/RETAILER (NONE), DEMOGRAPHICS (circle icon), SEGMENTS (network icon), and CHANNEL/RETAILER (NONE). A blue callout box points to the MARKETS panel with the text "Selections are made from left to right in sequential order. The selection in snapshot type will become multi select". Another blue callout box points to the "MULTI" radio button in the sidebar with the text "Click on the radio button to select. Radio button indicates single selection". A third blue callout box points to the CHANNEL/RETAILER panel with the text "User can select Single Snapshot type to view key KPI for a single Brand/Category/Channel/Demographic". A fourth blue callout box points to the CHANNEL/RETAILER panel with the text "User can select Multi Snapshot type to compare key KPI for multiple Brand/Category/Channel". A fifth blue callout box points to the three-dot menu icon with the text "Click on this icon to expand a selection". At the bottom, there are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT, along with a note: "\* Size of brands denotes the Value (000 EUR)". The bottom right corner features the Analytics Quotient logo.

MONDELEZ INTERNATIONAL SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD

SELECTIONS : BRANDS-MULTI

Click on this icon to view the selection panel

AVAILABLE DATA

CHANNEL DEMOGRAPHICS

BRAND HIERARCHY

TIME PERIOD NONE

CHANNEL/RETAILER NONE

SEGMENTS NONE

CHANNEL/RETAILER NONE

BRANDS NONE

MARKETS

CATEGORY

BRANDS

MULTI  SINGLE

Click on the radio button to select.  
Radio button indicates single selection

User can select Single Snapshot type to view key KPI for a single Brand/Category/Channel/Demographic.

User can select Multi Snapshot type to compare key KPI for multiple Brand/Category/Channel.

Click on this icon to expand a selection

\* Size of brands denotes the Value (000 EUR)

CLEAR TAB CLEAR ALL SUBMIT

# Markets

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the text "SELECTIONS : BRANDS-MULTI || AUSTRIA". On the left, there's a logo for "Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM". A blue callout box points to the "MARKETS" section of the selection panel, containing the text "Selection Panel displays the current selection". The selection panel includes sections for Snapshot Type (BRANDS-MULTI), Markets (AUSTRIA), Category (NONE), Time Period (NONE), Brand Hierarchy (NONE), Segments (NONE), and Channel/Retailer (NONE). The "MARKETS" section is expanded, showing a list of countries with radio buttons: AUSTRIA (selected), IRELAND, RUSSIA, BELGIUM, ITALY, SPAIN, CZECH REPUBLIC, NETHERLANDS, SWEDEN, FRANCE, NORWAY, UK, GERMANY, POLAND, and UK. A blue callout box points to the "AUSTRIA" button with the text "User can select a single market". At the bottom, there's a note: "\* Size of brands denotes the Value (000 EUR)" and buttons for CLEAR TAB, CLEAR ALL, and SUBMIT. The bottom right corner features the Analytics Quotient logo.

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |

SELECTIONS : BRANDS-MULTI || AUSTRIA

Selection Panel displays the current selection

AVAILABLE DATA

CHANNEL DEMOGRAPHICS

BRAND HIERARCHY

SNAPSHOT TYPE: BRANDS-MULTI

MARKETS: AUSTRIA

CATEGORY: NONE

TIME PERIOD: NONE

BRANDS: NONE

SEGMENTS: NONE

CHANNEL/RETAILER: NONE

AUSTRIA       BELGIUM       CZECH REPUBLIC       FRANCE       GERMANY  
 IRELAND       ITALY       NETHERLANDS       NORWAY       POLAND  
 RUSSIA       SPAIN       SWEDEN       UK

\* Size of brands denotes the Value (000 EUR)

CLEAR TAB | CLEAR ALL | SUBMIT

# Category

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple banner displays the current selections: BRANDS-MULTI || AUSTRIA || CHOCOLATE || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || TOTAL CHANNELS. There's also a button labeled "AVAILABLE DATA" with a close icon.

The main area contains several selection cards:

- SNAPSHOT TYPE:** BRANDS-MULTI
- MARKETS:** AUSTRIA
- CATEGORY:** CHOCOLATE (highlighted with a blue dot)
- TIME PERIOD:** NONE
- BRAND HIERARCHY:** (with a small icon showing a tree)
- BRANDS:** NONE
- SEGMENTS:** TOTAL CHOCOLATE MARKET | TOT...
- CHANNEL/RETAILER:** TOTAL CHANNELS

A radio button labeled "CHOCOLATE" is selected. Below the cards, a blue callout box says "User can select a single category". A red callout box below it says "A note will be displayed to highlight the logic of a tab selected". Another blue callout box on the right says "Some selections will be automatically changed to default selections. Users can change them".

\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed  
\* Size of brands denotes the Value (000 EUR)

At the bottom right are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

 Analytics Quotient

# Time Period

The screenshot shows the Mondelēz Purchase Behaviour System interface with the following details:

- Top Navigation:** SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, MY STORYBOARD, Home, and Settings.
- Selection Bar:** SELECTIONS: BRANDS-MULTI || AUSTRIA || CHOCOLATE || MAT - JUNE 2018 || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || TOTAL CHANNELS.
- Available Data:** CHANNEL DEMOGRAPHICS.
- Current Selections:**
  - SNAPSHOT TYPE: BRANDS-MULTI
  - MARKETS: AUSTRIA
  - CATEGORY: CHOCOLATE
  - TIME PERIOD: MAT - JUNE 2018
  - HIERARCHY: NONE
  - BRANDS: NONE
  - SEGMENTS: TOTAL CHOCOLATE MARKET | TOT...
  - CHANNEL/RETAILER: TOTAL CHANNELS
- Time Period Options:** MAT, JUNE 2016, DECEMBER 2016, JUNE 2017, DECEMBER 2017.
- Buttons at the bottom:** CLEAR TAB, CLEAR ALL, SUBMIT.
- Footnote:** \* Size of brands denotes the Value (000 EUR).
- Annotations:**
  - A callout points to the TIME PERIOD section: "User can look at the time periods which have data for this market-category selection".
  - A callout points to the time period dropdown: "User can select one time period from available time periods types like MAT, Quarterly, Monthly and YTD".
  - A callout points to the CLEAR ALL button: "User can clear all the selections by clicking on 'Clear All'".
  - A callout points to the CLEAR TAB button: "User can clear the selection made in the current tab i.e. segments by clicking on 'Clear Tab'".

# Brands

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, MY STORYBOARD, and icons for HOME and SETTINGS.

Below the navigation bar, the selection criteria are displayed: SELECTIONS : BRANDS-MULTI || AUSTRIA || CHOCOLATE || MAT - JUNE 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || T... .

The main area features several filters and search fields:

- SNAPSHOT TYPE:** BRANDS-MULTI
- MARKETS:** AUSTRIA
- CATEGORY:** CHOCOLATE
- TIME PERIOD:** MAT - JUNE 2018
- BRANDS:** MULTIPLE (highlighted)
- SEGMENTS:** TOTAL CHOCOLATE MARKET | TOT...
- CHANNEL/RETAILER:** TOTAL CHANNELS

Below these filters, there are four categories with dropdown menus:

- CATEGORY & MANUFACTURER:** Search Brands (dropdown menu items:  TOTAL CHOCOLATE MARKET,  TOTAL TAB,  TBT TOTAL LINDT MAN,  TBT TOTAL RITTER,  TBT FERRERO,  TBT TOTAL PRIVATE LA...,  TOTAL MONDELEZ TABLETS)
- BRANDS:** (highlighted)
- SUB-BRAND:**
- VARIANTS:**

Annotations provide additional context:

- A callout points to the "BRANDS" filter: "User can look at the brand hierarchy for the particular market-category selection".
- A callout points to the "BRANDS" filter: "As the user has selected Brands-Multi in snapshot type, he/she can select multiple brands".
- A callout points to the "Search Brands" dropdown: "User can search for particular brand across the four cuts or look for the brands through the hierarchy".
- A callout points to the "BRANDS" category: "Brands have been classified into four cuts based on their hierarchy".

At the bottom, there are buttons for **CLEAR TAB**, **CLEAR ALL**, and **SUBMIT**. A note at the bottom left says: \* Size of brands denotes the Value (000 EUR). The bottom right corner features the Analytics Quotient logo.

# Segments

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the navigation bar, there's a header with the Mondelēz logo and the text "PURCHASE BEHAVIOR SYSTEM". The main area displays various selection filters:

- SELECTIONS: BRANDS-MULTI || AUSTRIA || CHOCOLATE || MAT - JUNE 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET || T...
- AVAILABLE DATA
- SNAPSHOT TYPE: BRANDS-MULTI
- MARKETS: AUSTRIA
- CATEGORY: CHOCOLATE
- TIME PERIOD: MAT - JUNE 2018
- BRAND HIERARCHY: BRANDS (MULTIPLE)
- SEGMENTS: TOTAL CHOCOLATE MARKET | TOT...
- CHANNEL DEMOGRAPHICS
- CHANNEL/RETAILER: TOTAL CHANNELS

Below these filters, there are two segments labeled SEGMENT 1 and SEGMENT 2.

- SEGMENT 1**: TOTAL CHOCOLATE MARKET
- SEGMENT 2**: CHOCOLATE

Annotations provide additional context:

- User can select one segment from each Segment 1 and Segment 2
- Any selection in Segment 2 other than the Total level then Channel/Demographics will become disabled
- A note will be displayed to highlight the logic of a tab selected
- Data is populated from Segment cube (Database with cuts for Segment 2) when any selection apart from total is selected in Segment 2

\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level.  
\* SIZE OF BRANDS DENOTES THE VALUE (000 EUR)

CLEAR TAB CLEAR ALL SUBMIT

Analytics Quotient

# Channel/Demographics

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS.

Below the navigation bar, the selection criteria are displayed:

- SELECTIONS: BRANDS-MULTI || AUSTRIA || CHOCOLATE || MAT - JUNE 2018 || MULT
- LATE MARKET || T... (dropdown menu)
- AVAILABLE DATA (button)
- CHANNEL DEMOGRAPHICS (button)

The main selection area includes:

- SNAPSHOT TYPE: BRANDS-MULTI
- MARKETS: AUSTRIA
- CATEGORY: CHOCOLATE
- TIME PERIOD: MAT - JUNE 2018
- BRANDS: MULTIPLE
- SEGMENTS: TOTAL CHOCOLATE MARK...
- CHANNEL/RETAILER: TOTAL CHANNELS

Below these, there are three groups of checkboxes:

- TOTAL CHANNELS
- MODERN TRADE
- HYPERMARKETS

- TRADITIONAL TRADE
- SUPERMARKETS

- OTHER CHANNELS
- TOTAL DISOUNTERS

At the bottom right are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

Annotations provide additional context:

- A callout points to the CHANNEL DEMOGRAPHICS button: "Data is populated from Channel cube (Database with cuts for various Channels) when Segment 2 is set at Total level & toggle is set at Channel".
- A callout points to the CHANNEL/RETAILER section: "Users can toggle between channel and demographics".
- A callout points to the SUBMIT button: "Users must click on submit button to view the output for the selections made".
- A callout points to the single selected radio button: "Users can select a single channel".
- A small note at the bottom left: "\* Size of brands denotes the Value (000 EUR)".

# Output Page

The dashboard features a top navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. A 'MY STORYBOARD' button is also present. The selection criteria at the top are: SELECTIONS: BRANDS-MULTI || AUSTRIA || CHOCOLATE || MAT - JUNE 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET | T... .

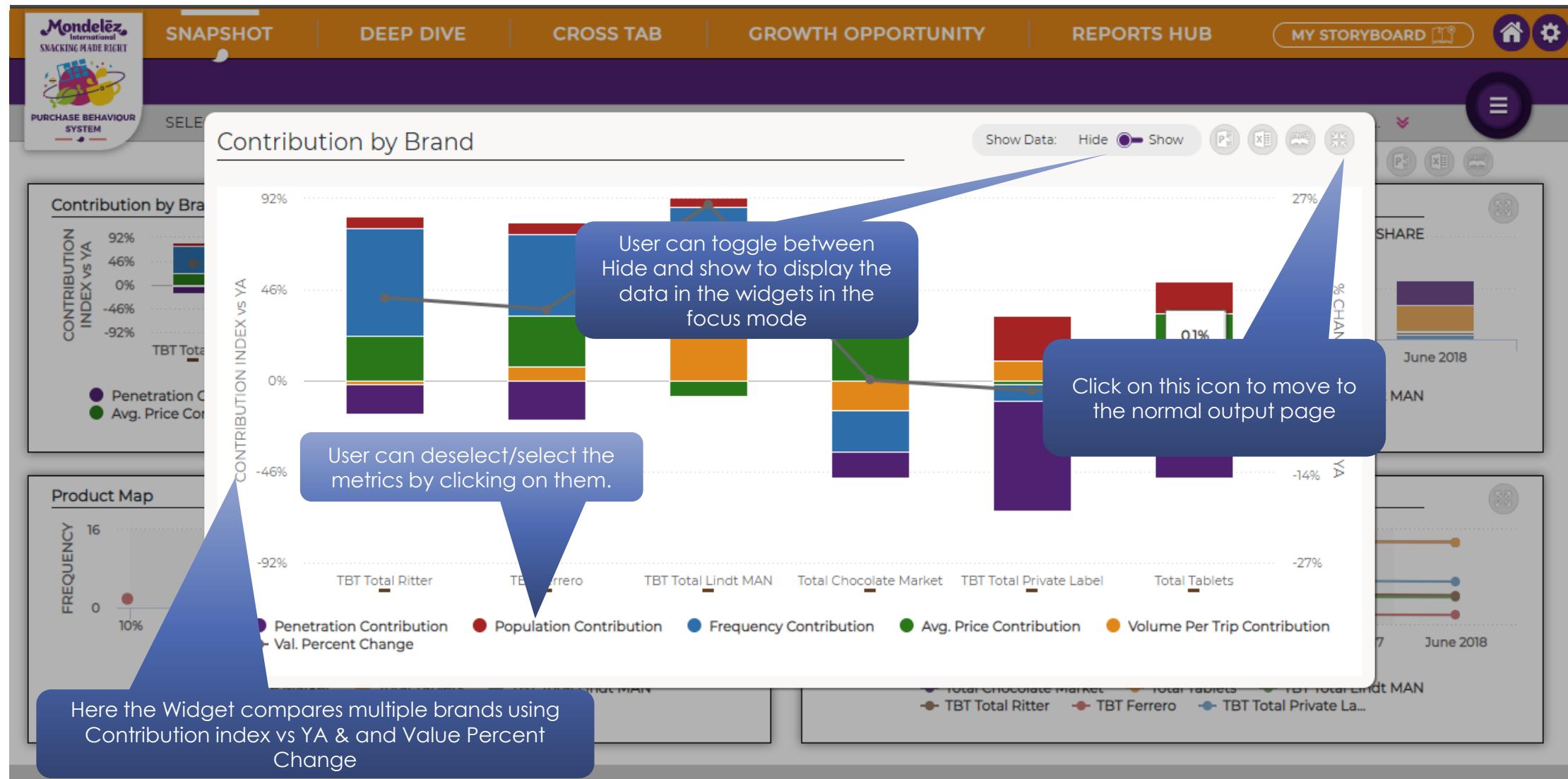
**Contribution by Brand**: A stacked bar chart showing the contribution index versus year ago (X-axis) for various brands. The Y-axis ranges from -92% to 92%. The legend includes: Penetration Contribution (purple), Avg. Price Contribution (green), Population Contribution (red), Volume Per Trip Contribution (orange), Frequency Contribution (blue), and Val. Percent Change (grey dots). A callout notes: "User can toggle between Hide and show to display the data in the widgets".

**Snapshot View**: A bar chart comparing sales volume in June 2017 and June 2018. The Y-axis ranges from 0 to 200. The legend includes: Total (purple), TBT Total Ritter (brown), TBT Ferrero (red), and TBT Total Private La... (blue). A callout notes: "Snapshot View can be exported to Excel and PPT".

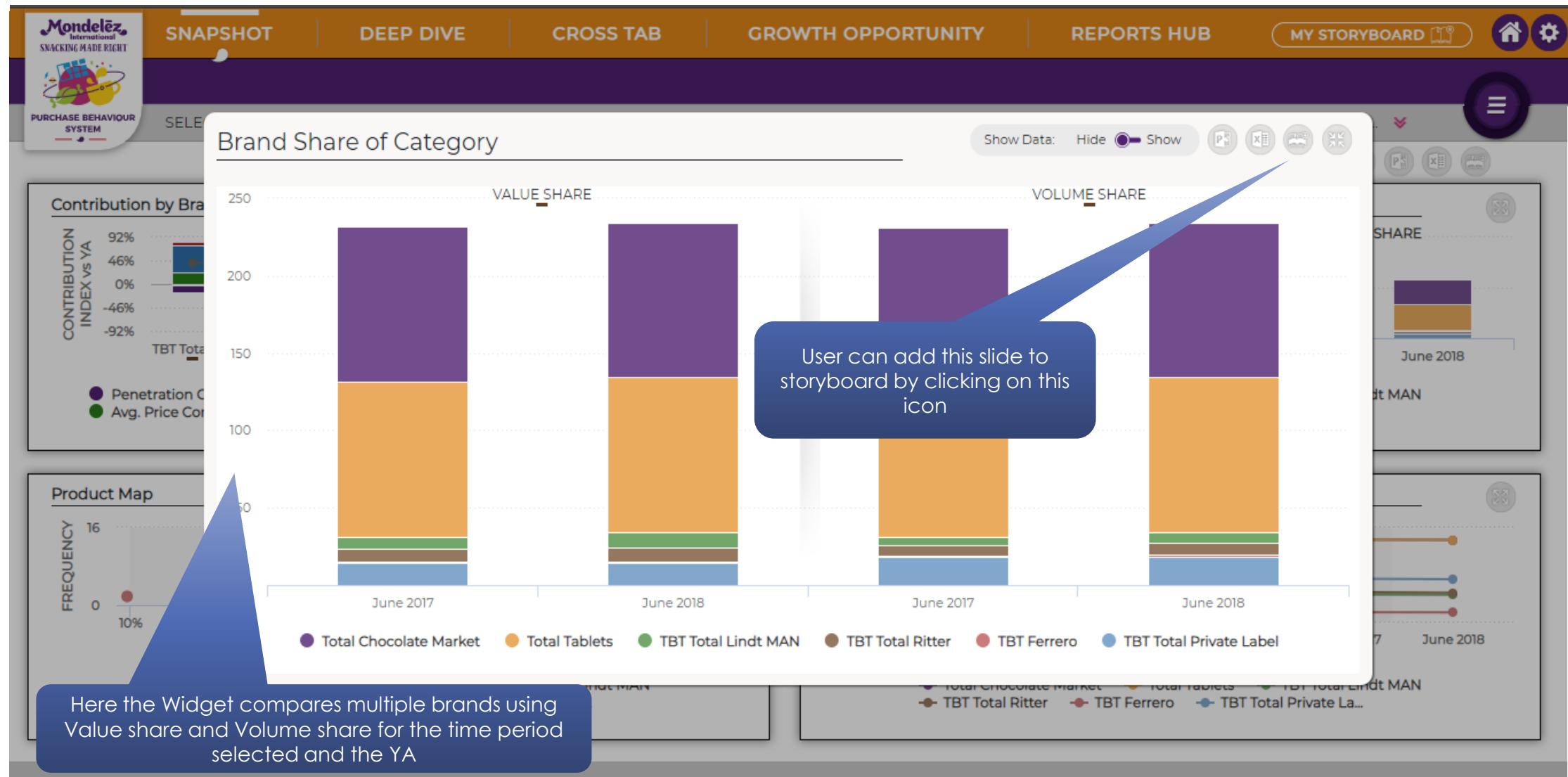
**Product Map**: A scatter plot showing the relationship between Frequency (Y-axis, 0 to 16) and Penetration (X-axis, 50% to 60%). Data points represent different brands. A callout notes: "A note will be displayed to highlight the logic of the widget".

**Trended Performance**: A line chart showing penetration over time from June 2016 to June 2018. The Y-axis ranges from 0% to 100%. The legend includes: Total Chocolate Market (orange), Total Tablets (yellow), TBT Total Lindt MAN (green), TBT Total Ritter (brown), TBT Ferrero (red), and TBT Total Private La... (blue). A callout notes: "Entire view can be added to storyboard by clicking on this icon".

# Contribution by Brand



# Brand Share of Category



# Product Map



## Trended Performance





## Snapshot :- Single View

Selection Panel Navigation & Widgets

# Snapshot Type : Brands-Single

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the text "SELECTIONS : BRANDS-SINGLE" is displayed. On the far right, there is a button labeled "AVAILABLE DATA".

The main area contains several selection fields:

- SNAPSHOT TYPE:** BRANDS-SINGLE (selected)
- MARKETS:** NONE
- CATEGORY:** NONE
- TIME PERIOD:** NONE
- BRAND HIERARCHY:** BRANDS (selected)
- CHANNEL/RETAILER:** CHANNEL (selected)
- SEGMENTS:** NONE
- DEMOGRAPHICS:** DEMOGRAPHICS (selected)
- CHANNEL/RETAILER:** CHANNEL/RETAILER (selected)

Below these fields, there is a dropdown menu with options: MULTI (unchecked) and SINGLE (checked). A callout bubble points to the SINGLE option with the text "User can select one snapshot type".

At the bottom of the interface, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

\* Contribution (000).

# Markets

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS: BRANDS-SINGLE || CZECH REPUBLIC

AVAILABLE DATA

BRAND HIERARCHY CHANNEL DEMOGRAPHICS

SNAPSHOT TYPE	MARKETS	CATEGORY	TIME PERIOD	BRANDS	SEGMENTS	CHANNEL/RETAILER
BRANDS-SINGLE	CZECH REPUBLIC	NONE	NONE	NONE	NONE	NONE
<input type="radio"/> AUSTRIA	<input type="radio"/> BELGIUM	<input checked="" type="radio"/> CZECH REPUBLIC	<input type="radio"/> FRANCE	<input type="radio"/> GERMANY		
<input type="radio"/> IRELAND	<input type="radio"/> ITALY	<input type="radio"/> NETHERLANDS	<input type="radio"/> NORWAY	<input type="radio"/> POLAND		
<input type="radio"/> RUSSIA	<input type="radio"/> SPAIN	<input type="radio"/> SWEDEN	<input type="radio"/> UK			

User can select one market

\* Contribution (000).

CLEAR TAB CLEAR ALL SUBMIT  

Analytics Quotient 

# Category

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : BRANDS-SINGLE || CZECH REPUBLIC || BISCUITS || TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES || TOTAL CHANNELS

AVAILABLE DATA

CHANNEL  DEMOGRAPHICS

SNAPSHOT TYPE MARKETS CATEGORY TIME PERIOD BRAND HIERARCHY CHANNEL/RETAILER

BRANDS SINGLE CZECH REPUBLIC BISCUITS NONE BRANDS TOTAL BISCUITS + SOFT CAKES | T...

SEGMENTS CHANNEL/RETAILER TOTAL CHANNELS

BISCUITS

User can select a category

\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed.  
\* Contribution (000).

CLEAR TAB CLEAR ALL SUBMIT 

## Time Period

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the selections: BRANDS-SINGLE || CZECH REPUBLIC || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES || TOTAL... A dropdown menu icon is also present in the header.

The main content area has several filter cards:

- SNAPSHOT TYPE:** BRANDS-SINGLE
- MARKETS:** CZECH REPUBLIC
- CATEGORY:** BISCUITS
- TIME PERIOD:** MAT - DECEMBER 2018
- BRAND HIERARCHY:** BRANDS (None)
- SEGMENTS:** TOTAL BISCUITS + SOFT CAKES | T...
- CHANNEL/RETAILER:** TOTAL CHANNELS

Below these cards, there is a section labeled "MAT" with three radio button options:

- DECEMBER 2016
- DECEMBER 2017
- DECEMBER 2018

A callout bubble points to the "DECEMBER 2018" radio button with the text: "User can select one time period from the available time period types."

At the bottom left, there is a note: "Contribution (000)." and at the bottom right, there are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

# Brands

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : BRANDS-SINGLE || CZECH REPUBLIC || BISCUITS || MAT - DECEMBER 2018 || TOTAL BELVITA SWEET BISCUITS || TOTAL BISCUITS + SOFT CAKES | TOT... 

 AVAILABLE DATA

CHANNEL  DEMOGRAPHICS

 SNAPSHOT TYPE BRANDS-SINGLE	 MARKETS CZECH REPUBLIC	 CATEGORY BISCUITS	 TIME PERIOD MAT - DECEMBER 2018	 BRAND HIERARCHY	 BRANDS TOTAL BELVITA SWEET BISCUITS	 SEGMENTS TOTAL BISCUITS + SOFT CAKES   T...	 CHANNEL/RETAILER TOTAL CHANNELS
CATEGORY & MANUFACTURER		BRANDS		SUB-BRAND		VARIANTS	
<input type="radio"/> TOTAL MILKA SWEET BI...	<input type="radio"/> TOTAL OREO SWEET BIS...	<input checked="" type="radio"/> TOTAL BELVITA SWEET ...	<input type="radio"/> BELVITA CORE INCL. N...	<input type="radio"/> TOTAL BEBE CLASSIC S...			
<input type="radio"/> TOTAL BARNI SWEET BI...	<input type="radio"/> TOTAL OPAVIA ZLATE S...	<input type="radio"/> TOTAL OPAVIA KOLONADA					

User can select one brand

\* Contribution (000).

CLEAR TAB CLEAR ALL SUBMIT



# Segments

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there are tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below these tabs, the selection criteria are displayed: BRANDS-SINGLE || CZECH REPUBLIC || BISCUITS || MAT - DECEMBER 2018 || TOTAL BELVITA SWEET BISCUITS || TOTAL BISCUITS + SOFT CAKES | TOT... A dropdown menu is open next to the total selection. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS.

Below the selection criteria, there is a button labeled "AVAILABLE DATA".

The main area displays seven selection boxes:

- SNAPSHOT TYPE: BRANDS-SINGLE
- MARKETS: CZECH REPUBLIC
- CATEGORY: BISCUITS
- TIME PERIOD: MAT - DECEMBER 2018
- BRAND HIERARCHY: BRANDS: TOTAL BELVITA SWEET BISCUITS
- SEGMENTS: SEGMENTS: TOTAL BISCUITS + SOFT CAKES | T...
- CHANNEL/RETAILER: CHANNEL DEMOGRAPHICS: CHANNEL TOTAL CHANNELS

Below these boxes, two segments are selected:

- SEGMENT 1: TOTAL BISCUITS + SOFT CAKES
- SEGMENT 2: TOTAL BISCUITS + SOFT CAKES

A callout bubble points from Segment 2 towards the CHANNEL/RETAILER section, stating: "Any selection in Segment 2 other than the Total level then Channel/Demographics will become disabled".

A blue callout box at the bottom left states: "User can select one segment from each Segment 1 and Segment 2".

At the bottom, there is a note: "Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level." and "Contribution (000)." followed by buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

# Channel/Demographics

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there are tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right are icons for MY STORYBOARD, HOME, and SETTINGS.

Below the tabs, the selection criteria are displayed:

- SNAPSHOT TYPE: BRANDS-SINGLE
- MARKETS: CZECH REPUBLIC
- CATEGORY: BISCUITS
- TIME PERIOD: MAT - DECEMBER 2018
- BRANDS: TOTAL BELVITA SWEET BISCUITS + SOFT CAKES | T...
- SEGMENTS: TOTAL BISCUITS + SOFT CAKES | T...
- DEMOCRAPHICS: TOTAL DEMOCRAPHICS

A large blue callout box points to the 'DEMOCRAPHICS' section, stating: "Data is populated from Demographic cube (Database with cuts for various Demographics) when Segment 2 is set at Total level & toggle is set at Demographics".

Below the main selection area, there is a row of demographic toggles:

- TOTAL DEMOCRAPHICS
- HOUSEHOLD SIZE
- AGE OF HEAD OF HOUSEHOLD
- PRESENCE OF CHILDREN
- CHILD AGE
- LIFESTAGE

A blue callout box points to the first toggle, stating: "Toggle is changed to Demographics".

A large blue callout box points to the bottom right, stating: "User can select one demographic variable".

A blue callout box points to the bottom right, stating: "Users must click on submit button to view the output for the selections made".

At the bottom, there are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

# Output Page

The screenshot displays the Mondelēz International Purchase Behaviour System's Output Page. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB, along with links for MY STORYBOARD, HOME, and SETTINGS. The selected filters are shown as SELECTIONS: BRANDS-SINGLE || CZECH REPUBLIC || BISCUITS || MAT - DECEMBER 2018 || TOTAL BELVITA SWEET BISCUITS || TOTAL BISCUITS + SOFT CAKES | TOT... .

**Measure Tree (MAT - December 2018)**

Data Label KPI

Absolute	Contribution	Change
329,883	-40,849.6	-11%

Spend (000 €)

Volume (000 Kg)

2,282	-68,609	-15.3%
-------	---------	--------

Average Price (€)

144.53	5
--------	---

Contribution (By Time Period)

Value (000 €)

Volume (000 Kg)

Brand Map

Penetration

How Does the Brand Grow?

Show Data: Hide Show

User can navigate to growth opportunity by clicking on this icon. This icon appears only in Snapshot-Single when the data selected is available in growth opportunity module

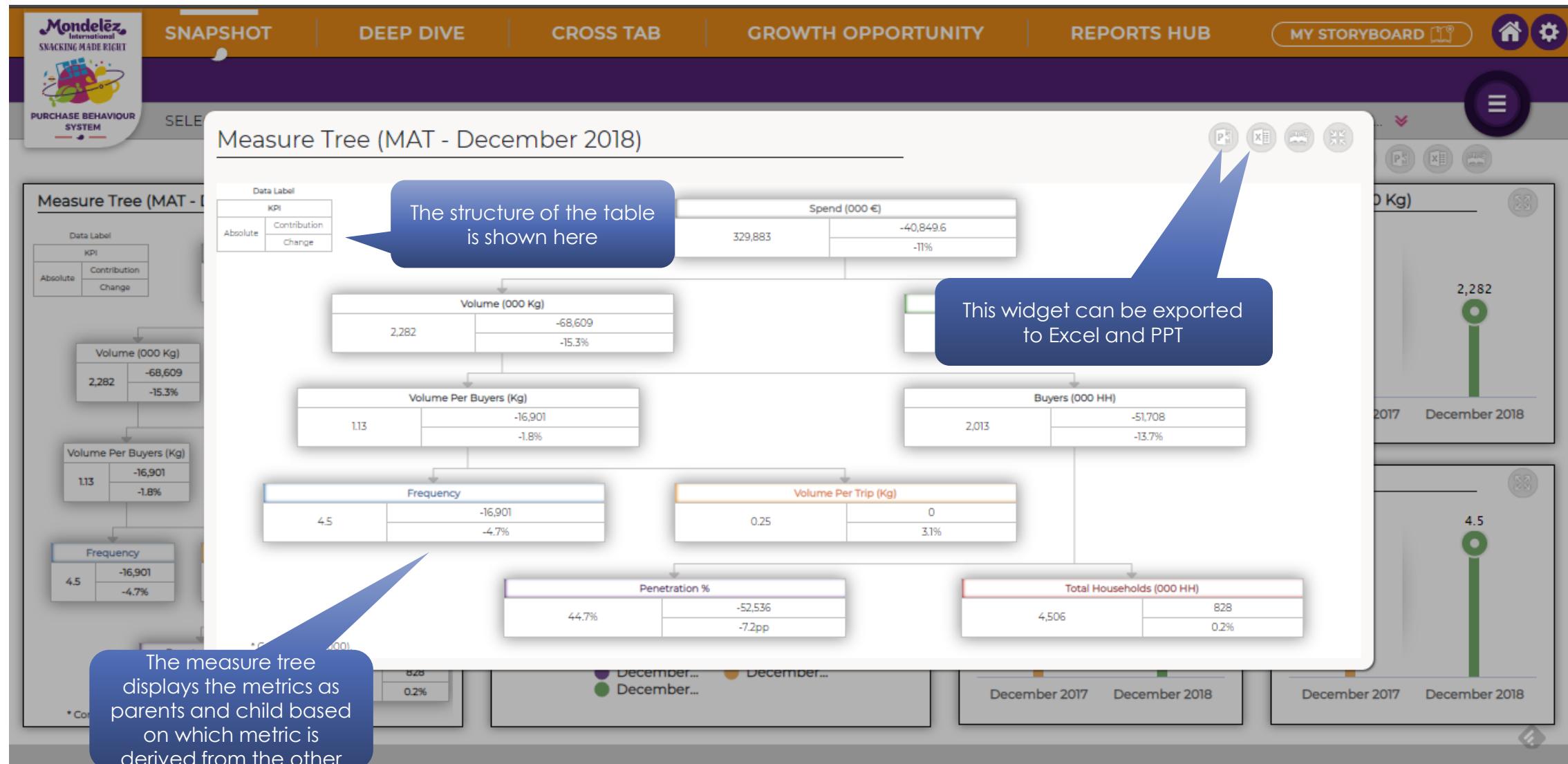
User can toggle between Hide and show to display the data in the widgets

Snapshot View can be exported to Excel and PPT

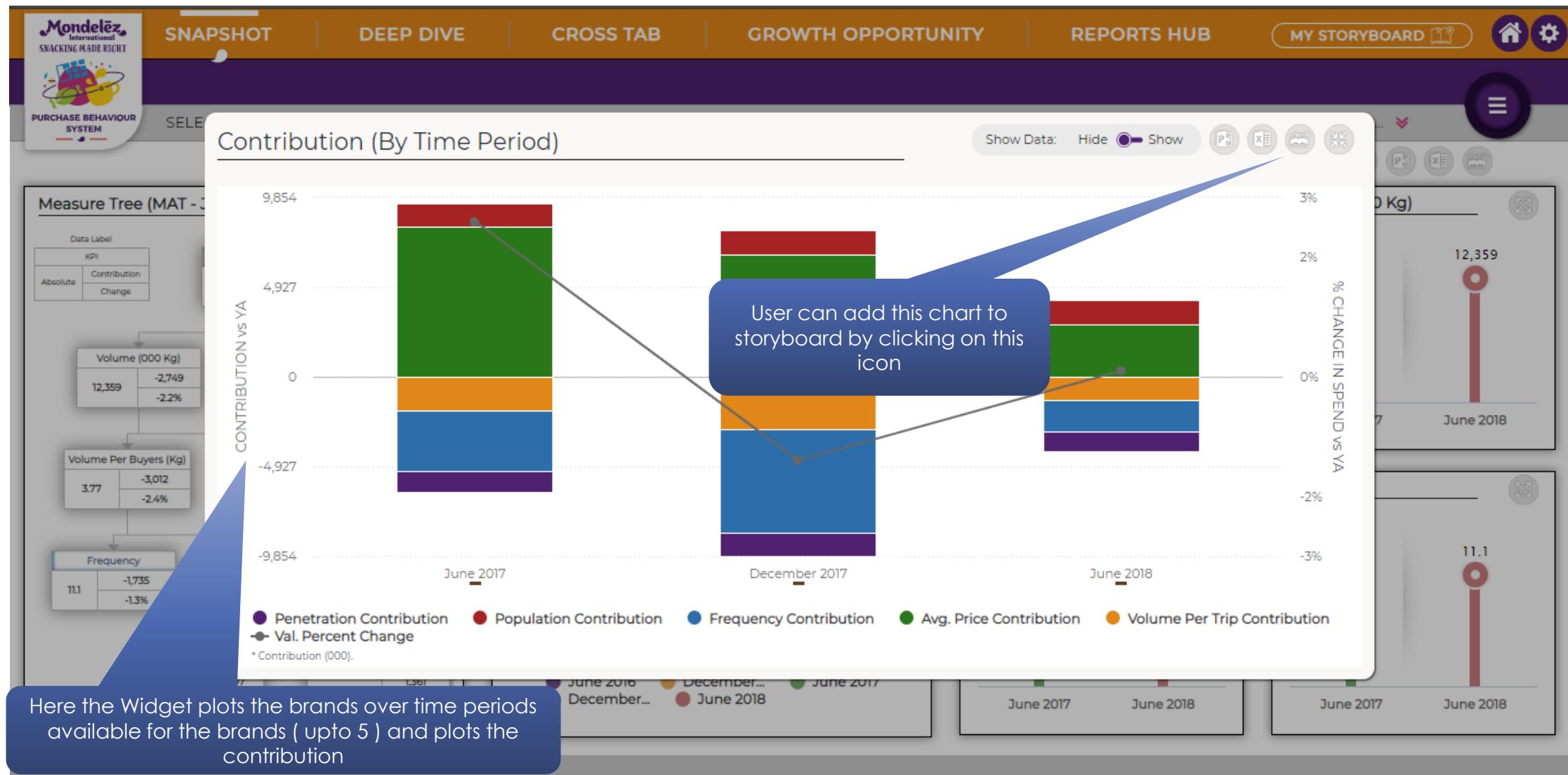
Entire view can be added to storyboard by clicking on this icon

Click on this icon to get the widget in focus mode

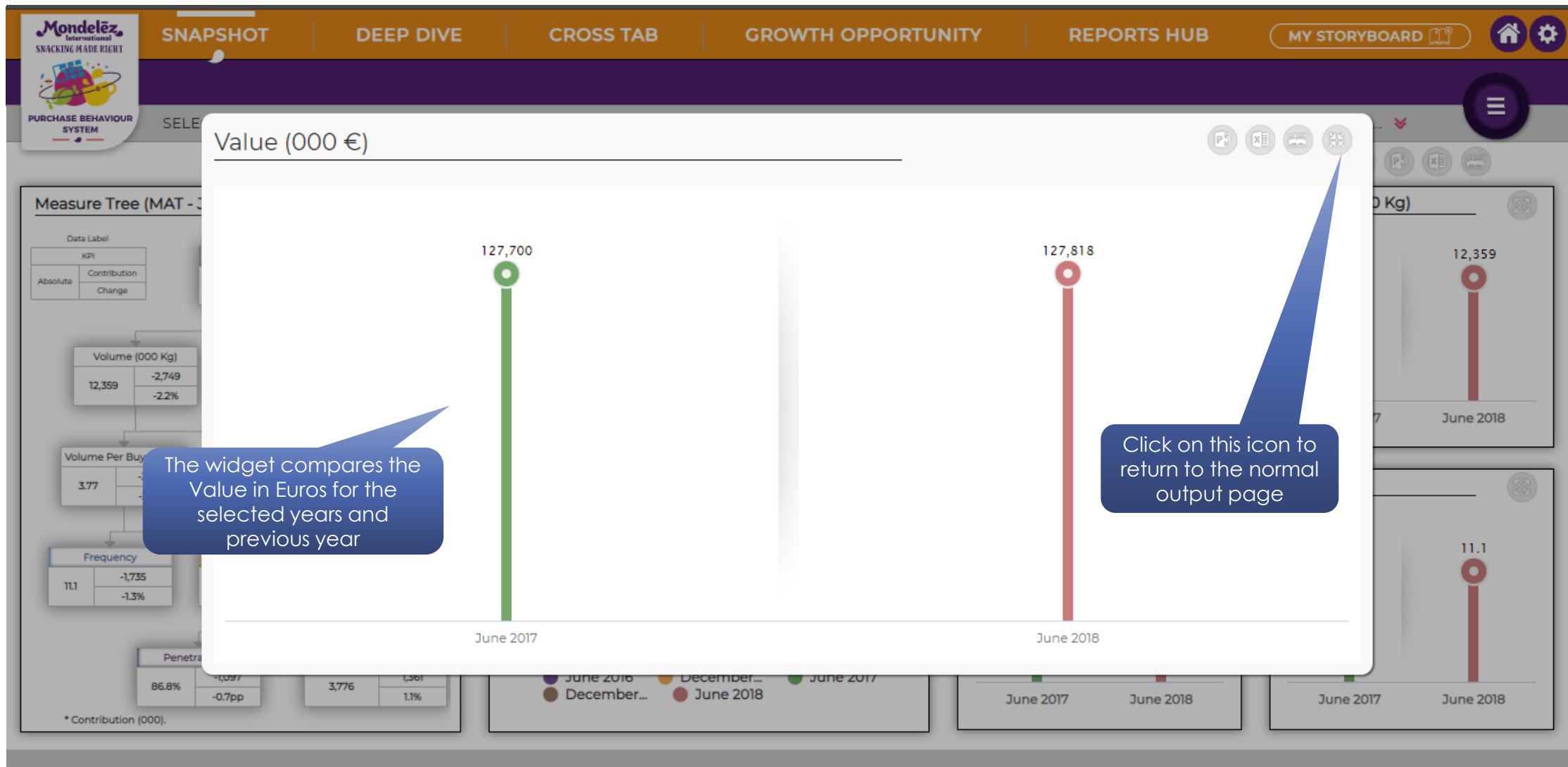
# Measure Tree



## Contribution (By Time Period )



# Value ( in Euros )



## Snapshot Type : Demographics-Single

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the text "SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM" is displayed. On the left, there's a sidebar with a logo for "PURCHASE BEHAVIOR SYSTEM". The main area has several input fields:

- SNAPSHOT TYPE:** DEMOGRAPHICS-SINGLE (radio button selected)
- MARKETS:** BELGIUM
- CATEGORY:** NONE
- TIME PERIOD:** NONE
- BRAND HIERARCHY:** Primary Brands (star icon) and Secondary Brands (star icon) both set to NONE.
- CHANNEL/RETAILER:** CHANNEL DEMOGRAPHICS (radio button selected)
- SEGMENTS:** NONE
- DEMOGRAPHICS:** NONE (radio button selected)

A blue callout bubble points to the "DEMOGRAPHICS" radio button with the text: "Toggle will be disabled, and User will be making selection in Demographics". Another blue callout bubble points to the "DEMOGRAPHICS-SINGLE" radio button with the text: "For Demographic single, brands will be divided into two i.e. Primary and secondary brands. User can select one primary brand and compare it with multiple secondary brands (upto 5)". A blue thumbs-up icon with a callout bubble says: "User can select one snapshot type". At the bottom, there are buttons for \* Contribution (000), CLEAR TAB, CLEAR ALL, and SUBMIT, along with a footer note: "Analytics Quotient".

# Markets

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the text "SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM" is displayed. On the right side of the screen, there is a button labeled "AVAILABLE DATA" with a close icon. A legend indicates that CHANNEL is set to DEMOGRAPHICS. The main area contains several selection fields with icons: Snapshot Type (Demographics-Single), Markets (Belgium selected), Category (None), Time Period (None), Brand Hierarchy (Primary Brands, Secondary Brands, Segments, Demographics, all None), and a list of countries (Austria, Belgium, Czech Republic, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Russia, Spain, Sweden, UK). A callout bubble points to the Markets field with the text "User can select one market". At the bottom, there are buttons for \* Contribution (000), CLEAR TAB, CLEAR ALL, and SUBMIT.

Mondelēz International  
SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |

SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM

AVAILABLE DATA

CHANNEL DEMOGRAPHICS

SNAPSHOT TYPE: DEMOGRAPHICS-SINGLE

MARKETS: BELGIUM

CATEGORY: NONE

TIME PERIOD: NONE

BRAND HIERARCHY:

- PRIMARY BRANDS: NONE
- SECONDARY BRANDS: NONE
- SEGMENTS: NONE
- DEMOGRAPHICS: NONE

AUSTRIA   
IRELAND   
RUSSIA   
BELGIUM   
ITALY   
SPAIN   
CZECH REPUBLIC   
NETHERLANDS   
SWEDEN   
FRANCE   
NORWAY   
UK   
GERMANY   
POLAND

User can select one market

\* Contribution (000.)

CLEAR TAB | CLEAR ALL | SUBMIT

Analytics Quotient

# Category

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the selections: DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES. On the far right of the purple bar is a menu icon (three horizontal lines) and an 'AVAILABLE DATA' button.

The main content area has a grid of eight selection cards:

SNAPSHOT TYPE	MARKETS	CATEGORY	TIME PERIOD	BRAND HIERARCHY	PRIMARY BRANDS	SECONDARY BRANDS	SEGMENTS	CHANNEL	DEMOGRAPHICS
DEMOGRAPHICS-SINGLE	BELGIUM	BISCUITS	NONE	STAR	NONE	NONE	TOTAL BISCUITS + SOFT CAKE...	DEM	DEM

Below the grid, a radio button is selected for the BISCUITS category. A blue callout bubble points to this selection with the text: "User can select one category".

\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed

\* Contribution (000).

At the bottom right are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

 Analytics Quotient

## Time Period

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a banner displays 'SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES'. On the left, there are several filter cards: 'SNAPSHOT TYPE' (DEMOGRAPHICS-SINGLE), 'MARKETS' (BELGIUM), 'CATEGORY' (BISCUITS), 'TIME PERIOD' (MAT - DECEMBER 2018), 'BRAND HIERARCHY' (Primary and Secondary Brands both set to 'NONE'), 'SEGMENTS' (TOTAL BISCUITS + SOFT CAKES), and 'DEMOCRAPHICS' (None). A button labeled 'AVAILABLE DATA' with a 'X' icon is also present. In the middle section, there's a heading 'MAT' with a dropdown arrow. Below it, a row of radio buttons shows time periods: DECEMBER 2014, JUNE 2015, DECEMBER 2015, JUNE 2016, DECEMBER 2016, JUNE 2017, DECEMBER 2017, JUNE 2018, and DECEMBER 2018. The 'DECEMBER 2018' option is highlighted with an orange circle. A blue callout bubble points to this highlighted option with the text: 'User can select one time period from the available time period types'. At the bottom, there are buttons for 'CLEAR TAB', 'CLEAR ALL', and 'SUBMIT', along with a note: '\* Contribution (000)'. The Analytics Quotient logo is in the bottom right corner.

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD

PURCHASE BEHAVIOUR SYSTEM

SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES

AVAILABLE DATA

CHANNEL DEMOCRAPHICS

SNAPSHOT TYPE DEMOGRAPHICS-SINGLE

MARKETS BELGIUM

CATEGORY BISCUITS

TIME PERIOD MAT - DECEMBER 2018

BRAND HIERARCHY

PRIMARY BRANDS NONE

SECONDARY BRANDS NONE

SEGMENTS TOTAL BISCUITS + SOFT CAKE...

DEMOCRAPHICS NONE

MAT

DECEMBER 2014     JUNE 2015     DECEMBER 2015     JUNE 2016     DECEMBER 2016  
 JUNE 2017     DECEMBER 2017     JUNE 2018     DECEMBER 2018

User can select one time period from the available time period types

\* Contribution (000).

CLEAR TAB    CLEAR ALL    SUBMIT

# Primary Brands

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a selection bar displays: SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS + SOFT CAKES | TOTAL... A button labeled 'AVAILABLE DATA' with a 'X' icon is also present. On the left, there are eight filter cards: SNAPSHOT TYPE (DEMOGRAPHICS-SINGLE), MARKETS (BELGIUM), CATEGORY (BISCUITS), TIME PERIOD (MAT - DECEMBER 2018), BRAND HIERARCHY (Primary Brands: TOTAL BISCUITS + SOFT CAKES), SECONDARY BRANDS (NONE), SEGMENTS (TOTAL BISCUITS + SOFT CAKE...), and DEMOGRAPHICS (NONE). Below these are four tabs: CATEGORY & MANUFACTURER, BRANDS, SUB-BRAND, and VARIANTS. A search bar labeled 'Search Brands' with a magnifying glass icon is located below the tabs. Under the 'BRANDS' tab, a list of brands is shown with radio buttons next to them: **TOTAL BISCUITS + SOF...** (selected), TOTAL BISCUITS, TOTAL MONDELEZ, TOTAL SOFT CAKES, TOTAL LOTUS BAKERIES, and TOTAL BISCUITS ( LOC... ). A blue callout bubble points to the 'TOTAL BISCUITS + SOFT CAKES' option with the text: 'User can select one primary brand with which he would like to compare the secondary brands'. At the bottom, there are buttons for \* Contribution (000.), CLEAR TAB, CLEAR ALL, and SUBMIT.

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD

SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS + SOFT CAKES | TOTAL...

SNAPSHOT TYPE: DEMOGRAPHICS-SINGLE

MARKETS: BELGIUM

CATEGORY: BISCUITS

TIME PERIOD: MAT - DECEMBER 2018

BRAND HIERARCHY: PRIMARY BRANDS: TOTAL BISCUITS + SOFT CAKES

SECONDARY BRANDS: NONE

SEGMENTS: TOTAL BISCUITS + SOFT CAKE...

DEMOGRAPHICS: NONE

CATEGORY & MANUFACTURER    BRANDS    SUB-BRAND    VARIANTS

Search Brands

TOTAL BISCUITS + SOFT CAKES

TOTAL BISCUITS

TOTAL MONDELEZ

TOTAL SOFT CAKES

TOTAL LOTUS BAKERIES

TOTAL BISCUITS ( LOC... )

\* Contribution (000.)

User can select one primary brand with which he would like to compare the secondary brands

Analytics Quotient

# Secondary Brands

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the navigation bar, the selections are set to DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS || TOTAL BISCUITS + S... . A button labeled 'AVAILABLE DATA' is also present.

The main area displays various filters and selection boxes:

- SNAPSHOT TYPE:** DEMOGRAPHICS-SINGLE
- MARKETS:** BELGIUM
- CATEGORY:** BISCUITS
- TIME PERIOD:** MAT - DECEMBER 2018
- BRAND HIERARCHY:** PRIMARY BRANDS (TOTAL BISCUITS + SOFT CAKES) and SECONDARY BRANDS (TOTAL BISCUITS)
- CHANNEL:** DEMOGRAPHICS
- SEGMENTS:** TOTAL BISCUITS + SOFT CAKE...
- DEMOGRAPHICS:** NONE

Below these, there are four tabs: CATEGORY & MANUFACTURER, BRANDS, SUB-BRAND, and VARIANTS. Under BRANDS, there's a search bar labeled "Search Brands" and a list of checkboxes for selecting brands:

- TOTAL BISCUITS + SOF...
- TOTAL BISCUITS
- TOTAL MONDELEZ
- TOTAL SOFT CAKES
- TOTAL LOTUS BAKERIES
- TOTAL BISCUITS ( LOC... )

A blue callout bubble points to the "TOTAL BISCUITS" checkbox with the text: "User can select multiple brands (upto 5 selections) in secondary brands". Another blue callout bubble points to the "TOTAL BISCUITS" checkbox with the text: "Check box indicates multiple selection".

At the bottom, there are buttons for \* Contribution (000), CLEAR TAB, CLEAR ALL, and SUBMIT.

# Segments

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a banner displays 'SELECTIONS : DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS || TOTAL BISCUITS + S...'. A button labeled 'AVAILABLE DATA' with a 'X' icon is also present. The main area contains several selection cards:

- SNAPSHOT TYPE**: DEMOGRAPHICS-SINGLE
- MARKETS**: BELGIUM
- CATEGORY**: BISCUITS
- TIME PERIOD**: MAT - DECEMBER 2018
- BRAND HIERARCHY**:
  - PRIMARY BRANDS**: TOTAL BISCUITS + SOFT CAKES
  - SECONDARY BRANDS**: TOTAL BISCUITS
- SEGMENTS**: TOTAL BISCUITS + SOFT CAKE...
- CHANNEL**: DEMOGRAPHICS
- DEMOGRAPHICS**: NONE

Below these cards, there are two sections labeled **SEGMENT 1** and **SEGMENT 2**, each containing a single item:

- SEGMENT 1**: TOTAL BISCUITS + SOFT CAKES
- SEGMENT 2**: TOTAL BISCUITS + SOFT CAKES

Two blue callout boxes point to these items:

- A blue callout box points to the second item in Segment 2: "Any selection in Segment 2 other than the Total level then Channel/Demographics will become disabled".
- A larger blue callout box points to both items: "User can select one segment from each Segment 1 and Segment 2".

At the bottom left, a note states: "\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level." and "\* Contribution (000)." Below this is a row of buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

# Demographics

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple banner displays the selections: DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS || TOTAL BISCUITS + S... A dropdown arrow is shown next to the last item. To the right of the banner is a button labeled 'AVAILABLE DATA' with a close icon. Further right are icons for CHANNEL (set to DEMOGRAPHICS) and a three-dot menu.

Below the banner, there are several selection fields:

- SNAPSHOT TYPE:** DEMOGRAPHICS-SINGLE
- MARKETS:** BELGIUM
- CATEGORY:** BISCUITS
- TIME PERIOD:** MAT - DECEMBER 2018
- BRAND HIERARCHY:** PRIMARY BRANDS: TOTAL BISCUITS + SOFT CAKES; SECONDARY BRANDS: TOTAL BISCUITS
- SEGMENTS:** TOTAL BISCUITS + SOFT CAKE...
- DEMOGRAPHICS:** AGE OF HEAD OF HOUSEHOLD (radio button selected)

Below these fields are five radio buttons for demographic variables:

- HOUSEHOLD SIZE
- AGE OF HEAD OF HOUSEHOLD
- PRESENCE OF CHILDREN
- CHILD AGE
- LIFESTAGE

A blue callout bubble points to the 'AGE OF HEAD OF HOUSEHOLD' radio button with the text: "User can select one demographic variable from the top level and the sub levels of the variable will be displayed in the charts". Another blue callout bubble points to the 'SUBMIT' button with the text: "Users must click on submit button to view the output for the selections made".

At the bottom left, there's a note: "Contribution (000)." and at the bottom right are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

# Output Page

The screenshot displays the Mondelēz International Purchase Behaviour System dashboard. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB, along with a MY STORYBOARD icon and user profile icons.

Selections at the top: DEMOGRAPHICS-SINGLE || BELGIUM || BISCUITS || MAT - DECEMBER 2018 || TOTAL BISCUITS + SOFT CAKES || TOTAL BISCUITS || TOTAL BISCUITS + S...

**Value (000 €) By Demog Splits - Total Biscuits + Soft Cakes**

Line chart showing Value (000 €) over time (Decemb... 2015 to Decemb... 2016) for Head of Household Up to 34 years old (orange), Head of Household 35-49 years old (green), Head of Household 50-64 years old (dark blue), and Head of Household 65 years old and above (red). The green series shows the highest value, starting around 250,000 and ending around 280,000.

Click on this icon to get the widget in focus mode

User can toggle between Hide and show to display the data in the widgets

**Biscuits + Soft Cakes**

Line chart showing Value Change (€) for Head of Household Up to 34 years old (orange), Head of Household 35-49 years old (green), Head of Household 50-64 years old (dark blue), and Head of Household 65 years old and above (red). The orange series shows the largest positive change, from approximately -25,271 to 25,271.

Show Data: Hide Show

Snapshot View can be exported to Excel and PPT

Entire view can be added to storyboard by clicking on this icon

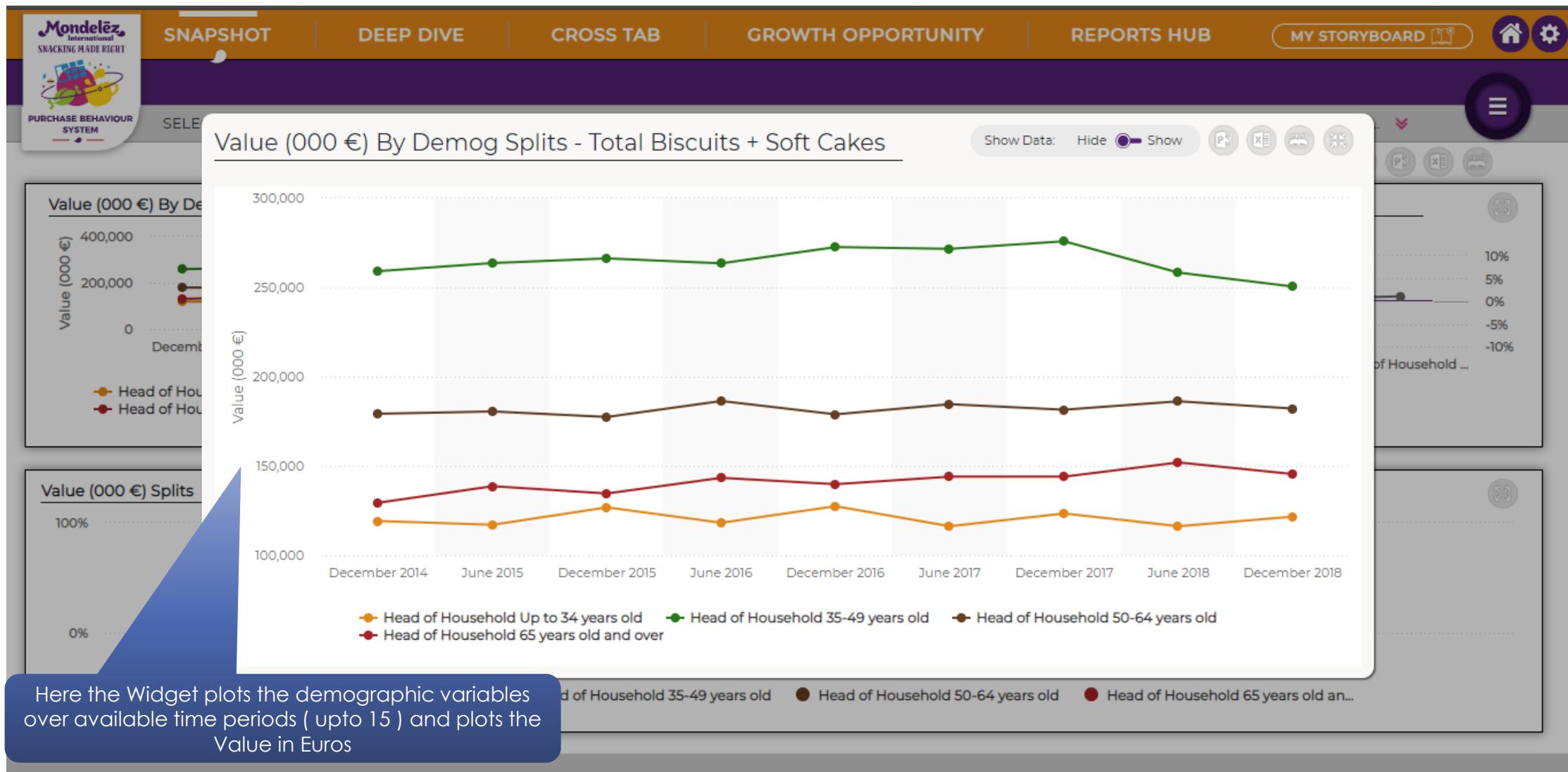
**Value (000 €) Splits**

Stacked bar chart showing the distribution of Total Biscuits + Soft Cakes across four demographic groups: Head of Household Up to 34 years old (orange), Head of Household 35-49 years old (green), Head of Household 50-64 years old (dark blue), and Head of Household 65 years old and above (red).

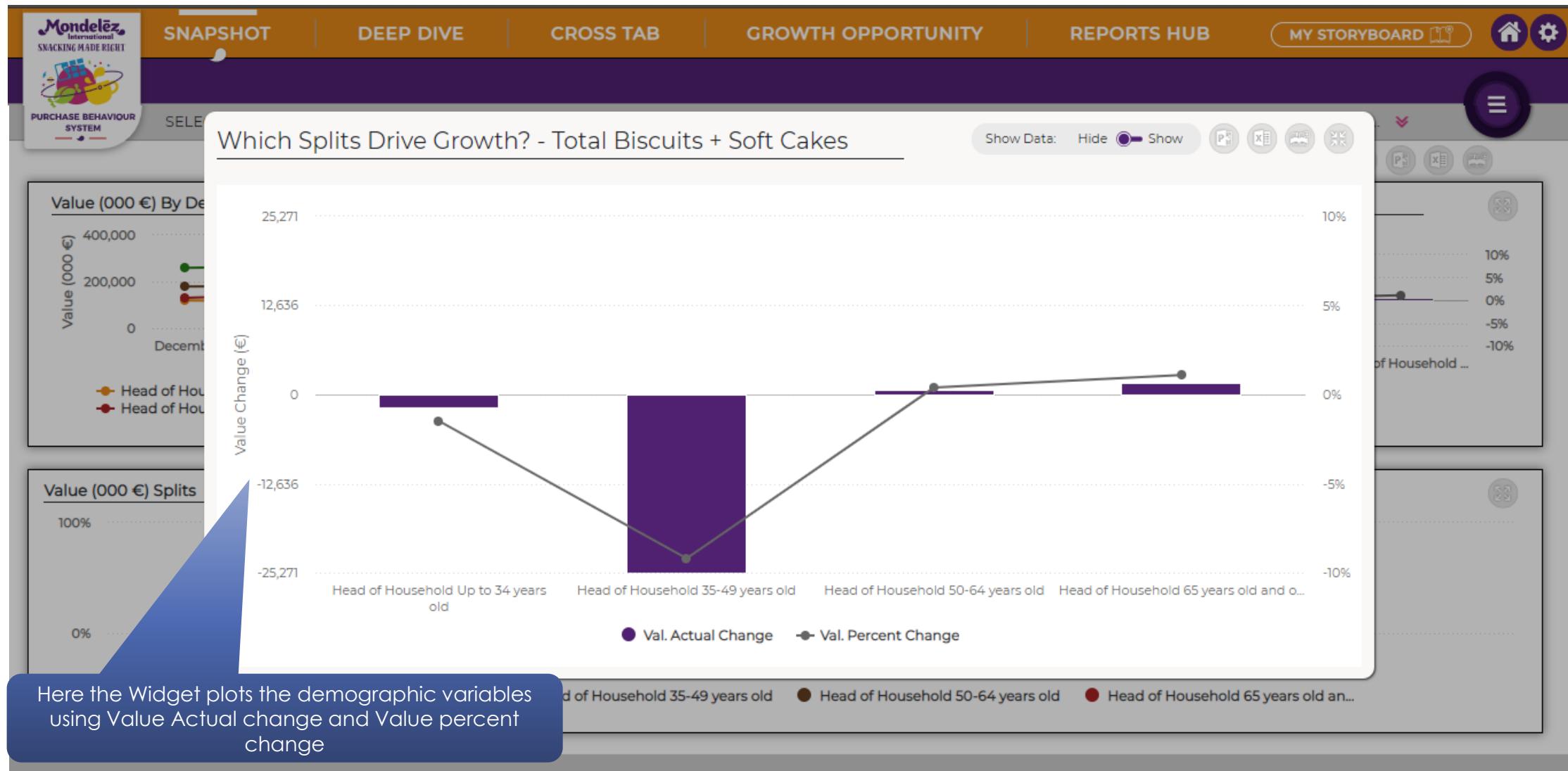
Total Biscuits

Head of Household Up to 34 years old  
Head of Household 35-49 years old  
Head of Household 50-64 years old  
Head of Household 65 years old and above

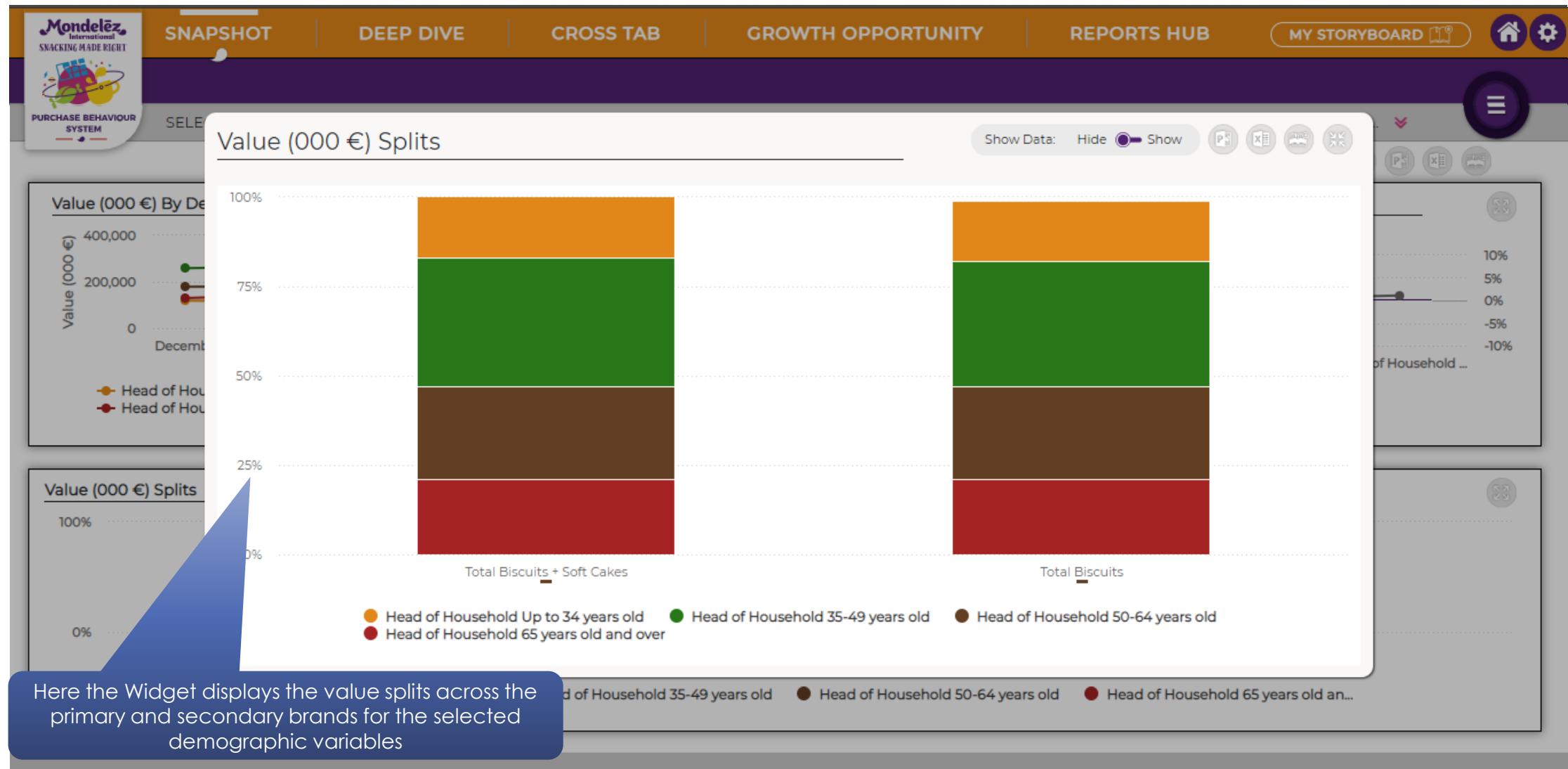
## Value ( in Euros ) by Demog Splits



## Which Splits drive growth?



# Value ( in Euros ) Splits





# DeepDive

## DeepDive

- ❖ DeepDive is a charting module which gives users the ability to compare across **Markets, Category, Brands, Channel, Demographics** and **Top/Worst Performing Brands**.
- ❖ Users can select Point in time or Trend. For point in time, he/she can select one time period and for Trend, a range of time periods can be selected.
- ❖ The user can select the metric through which the particular selection will be compared. All Metrics are available for user selection.
- ❖ User can compare across Top / Worst performing brands. Here the Top 15 brands with Buyers Change (Absolute) will be considered and plotted using the metric selected.
- ❖ Users can choose between Bar chart and column chart to represent the data for Point in Time selection & a line chart for trended comparison.
- ❖ User can export the output into excel and editable PPT.
- ❖ The chart can be added to Storyboard.



# DeepDive

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Selection Panel Navigation & Widgets

# Compare

The screenshot shows the Mondelēz International Purchase Behaviour System interface. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE (selected), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. There is also a MY STORYBOARD icon, a home icon, and a settings icon.

The main area is titled "SELECTIONS : BRANDS". It features a "POINT IN TIME" button (selected) and a "TREND" button. A callout bubble points to the "TREND" button with the text: "User can select either Point in time or Trend".

The interface is divided into several sections:

- Top Row:** Icons for COMPARE (BRANDS), MARKETS (NONE), CATEGORY (NONE), TIME PERIOD (NONE), BRAND HIERARCHY (BRANDS NONE), SEGMENTS (NONE), KPI (NONE), and CHANNEL/RETAILER (NONE).
- Middle Row:** Selection buttons for MARKETS, BRANDS (selected), CATEGORY, CHANNEL/RETAILER, and DEMOGRAPHICS.
- Bottom Row:** Selection buttons for TOP/WORST PERFORMING BRANDS.

A large blue arrow points from the "TREND" button towards the bottom row of selection buttons.

A callout bubble points to the bottom row with the text: "User can compare across one level from the six levels i.e. markets, brands, category, channel, demographics and Top/worst performing brands. The level selected in compare will become multi select".

At the bottom right are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

# Markets

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the tabs, it says "SELECTIONS: BRANDS || SWEDEN". There are two buttons: "POINT IN TIME" and "TREND". On the right, there's a button for "AVAILABLE DATA" and a section labeled "CHANNEL DEMOGRAPHICS". The main area has several filter categories with dropdown menus:

- COMPARE BRANDS: Options include AUSTRIA, IRELAND, RUSSIA, BELGIUM, ITALY, SPAIN, CZECH REPUBLIC, NETHERLANDS, SWEDEN (selected), FRANCE, NORWAY, UK, and GERMANY, POLAND.
- MARKETS SWEDEN: Options include SWEDEN (selected).
- CATEGORY: NONE.
- TIME PERIOD: NONE.
- BRAND HIERARCHY: BRANDS NONE.
- SEGMENTS: NONE.
- KPI: NONE.
- CHANNEL/RETAILER: NONE.

A blue callout bubble points to the "MARKETS SWEDEN" dropdown with the text "User can select one market". At the bottom, there are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

# Category

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE (which is selected), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the selections: BRANDS || SWEDEN || CHOCOLATE || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || TOTAL CHANNELS. On the left, there are two buttons: POINT IN TIME and TREND. To the right of these buttons is an AVAILABLE DATA button with a crossed-out icon. Below the header, there are eight selection cards arranged in two rows of four. The first row includes: COMPARE BRANDS (with a compare icon), MARKETS SWEDEN (with a globe icon), CATEGORY CHOCOLATE (with a stack of boxes icon, which is highlighted with a blue callout bubble containing the text "User can select one category"), and TIME PERIOD NONE (with a calendar icon). The second row includes: BRAND HIERARCHY (with a star icon), BRANDS NONE (with a star icon), SEGMENTS TOTAL CHOCOLATE MARKET | ... (with a network icon), and KPI NONE (with a bar chart icon). To the right of the second row, there are two more sections: CHANNEL DEMOGRAPHICS (with a person icon) and CHANNEL/RETAILER TOTAL CHANNELS (with a people icon). At the bottom left, there is a note: "• Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed". At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD

SELECTIONS : BRANDS || SWEDEN || CHOCOLATE || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || TOTAL CHANNELS

POINT IN TIME    TREND    AVAILABLE DATA

CHANNEL DEMOGRAPHICS    CHANNEL RETAILER TOTAL CHANNELS

COMPARE BRANDS    MARKETS SWEDEN    CATEGORY CHOCOLATE    TIME PERIOD NONE

BRAND HIERARCHY    BRANDS NONE    SEGMENTS TOTAL CHOCOLATE MARKET | ...    KPI NONE

CHANNEL DEMOGRAPHICS    CHANNEL RETAILER TOTAL CHANNELS

• CHOCOLATE

User can select one category

\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed

CLEAR TAB    CLEAR ALL    SUBMIT

# Time Period

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE (which is selected), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. There are also icons for MY STORYBOARD, HOME, and SETTINGS.

Below the navigation bar, a banner displays the selections: BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || TOTAL CHANNELS.

The main area is divided into several sections:

- POINT IN TIME** (selected) and **TREND** buttons.
- AVAILABLE DATA** button.
- CHANNEL DEMOGRAPHICS** section.
- TIME PERIOD** section: MAT - DECEMBER 2018.
- BRAND HIERARCHY** section: BRANDS (NONE).
- CATEGORY** section: CHOCOLATE.
- MARKETS** section: SWEDEN.
- COMPARE** section: BRANDS.
- SEGMENTS** section: TOTAL CHOCOLATE MARKET | ...
- KPI** section: NONE.
- CHANNEL/RETAILER** section: TOTAL CHANNELS.

A dropdown menu labeled **MAT** is open, showing the following options:

- JUNE 2016
- DECEMBER 2016
- JUNE 2017
- DECEMBER 2017
- DECEMBER 2018
- JUNE 2018

A callout bubble points to the **DECEMBER 2018** option with the text: "User can select a range of time periods from the available time period types".

At the bottom right, there are buttons for **CLEAR TAB**, **CLEAR ALL**, and **SUBMIT**.

# Brands

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there are five tabs: SNAPSHOT, DEEP DIVE (which is selected), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below the tabs, a banner displays the selections: BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || T... . To the right of the banner are icons for MY STORYBOARD, HOME, and SETTINGS.

Below the banner, there are two tabs: POINT IN TIME (selected) and TREND. To the right of these tabs is a button labeled AVAILABLE DATA with a checkmark icon.

The main area contains several cards:

- COMPARE BRANDS
- MARKETS SWEDEN
- CATEGORY CHOCOLATE
- TIME PERIOD MAT - DECEMBER 2018
- BRAND HIERARCHY (with a star icon)
- BRANDS MULTIPLE (selected)
- SEGMENTS TOTAL CHOCOLATE MARKET | ...
- KPI NONE
- CHANNEL CHANNEL/RETAILER TOTAL CHANNELS

Below these cards, there are three tabs: CATEGORY & MANUFACTURER, BRANDS (selected), and SUB-BRAND. To the right of these tabs are VARIANTS.

A search bar labeled "Search Brands" with a magnifying glass icon is located below the tabs.

Under the search bar, there is a list of checked items:

- TOTAL CHOCOLATE MARKET
- TOTAL MONDELEZ
- TOTAL PRIVATE LABEL
- TOTAL NESTLE
- TOTAL TABLETS
- TOTAL FAZER
- TOTAL PRALINES
- TOTAL LINDT

A blue callout bubble points to the "TOTAL CHOCOLATE MARKET" checkbox with the text: "As the user has chosen to compare across brands, he/she can select multiple ( upto 15 ) brands".

At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

# Segments

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the selections are displayed: BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET | T... A dropdown menu icon is also present. The main area has two tabs: POINT IN TIME (selected) and TREND. On the left, there are several filter cards: COMPARE BRANDS, MARKETS SWEDEN, CATEGORY CHOCOLATE, TIME PERIOD MAT - DECEMBER 2018, BRAND HIERARCHY (with a star icon), BRANDS MULTIPLE, SEGMENTS TOTAL CHOCOLATE MARKET | ..., KPI NONE, CHANNEL CHANNEL/DEMOGRAPHICS, and CHANNEL/RETAILER TOTAL CHANNELS. Below these are two segments: SEGMENT 1 (radio button selected) and SEGMENT 2 (radio button selected). A blue callout points from the 'TOTAL CHOCOLATE MARKET' radio button in Segment 1 to a note: "Any selection in Segment 2 other than the Total level then Channel/Demographics will become disabled". Another blue callout points from the 'TOTAL CHOCOLATE MARKET' radio button in Segment 1 to a note: "User can select one segment from each of Segment 1 and Segment 2". At the bottom, there's a note: "\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level." and a row of buttons: CLEAR TAB, CLEAR ALL, and SUBMIT. The Analytics Quotient logo is in the bottom right corner.

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |

SELECTIONS : BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET | T...

POINT IN TIME TREND AVAILABLE DATA

CHANNEL CHANNEL/DEMOGRAPHICS

CHANNEL/RETAILER TOTAL CHANNELS

SEGMENT 1

SEGMENT 2

TOTAL CHOCOLATE MARKET

Any selection in Segment 2 other than the Total level then Channel/Demographics will become disabled

User can select one segment from each of Segment 1 and Segment 2

\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level.

CLEAR TAB | CLEAR ALL | SUBMIT

# KPI

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD

POINT IN TIME    TREND    AVAILABLE DATA

SELECTIONS : BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || YR...

COMPARE BRANDS    MARKETS SWEDEN    CATEGORY CHOCOLATE    TIME PERIOD MAT - DECEMBER 2018    BRAND HIERARCHY BRANDS MULTIPLE    SEGMENTS TOTAL CHOCOLATE MARKET | ...    KPI YR ON YR %: TRIPS    CHANNEL/RETAILER TOTAL CHANNELS

ABSOLUTE    CHANGE

YR ON YR %    YR ON YR DIFF

FREQUENCY     BUYERS (HH)     TRIPS    SPEND PER BUYER     VOLUME PER BUYER

SPEND PER TRIP     VOLUME PER TRIP     AVERAGE PRICE    VALUE    VOLUME

CLEAR TAB    CLEAR ALL    SUBMIT

User can select one KPI from any of the two cuts i.e. Absolute and Change.

# Channel/Demographics

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE (which is selected), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a banner displays the following selections: BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || YR... . On the left side, there are two buttons: POINT IN TIME and TREND. To the right of these buttons is a button labeled AVAILABLE DATA with a dropdown arrow. Below these buttons are eight circular icons representing different data categories:

- COMPARE BRANDS
- MARKETS SWEDEN
- CATEGORY CHOCOLATE
- TIME PERIOD MAT - DECEMBER 2018
- BRAND HIERARCHY
- BRANDS MULTIPLE
- SEGMENTS
- CHANNEL DEMOGRAPHICS

Below these icons are two radio buttons:  TOTAL CHANNELS and  TOTAL RETAILERS. A blue line points from the CHANNEL DEMOGRAPHICS icon to a callout bubble containing the text: "User can select one channel/demographic variable." Another blue line points from the TOTAL CHANNELS radio button to another callout bubble containing the text: "Users must click on submit button to view the output for the selections made". At the bottom of the interface, there are three orange buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

SELECTIONS : BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || YR... ▾

POINT IN TIME TREND

AVAILABLE DATA

CHANNEL DEMOGRAPHICS

COMPARE BRANDS

MARKETS SWEDEN

CATEGORY CHOCOLATE

TIME PERIOD MAT - DECEMBER 2018

BRAND HIERARCHY

BRANDS MULTIPLE

SEGMENTS

KPI YR ON YR %: TRIPS

CHANNEL/RETAILER TOTAL CHANNELS

TOTAL CHANNELS  TOTAL RETAILERS

User can select one channel/demographic variable.

Users must click on submit button to view the output for the selections made

CLEAR TAB CLEAR ALL SUBMIT

# Output Page

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : BRANDS || SWEDEN || CHOCOLATE || MAT - DECEMBER 2018 || MULTIPLE BRANDS || TOTAL CHOCOLATE MARKET | TOTAL CHOCOLATE MARKET || YR... ▾

COMPARE Brands : KPI (Yr on Yr %: Trips) for Multiple Brands

Show Data: Hide  Show     



Category	KPI (Yr on Yr %: Trips)
Total Chocolate Market	~11%
Total Mondelez	~1%
Total Private Label	~11%
Total Tablets	~-4%
Total Cloetta	~5%
Total Fazer	~-4%
Total Bite Size	~6.5%
Total Pralines	~-4%
Total Nestle	~8.5%
Total Lindt	~7%

User can toggle between Hide and show to display the data in the widgets

DeepDive View can be exported to editable PPT and Excel

Deepdive view can be added to storyboard by clicking on this icon

Here the chart compares selected brands using the selected KPI

# Compare

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : TOP/WORST PERFORMING BRANDS || MULTIPLE MARKETS || MULTIPLE CATEGORY

POINT IN TIME  User can select either Point in time or Trend

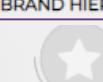
POINT IN TIME  TREND

 COMPARE TOP/WORST PERFORMING BRANDS

 MARKETS MULTIPLE

 CATEGORY MULTIPLE

 TIME PERIOD NONE

 BRAND HIERARCHY

 BRANDS NONE

 SEGMENTS NONE

 KPI NONE

 CHANNEL/RETAILER NONE

MARKETS  BRANDS  CATEGORY  CHANNEL/RETAILER  DEMOGRAPHICS

TOP/WORST PERFORMING BRANDS

Top 15 brands with the highest change in Buyers compared to year ago will be displayed

Top 15 Brand with the highest change in Buyers compared to year ago will be displayed. Category & Manufacturers cuts not included while identifying the Top/Worst Performing Brands.

CLEAR TAB CLEAR ALL SUBMIT 

 Analytics Quotient

# Markets

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a decorative header with horizontal stripes in various colors. Below it is a navigation bar with tabs: SNAPSHOT (selected), DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD (with a document icon), a home icon, and a gear icon.

The main area has a purple header bar with the text "SELECTIONS : TOP/WORST PERFORMING BRANDS || MULTIPLE MARKETS". Below this, there are two tabs: "POINT IN TIME" (selected) and "TREND". To the right is a button labeled "AVAILABLE DATA" with a crossed-out X icon.

The interface is divided into several sections:

- COMPARE:** TOP/WORST PERFORMING BRANDS
- MARKETS:** MULTIPLE (highlighted)
- CATEGORY:** NONE
- TIME PERIOD:** NONE
- BRAND HIERARCHY:** BRANDS (NONE)
- SEGMENTS:** NONE
- KPI:** NONE
- CHANNEL/RETAILER:** CHANNEL (None) / DEMOGRAPHICS (None)

Below these sections is a grid of country checkboxes:

Austria	Belgium	Czech Republic	France	Germany
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> FRANCE	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> RUSSIA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A blue callout bubble points to the "MARKETS" section with the text "User can select multiple markets".

At the bottom, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT. A small question mark icon is also present at the bottom left.

# Category

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE (which is active), CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are buttons for MY STORYBOARD, a home icon, and settings. Below the navigation bar, a purple banner displays the text "SELECTIONS : TOP/WORST PERFORMING BRANDS || MULTIPLE MARKETS || MULTIPLE CATEGORY".

Below the banner, there are two tabs: "POINT IN TIME" (selected) and "TREND". To the right of these tabs is a button labeled "AVAILABLE DATA".

The main content area contains several selection cards:

- COMPARE**: TOP/WORST PERFORMING BR...
- MARKETS**: MULTIPLE
- CATEGORY**: MULTIPLE
- TIME PERIOD**: NONE
- BRAND HIERARCHY**: BRANDS (None)
- SEGMENTS**: SEGMENTS (None)
- KPI**: KPI (None)
- CHANNEL/RETAILER**: CHANNEL/RETAILER (None)

Below these cards are three checked checkboxes:  BISCUITS,  GUM & CANDY, and  CHOCOLATE.

A large blue callout bubble points to the "CATEGORY" card, containing the text: "User can select multiple categories".

At the bottom of the screen, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

## Time Period

The screenshot shows the Mondelez Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the selection criteria: SELECTIONS: TOP/WORST PERFORMING BRANDS || MULTIPLE MARKETS || MULTIPLE CATEGORY || MAT - DECEMBER 2017-JUNE 2019. On the far right of the header is a three-dot menu icon.

Below the header, there are two buttons: POINT IN TIME (selected) and TREND. To the right of these buttons is an AVAILABLE DATA button with a dropdown arrow.

The main content area features several filter cards:

- COMPARE: TOP/WORST PERFORMING BRANDS
- MARKETS: MULTIPLE
- CATEGORY: MULTIPLE
- TIME PERIOD: MAT - DECEMBER 2017-JUNE 2019
- BRAND HIERARCHY: NONE
- SEGMENTS: NONE
- KPI: NONE
- CHANNEL/DEMOGRAPHICS: CHANNEL/NONE
- CHANNEL/RETAILER: RETAILER/NONE

Below the filter cards is a timeline showing time periods: MAT, QUARTERLY, and YTD. The timeline spans from DECEMBER 2016 to JUNE 2019. A blue callout points to the timeline with the text: "User can select a range of time period (upto 15) from the available time period types". Another blue callout points to the KPI and CHANNEL/DEMOGRAPHICS filters with the text: "The cuts which doesn't require inputs will be disabled".

At the bottom of the interface are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT. There's also a small information icon (i) in the bottom left corner.

# KPI

**MONDELEZ INTERNATIONAL PURCHASE BEHAVIOR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |

SELECTIONS : TOP/WORST PERFORMING BRANDS || MULTIPLE MARKETS || MULTIPLE CATEGORY || MAT - JANUARY 2018-MARCH 2019 || YR ON YR DIFF: FREQUEN...

POINT IN TIME TREND AVAILABLE DATA

**COMPARE**  
TOP/WORST PERFORMING BR...

**MARKETS**  
MULTIPLE

**CATEGORY**  
MULTIPLE

**TIME PERIOD**  
MAT - JANUARY 2018-MARCH ...

**BRAND HIERARCHY**  
Brands

**SEGMENTS**  
None

**KPI**  
YR ON YR DIFF: FREQUENCY

**CHANNEL DEMOGRAPHICS**  
Channel

**CHANNEL/RETAILER**  
None

**ABSOLUTE** **CHANGE**

**YR ON YR %** **YR ON YR DIFF**

PENETRATION  FREQUENCY  BUYERS (000 HH)

VOLUME PER BUYER  SPEND PER TRIP  VOLUME PER TRIP

VALUE (000)  VOLUME (000)  AVERAGE PRICE

User can select one KPI from two cuts i.e. Absolute and Change

Users must click on submit button to view the output for the selections made

**CLEAR TAB** **CLEAR ALL** **SUBMIT**

# Output Page





# CrossTab

## CrossTab

- ❖ The Crosstab module gives output in a tabular format and gives user flexibility in choosing any cut in either row/column. This will meet all the data needs of a user.
- ❖ Every element in the selected market-category will be displayed in the filter panel which is different from Snapshot and Deepdive module where only common elements will be displayed.
- ❖ There will not be any restrictions for the user. He/she will be able to select any cut and make selections.
- ❖ Crosstab allows users to create custom tables required for data pull necessities
- ❖ The metric cut selected in row/column becomes multi select and will be part of the tabular output.
- ❖ The unselected cuts will be optional ( Other than Market, Category, Time period and KPI ) and the total level for each of them will be selected by default.
- ❖ User can save a selection and add it to a story in storyboard module using the save selection functionality.
- ❖ The output can be exported to the local system in excel format.



# CrossTab

---

Selection Panel Navigation & Widgets

# Column

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there are five tabs: SNAPSHOT, DEEP DIVE, CROSS TAB (selected), GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the tabs, a purple bar displays 'SELECTIONS : TIME PERIOD' and an 'AVAILABLE DATA' button.

The main area is titled 'COLUMN' and contains several selection fields:

- COLUMN: TIME PERIOD (selected)
- ROW: NONE
- MARKETS: NONE
- CATEGORY: NONE
- TIME PERIOD: NONE
- BRANDS: NONE
- SEGMENTS: NONE
- KPI: NONE
- DEMOGRAPHICS: NONE

Below these fields are radio buttons for selecting specific categories:

- MARKETS
- CHANNEL/RETAILER
- BRANDS
- DEMOGRAPHICS
- CATEGORY
- SEGMENT1
- TIME PERIOD (selected)
- KPI

A blue callout bubble points to the 'TIME PERIOD' radio button with the text: "User can select one of the cuts in the column".

At the bottom right are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

## Row – Level 1

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the text "SELECTIONS : TIME PERIOD || MARKETS" is displayed. On the far right, there is a button labeled "AVAILABLE DATA".

The main area is divided into two rows of five columns each. The first row contains icons and labels:

- COLUMN TIME PERIOD
- ROW MARKETS
- MARKETS NONE
- CATEGORY NONE
- TIME PERIOD NONE
- BRAND HIERARC...
- BRANDS NONE
- SEGMENTS NONE
- KPI NONE
- CHANNEL DEMOGRAPHIC

The second row contains radio buttons for selecting levels:

- LEVEL 1:  MARKETS,  DEMOGRAPHICS
- LEVEL 2:  BRANDS,  SEGMENT1
- LEVEL 3:  CATEGORY
- LEVEL 4:  KPI,  CHANNEL/RETAILER

A blue callout bubble with an arrow points from the bottom left towards the LEVEL 1 row, containing the text: "User can select one of the cuts in the rows".

At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

## Row – Level 2

The screenshot shows the Mondelez Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, the text "SELECTIONS : TIME PERIOD || MARKETS - BRANDS" is displayed. On the far right, there is a button labeled "AVAILABLE DATA".

The main area features a grid of nine circular icons, each with a purple dot in the center. Below each icon is a label and a status indicator:

- COLUMN TIME PERIOD: Icon with vertical bars, status: CHANNEL
- ROW MARKETS - BRANDS: Icon with horizontal bars, status: DEMOGRAPHIC
- MARKETS NONE: Icon with a globe, status: CHANNEL
- CATEGORY NONE: Icon with three stacked boxes, status: DEMOGRAPHIC
- TIME PERIOD NONE: Icon with a calendar, status: CHANNEL
- BRANDS NONE: Icon with a star, status: DEMOGRAPHIC
- SEGMENTS NONE: Icon with a network graph, status: CHANNEL
- KPI NONE: Icon with a bar chart, status: DEMOGRAPHIC
- DEMOGRAPHICS NONE: Icon with a group of people, status: CHANNEL

Below the grid, there are four levels of selection:

- LEVEL 1:  BRANDS,  SEGMENT1
- LEVEL 2:  CATEGORY
- LEVEL 3:  KPI
- LEVEL 4:  CHANNEL/RETAILER,  DEMOGRAPHICS

A blue callout bubble in the bottom-left corner contains the text: "User can select one of the cuts in the rows".

At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

## Row - Level 3

MONDELEZ International SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD

SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
COLUMN TIME PERIOD	ROW MARKETS - BRANDS - DEMOGRAPHICS	MARKETS NONE	CATEGORY NONE
		BRAND HIERARCHY	TIME PERIOD NONE
		BRANDS NONE	SEGMENTS NONE   NONE
			KPI NONE
			DEMOGRAPHICS NONE

CATEGORY     KPI     CHANNEL/RETAILER     DEMOGRAPHICS     SEGMENT1

User can select one of the cuts in the rows

CLEAR TAB CLEAR ALL SUBMIT

## Row – Level 4

The screenshot shows the Mondelēz Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, a purple header bar displays the text "SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI". On the far right of the header bar is a button labeled "AVAILABLE DATA" with a trash icon.

The main area contains ten selection cards arranged in two rows of five. Each card has a circular icon and a label below it. The first row includes a "CHANNEL" and "DEMOGRAPHIC" card on the right. The second row includes a "KPI" and "DEMOGRAPHICS" card on the right.

Column	Row	Markets	Category	Time Period	Brands	Segments	KPI	Demographics
TIME PERIOD	MARKETS - BRANDS - DE...	NONE	NONE	NONE	NONE	NONE   NONE	NONE	NONE
LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4					
<input type="radio"/> CATEGORY	<input checked="" type="radio"/> KPI	<input type="radio"/> SEGMENT1						

A blue callout bubble with a white border and a dark blue background is positioned in the lower right area of the interface. It contains the text: "User can select one of the cuts in the rows".

At the bottom of the interface, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT. A small Analytics Quotient logo is located in the bottom right corner.

# Markets

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS

AVAILABLE DATA

COLUMN TIME PERIOD	ROW MARKETS - BRANDS - DE...	MARKETS MULTIPLE	CATEGORY NONE	TIME PERIOD NONE	BRANDS NONE	SEGMENTS NONE	KPI NONE	CHANNEL DEMOCRAPHIC	DEMOGRAPHICS NONE
<input type="checkbox"/> AUSTRIA	<input type="checkbox"/> BELGIUM		<input type="checkbox"/> CZECH REPUBLIC	<input checked="" type="checkbox"/> FRANCE		<input type="checkbox"/> NORWAY	<input type="checkbox"/> GERMANY		
<input type="checkbox"/> IRELAND	<input type="checkbox"/> ITALY		<input type="checkbox"/> NETHERLANDS		<input type="checkbox"/> SWEDEN	<input type="checkbox"/> UK	<input type="checkbox"/> POLAND		
<input checked="" type="checkbox"/> RUSSIA	<input type="checkbox"/> SPAIN								

User can select multiple market as it is selected as one of the column/row

CLEAR TAB CLEAR ALL SUBMIT

# Category

The screenshot shows the Mondelēz Purchase Behaviour System interface with the 'CROSS TAB' tab selected. The top navigation bar includes links for 'SNAPSHOT', 'DEEP DIVE', 'CROSS TAB', 'GROWTH OPPORTUNITY', 'REPORTS HUB', 'MY STORYBOARD', and icons for 'HOME' and 'SETTINGS'. Below the navigation is a purple header bar with the text 'SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE'. On the right side of the header is a 'CLEAR DATA' button. The main area displays various selection filters:

- COLUMN:** TIME PERIOD (Icon: Vertical bars)
- ROW:** MARKETS - BRANDS - DE... (Icon: Horizontal bars)
- MARKETS:** MULTIPLE (Icon: Globe)
- CATEGORY:** CHOCOLATE (Icon: Stacked bars)
- TIME PERIOD:** NONE (Icon: Calendar)
- BRANDS:** NONE (Icon: Star)
- SEGMENTS:** ONE | NONE (Icon: Network)
- KPI:** NONE (Icon: Bar chart)
- DEMOCRAPHICS:** NONE (Icon: People)

Below these filters are three radio buttons:  
○ BISCUITS      ○ CHOCOLATE (Selected)      ○ GUM & CANDY

A callout bubble points to the 'BRANDS' icon, stating: "Brand Hierarchy icon turns to Available brands whenever multiple markets or categories are selected". Another callout bubble points to the 'CATEGORY' section, stating: "All the categories available in the selected markets will be displayed. It is different from Snapshot and Deepdive modules where only common elements will be displayed".

At the bottom are buttons for 'CLEAR TAB', 'CLEAR ALL', and 'SUBMIT'.

# Time Period

The screenshot shows the Mondelēz Purchase Behaviour System interface with a purple header bar. The header includes the Mondelēz logo, navigation tabs (Snapshot, Deep Dive, Cross Tab, Growth Opportunity, Reports Hub), a My Storyboard button, and a settings icon.

Below the header, a purple bar displays the selections: TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE || MAT - MULTIPLE TIME PERIODS. To the right is a 'Available Data' button.

The main area is divided into two rows of icons. The first row includes: COLUMN (TIME PERIOD), ROW (MARKETS - BRANDS - DE...), MARKETS (MULTIPLE), CATEGORY (CHOCOLATE), TIME PERIOD (MAT - MULTIPLE), BRANDS (NONE), SEGMENTS (NONE | NONE), KPI (NONE), and DEMOGRAPHICS (NONE). The TIME PERIOD icon has a tooltip 'AVAILABLE BRAND...' above it.

The second row contains three time period types: MAT (selected), QUARTERLY, and YTD.

Under each type, a list of months is shown with checkboxes:

- MAT:
  - JUNE 2017
  - SEPTEMBER 2018
- QUARTERLY:
  - SEPTEMBER 2017
  - DECEMBER 2018
- YTD:
  - DECEMBER 2017
  - MARCH 2018
  - JUNE 2019

A blue callout bubble points to the 'DECEMBER 2017' checkbox in the YTD section with the text: "User can select multiple time periods from the available time period types". Another blue callout bubble points to the 'DECEMBER 2017' checkbox in the YTD section with the text: "All the time periods available in the selected markets-categories will be displayed. It is different from Snapshot and Deepdive modules where only common elements will be displayed".

At the bottom are buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

# Brands

The screenshot shows the Mondelez Purchase Behaviour System interface with the 'Brands' module selected. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the tabs is a selection bar with the following filters:

- COLUMN: TIME PERIOD
- ROW: MARKETS - BRANDS - DEMOGRAPHICS
- MARKETS: MULTIPLE
- CATEGORY: CHOCOLATE
- TIME PERIOD: MAT - MULTIPLE
- BRANDS: MULTIPLE (highlighted with a purple border)
- SEGMENTS: NONE | NONE
- KPI: NONE
- DEMOGRAPHICS: NONE

A dropdown menu for 'BRANDS' is open, showing the following options:

- SELECT ALL
- CHOCOLATE MARKET
- TABLETS
- MONDELEZ TABLETS
- MILKA TABLETS
- MILKA CORE TABLETS

A callout bubble points to the 'MILKA TABLETS' option with the text: "User can remove the selected icon by clicking on the cross icon". Another callout bubble points to the 'MILKA CORE TABLETS' option with the text: "All the brands available in the selected markets-categories will be displayed in search box. It is different from Snapshot and Deepdive modules where only common elements will be displayed in a hierarchical structure." At the bottom right are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT.

As the user has selected Brands in Rows , he/she can select multiple brands

User can remove the selected icon by clicking on the cross icon

All the brands available in the selected markets-categories will be displayed in search box. It is different from Snapshot and Deepdive modules where only common elements will be displayed in a hierarchical structure.

CLEAR TAB    CLEAR ALL    SUBMIT

# Segments

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the navigation bar, there's a purple header bar with the text "SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE || MAT - MULTIPLE TIME PERIODS || MULTIPLE BR...". On the right side of the purple bar are icons for a home button, settings, and a menu. Below the purple bar, there's a section titled "AVAILABLE DATA" with a checkbox. The main area contains several circular icons representing different data categories:

- COLUMN TIME PERIOD
- ROW MARKETS - BRANDS - DE...
- MARKETS MULTIPLE
- CATEGORY CHOCOLATE
- TIME PERIOD MAT - MULTIPLE
- BRANDS MULTIPLE
- SEGMENTS NONE | NONE
- KPI NONE
- DEMOGRAPHICS NONE

Below these icons, there's a section labeled "SEGMENT1" with a search bar containing "Search Segment1" and a magnifying glass icon. A blue callout bubble points to the search bar with the text: "User can select segment from the search box." Another blue callout bubble points to the "SEGMENT1" label with the text: "As segment 1 is not selected in rows/columns so it is an optional selection and total level will be selected by default". To the right, a large blue callout bubble contains the text: "All the segments available in the selected markets-categories will be displayed in search box. It is different from Snapshot and Deepdive modules where only common elements will be displayed in a hierarchical structure." At the bottom left, there are two footnotes: "\* Segment 1 and Segment 2 are optional selection. By default, Total level will be selected" and "\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level." At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

\* Segment 1 and Segment 2 are optional selection. By default, Total level will be selected  
\* Segments divided into two cuts, allowing users to cross segment 1 with segment 2 to view data at a more granular level.

CLEAR TAB    CLEAR ALL    SUBMIT

# KPI

The screenshot shows the Mondelēz International Purchase Behaviour System KPI dashboard. At the top, there are five tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below the tabs, a navigation bar includes the Mondelēz logo, a MY STORYBOARD icon, and a user profile icon.

The main area displays various selection filters:

- COLUMN: TIME PERIOD (TIME PERIOD)
- ROW: MARKETS - BRANDS - DEMOGRAPHICS - KPI (MARKETS, BRANDS, DEMOGRAPHICS, KPI)
- MARKETS: MULTIPLE
- CATEGORY: CHOCOLATE
- TIME PERIOD: MAT - MULTIPLE
- BRANDS: MULTIPLE
- SEGMENTS: NONE | NONE
- KPI: MULTIPLE
- DEMOCRAPHICS: NONE

Below these filters, there are two main sections:

- YR ON YR %**: Contains a checkbox for "SELECT ALL". Underneath are checkboxes for "PENETRATION" (checked), "VOLUME PER BUYER" (checked), and "SPEND PER TRIP" (disabled).
- YR ON YR DIFF %**: Contains a checkbox for "FREQUENCY" (checked), and checkboxes for "BUYERS (000 HH)", "TRIPS (000)", "REPEAT RATE", and "POPULATION (000 HH)".

A blue callout bubble points to the "SELECT ALL" checkbox in the first section with the text: "User can select all the KPI by clicking on select all". Another blue callout bubble points to the "KPI" column with the text: "As the user has selected KPI in column, he/she can select multiple KPIs".

At the bottom right, there are three buttons: CLEAR TAB, CLEAR ALL, and SUBMIT.

# Channel/Demographics

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

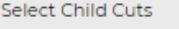
SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE || MAT - MULTIPLE TIME PERIODS || MULTIPLE BR... 

AVAILABLE DATA

COLUMN	ROW	MARKETS	CATEGORY	TIME PERIOD	BRANDS	SEGMENTS	KPI	CHANNEL DEMOGRAPHIC
TIME PERIOD	MARKETS - BRANDS - DE...	MULTIPLE	CHOCOLATE	MAT - MULTIPLE	MULTIPLE	NONE   NONE	MULTIPLE	MULTIPLE

TOTAL DEMOGRAPHICS   
 HOUSEHOLD SIZE   
 SOCIAL CLASS   
 1 MEMBER HH   
 AGE OF HEAD OF HOUSE...   
 BMI   
 2 MEMBER HH   
 PRESENCE OF CHILDREN   
 3 MEMBER HH   
 CHILD AGE   
 4 OR MORE MEMBER HH 

Select Child Cuts  Disable  Enable 

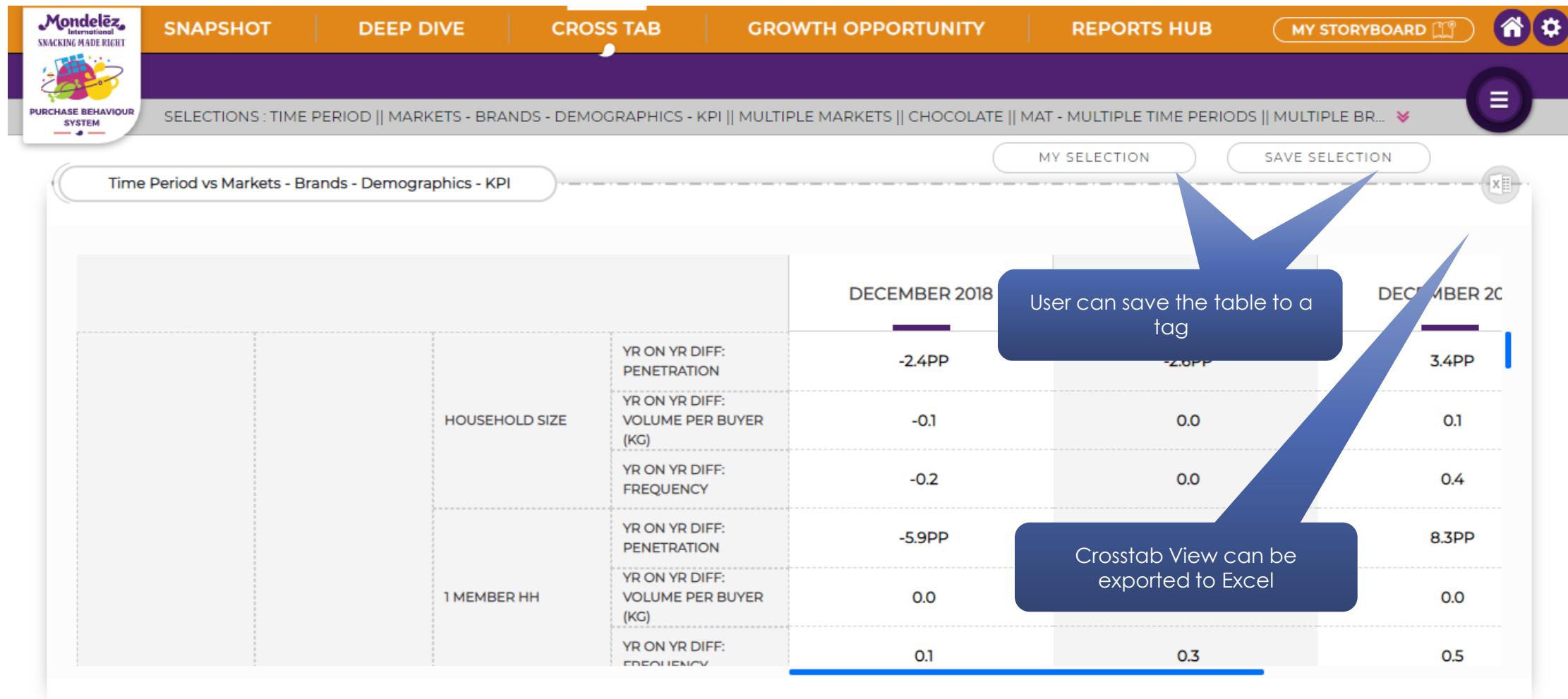
User can enable or disable selecting child cuts on selecting parent

Users must click on submit button to view the output for the selections made

\* On selecting the parent cut, all child elements will be included however on de-selecting the parent cut, the child elements will still remain selected.

CLEAR TAB | CLEAR ALL | SUBMIT | 

# Output Page



# Output Page

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there are tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below the tabs, a navigation bar includes 'MY STORYBOARD' with a document icon, a home icon, and a gear icon. A dropdown menu labeled 'SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE || MAT - MULTIPLE TIME PERIODS || MULTIPLE BR...' is open. Below the navigation bar, there are buttons for 'MY SELECTION' and 'SAVE SELECTION'. A 'Time Period vs Markets - Brands - Demographics - KPI' chart is displayed, showing data for JUNE 2018 and DECEMBER 2018 across various categories like HOUSEHOLD SIZE and DEMOGRAPHICS.

**SAVE SELECTION**

TABLE NAME:

SELECT TAG:

NEW TAG    ADD TO TAG    TAG TO STORY

**SAVE**  **CANCEL**

User can save the table as a new selection, add to an existing tag or Tag to a story

HOUSEHOLD SIZE	YR ON YR DIFF: VOLUME PER BUYER (KG)	YR ON YR DIFF: FREQUENCY
1 MEMBER HH	0.0	0.1
2 MEMBERS HH	-2.6PP	0.3
3 MEMBERS HH	0.0	0.5
4 MEMBERS HH	3.4PP	0.4
5 MEMBERS HH	8.3PP	0.0

# Output Page

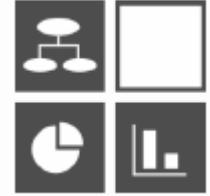
The screenshot shows a dashboard interface for Mondelēz International's Snacking Made Right Purchase Behaviour System. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB, along with a MY STORYBOARD button and user icons.

The main content area displays a report titled "Time Period vs Markets - Brands - Demographics - KPI". The report header includes selection filters: SELECTIONS : TIME PERIOD || MARKETS - BRANDS - DEMOGRAPHICS - KPI || MULTIPLE MARKETS || CHOCOLATE || MAT - MULTIPLE TIME PERIODS || MULTIPLE BR...". Below the header are buttons for "MY SELECTION" and "SAVE SELECTION".

A modal window titled "MY SELECTION - TAG VIEW" is open, showing a "TAG VIEW" tab selected. It contains a "Tags" section with a search bar and a "TABLES" section with a "TABLE" entry. There are "VIEW" and "DOWNLOAD" buttons at the bottom of the modal.

The main report area shows a chart comparing JUNE 2018 and DECEMBER 2018 data across different household types. A callout bubble points to the modal window with the text: "User can view, download or delete the existing tags and tables from my selection tab".

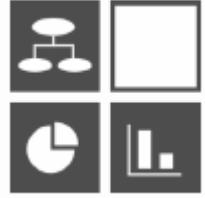
HOUSEHOLD TYPE	JUNE 2018	DECEMBER 2018
1 MEMBER HH	-2.6PP	3.4PP
2 MEMBERS HH	0.0	0.1
3 MEMBERS HH	0.0	0.4
4 MEMBERS HH	8.3PP	0.0
5 MEMBERS HH	0.0	0.5



# Growth Opportunity

## Growth Opportunity

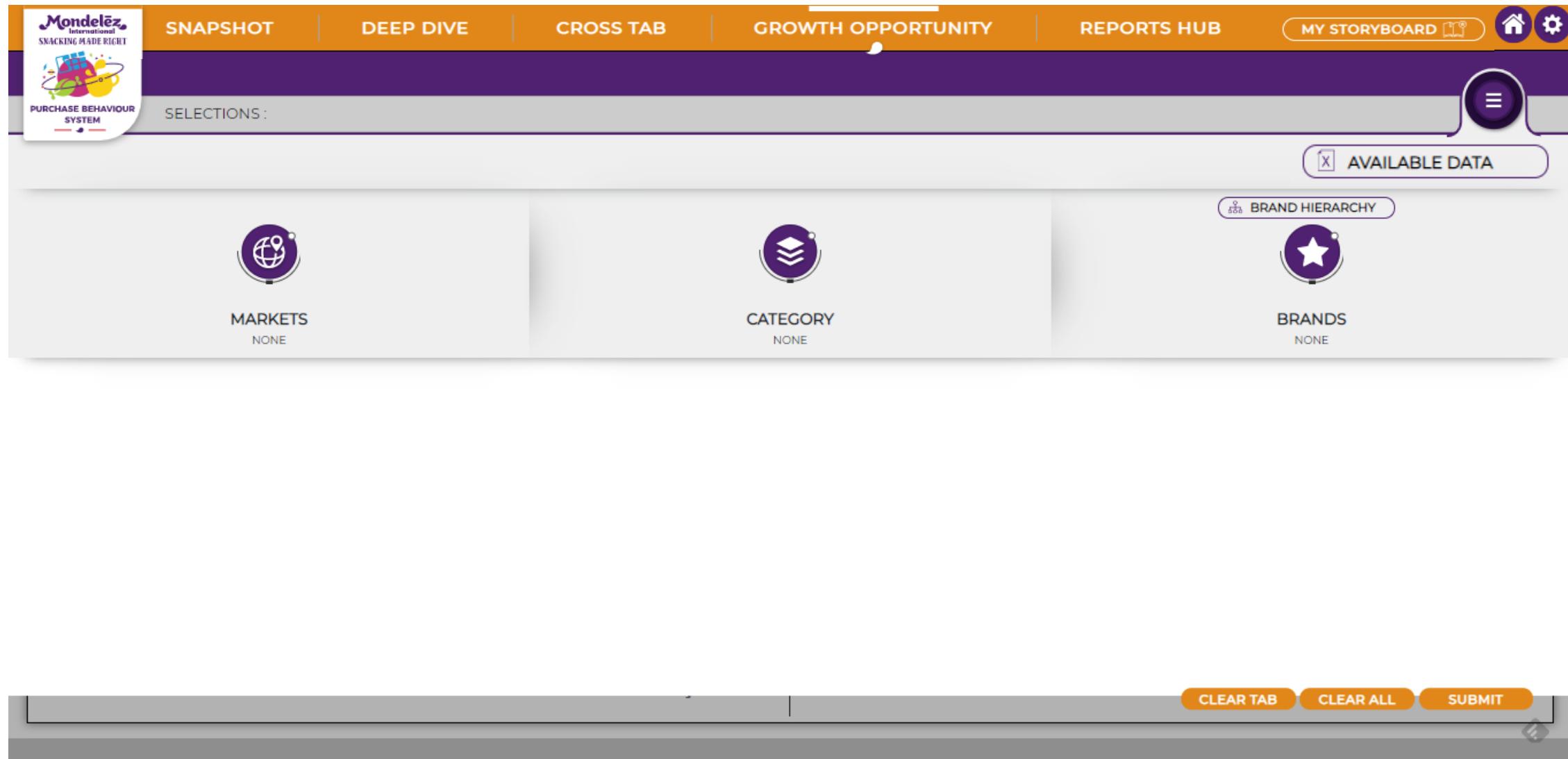
- ❖ The Growth Opportunity module is a scenario builder enabling users to simulate the relationship between Penetration, Frequency & Value of the brand.
- ❖ Growth Opportunity has four views i.e. Growth Curve, Path to growth, Achievability and How does the brand grow?
- ❖ It enables the user to increase/decrease the value ( in Euros ) for a brand to project its penetration & frequency
- ❖ User can look at the Growth curve, Path to growth and Achievability ratio by increasing/decreasing the Value for the selected brand.
- ❖ The dynamic charts in this module will display the data based on the increase/decrease of Value of the brand.
- ❖ User can export the view into PPT format by clicking on export to PPT icon.



# Growth Opportunity

Selection Panel Navigation & Dynamic Charts

# Selection Panel



The image shows the Mondelēz International Purchase Behaviour System Selection Panel. The top navigation bar includes tabs for SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY (which is currently selected), and REPORTS HUB. There are also links for MY STORYBOARD, a home icon, and a settings gear icon.

The main area is titled "SELECTIONS:" and contains three sections: MARKETS, CATEGORY, and BRANDS. Each section has a circular icon and a status message below it. A button labeled "AVAILABLE DATA" is located above the BRANDS section.

At the bottom, there are buttons for CLEAR TAB, CLEAR ALL, and SUBMIT, along with a small Analytics Quotient logo.

Selection Type	Status
MARKETS	NONE
CATEGORY	NONE
BRANDS	NONE

AVAILABLE DATA

BRAND HIERARCHY

CLEAR TAB    CLEAR ALL    SUBMIT

Analytics Quotient

# Markets

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : SWEDEN

 AVAILABLE DATA

 MARKETS  
SWEDEN

 CATEGORY  
NONE

 BRANDS  
NONE

AUSTRIA       BELGIUM       CZECH REPUBLIC       FRANCE       GERMANY  
 IRELAND       ITALY       NETHERLANDS       NORWAY       POLAND  
 RUSSIA       SPAIN       SWEDEN       UK

Select a market

CLEAR TAB CLEAR ALL SUBMIT

# Category

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the tabs, it says "SELECTIONS : SWEDEN || CHOCOLATE". On the right side of the header, there are icons for Home, Settings, and a menu. A button labeled "AVAILABLE DATA" with a dropdown arrow is also present.

The main area is divided into three sections:

- MARKETS**: SWEDEN (with a globe icon)
- CATEGORY**: CHOCOLATE (with a stack of bars icon)
- BRANDS**: NONE (with a star icon)

Below these sections, there's a radio button labeled "CHOCOLATE" which is selected. A large blue callout box with the text "Select a Category" points to the "CATEGORY" section. At the bottom, there's a note: "\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed." followed by "CLEAR TAB", "CLEAR ALL", and "SUBMIT" buttons.

\* Categories displayed are based on the Market selection, if multiple Markets selected then only common categories across the Markets displayed.

CLEAR TAB    CLEAR ALL    SUBMIT

# Brands

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS

BRAND HIERARCHY

MARKETS SWEDEN

CATEGORY CHOCOLATE

BRANDS MARABOU TABLETS

CATEGORY & MANUFACTURER      BRANDS      SUB-BRAND      VARIANTS

TOTAL MILKA TABLETS       MARABOU TABLETS       MARABOU TOBLERONE       GREEN & BLACK'S TABL...       TOTAL MONDELEZ OTHER...

KARL FAZER       FAZER OTHER TABLETS       ANTHON BERG TABLETS       LINDT EXCELLENCE       LINDT CREATION

LINDT CHOCOLETTI       LINDT OTHER TABLETS

Select a Brand

Click Submit to go to Output Page

CLEAR TAB      CLEAR ALL      SUBMIT

# Growth Curve

**Mondelēz International SNACKING MADE RIGHT**  
**PURCHASE BEHAVIOUR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

Marabou Tablets → Value Share Change: +0 (abs)  
Achievability: 45.45 %

Achievability | How Does the Brand Grow? | Path to Growth | 

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	72.9 %	+0 pp
Price (CUR/Kg/L)	9.28	9.28	+0
Frequency	7.1	7.1	+0
Volume (000 Kg/L)	7,832	7,832	+0
Value (000 CUR)	72,707	72,707	+0

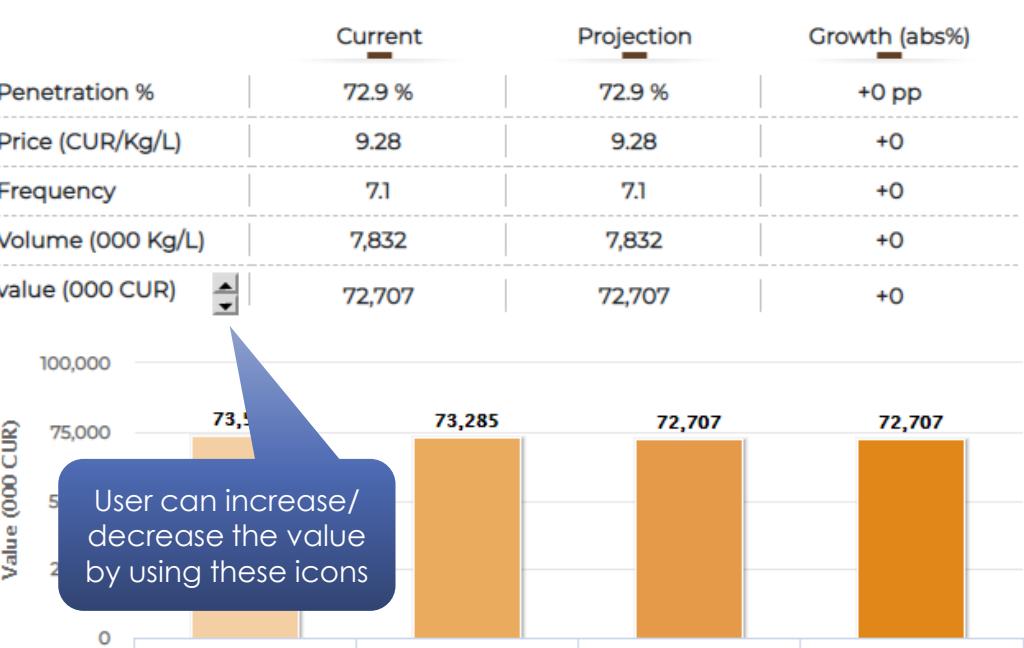
Value (000 CUR)

100,000  
75,000  
50,000  
25,000  
0

73,5  
73,285  
72,707  
72,707

MAT December 2016 MAT December 2017 MAT December 2018 Projection

User can increase/decrease the value by using these icons



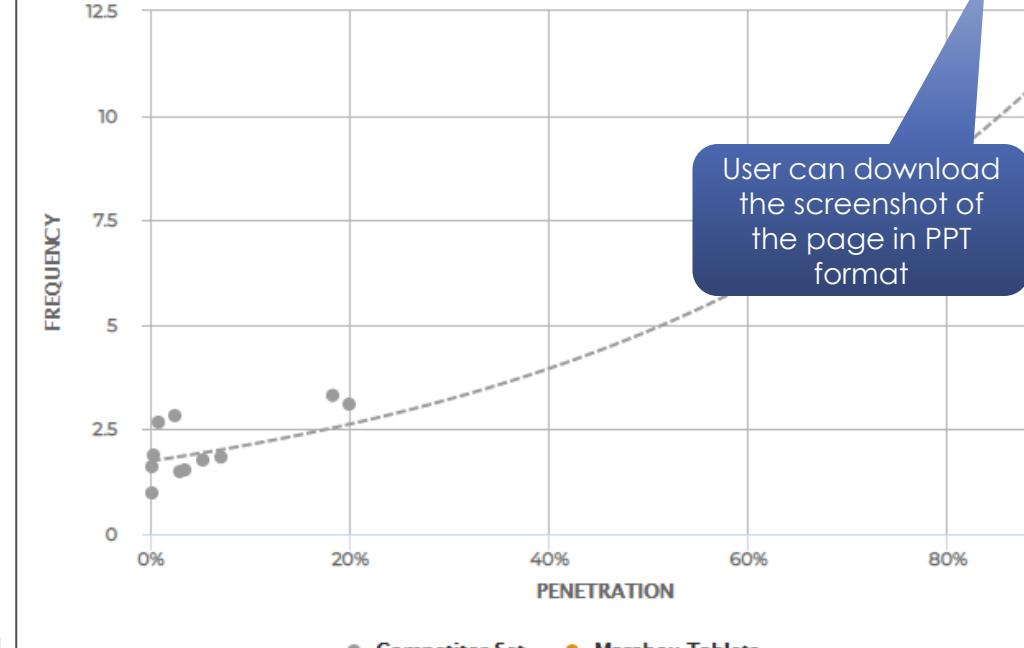
FREQUENCY

12.5  
10  
7.5  
5  
2.5  
0

Competitor Set Marabou Tablets

0% 20% 40% 60% 80%

User can download the screenshot of the page in PPT format



Analytics Quotient

## Growth Curve (Contd)

**Mondelez International SNACKING MADE RIGHT**  
**PURCHASE BEHAVIOR SYSTEM**

**SNAPSHOT** | **DEEP DIVE** | **CROSS TAB** | **GROWTH OPPORTUNITY** | **REPORTS HUB** | **MY STORYBOARD** | **Home** | **Settings**

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

**Marabou Tablets** ► Value Share Change: +6.68 (abs)  
Achievability: 0 %

Achievability | How Does the Brand Grow? | Path to Growth | Print

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	75.8 %	+2.91 pp
Price (CUR/Kg/L)	9.28	9.28	+0
Frequency	7.1	7.5	+6.76
Volume (000 Kg/L)	7,832	8,695	+11.02
Value (000 CUR)	72,707	80,719	+11

Value (000 CUR)

100,000  
75,000  
50,000  
25,000  
0

73,555  
73,285  
80,719

MAT December 2016 MAT December 2017 MAT December 2018 Projection

Based on the increase/decrease of Value by the user, the other metrics will be projected

The projected penetration and frequency will be plotted

FREQUENCY

15  
12.5  
10  
7.5  
5  
2.5  
0

0%  
20%  
40%  
60%  
80%

PENETRATION

● Competitor Set ● Marabou Tablets

The dashboard displays growth projections for Marabou Tablets. It includes a table comparing current and projected values for Penetration %, Price, Frequency, Volume, and Value. A bar chart shows Value (000 CUR) for MAT December 2016, MAT December 2017, MAT December 2018, and a projection. A scatter plot shows Frequency vs Penetration, with a projected point for Marabou Tablets.

## Growth Curve (Contd)

**Mondelēz International SNACKING MADE RIGHT**

**PURCHASE BEHAVIOUR SYSTEM**

**SNAPSHOT** | **DEEP DIVE** | **CROSS TAB** | **GROWTH OPPORTUNITY** | **REPORTS HUB** | **MY STORYBOARD** | **Home** | **Settings**

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

**Marabou Tablets** ► Value Share Change: +0 (abs)  
Achievability: 45.45 %

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	72.9 %	+0 pp
Price (CUR/Kg/L)	9.28	9.28	+0
Frequency	7.1	7.1	+0
Volume (000 Kg/L)	7,832	7,832	+0
value (000 CUR)	72,707	72,707	+0

Achievability

How Does the Brand Grow?

Path to Growth

FREQUENCY

PENETRATION

Click on this icon to go to Achievability view

Click on this icon to move to 'How does Brand Grow?' View

Click on Path to Growth to go to Path to growth View

Projection

● Competitor Set ● Marabou Tablets

# Achievability

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

Marabou Tablets ► Value Share Change: +0 (abs)  
Achievability: 45.45 %

Current Projection Growth (abs%)

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	72.9 %	+0 pp
Frequency	7.1	7.1	+0
value (000 CUR)	72,707	72,707	+0

User can increase/  
decrease the value  
by using these icons

Number of Brands have achieved target penetration

Show Brands

Number of Brands = 11

Achievability  
**45.45%**

How Does the Brand Grow? Path to Growth Growth Curve

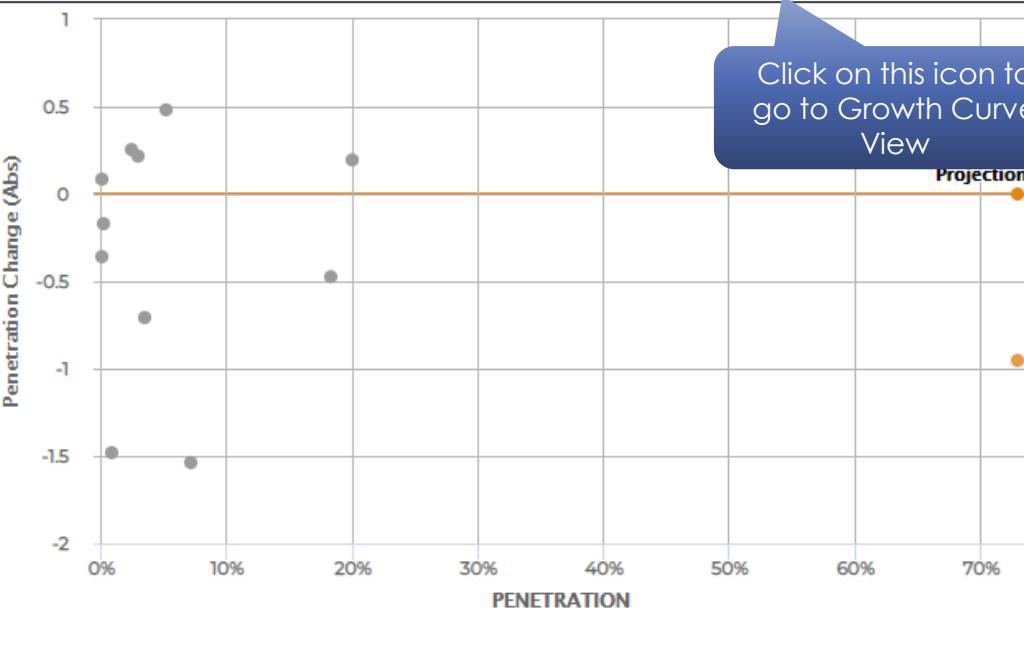
Click on this icon to go to Growth Curve View

Projection

Penetration Change (Abs)

Competitor set Marabou Tablets

PENETRATION



## Achievability (Contd)

**Mondelēz International SNACKING MADE RIGHT**  
**PURCHASE BEHAVIOUR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | **GROWTH OPPORTUNITY** | REPORTS HUB | MY STORYBOARD |

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

Marabou Tablets ► Value Share Change: +10.31 (abs)  
Achievability: 0 %

Current Projection Growth (abs%)

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	77.3 %	+4.39 pp
Frequency	7.1	7.8	+10.35
value (000 CUR)	72,707	85,065	+17

Number of Brands which have achieved or exceeded target absolute penetration growth  
0

Based on the increase/decrease of Value by the user, the other metrics will be projected

How Does the Brand Grow? Path to Growth Growth Curve

The projected penetration and penetration YOY will be plotted

Penetration Change (Abs)

Projection

● Competitor set ● Marabou Tablets

PENETRATION

Competitor Set	Penetration (%)	Penetration Change (Abs)
Brand A	2%	-1.5
Brand B	5%	-0.5
Brand C	7%	0.5
Brand D	10%	-1.0
Brand E	15%	0.5
Brand F	20%	0.5
Brand G	25%	0.5
Brand H	30%	0.5
Brand I	35%	0.5
Brand J	40%	0.5
Brand K	45%	0.5
Brand L	50%	0.5
Brand M	55%	0.5
Brand N	60%	0.5
Brand O	65%	0.5
Brand P	70%	0.5
Marabou Tablets	72.9%	6.0

# Path to Growth

**Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

Marabou Tablets ► Value Share Change: +0 (abs)  
Achievability: 45.45 %

Achievability | How Does the Brand Grow? | Growth Curve | Print

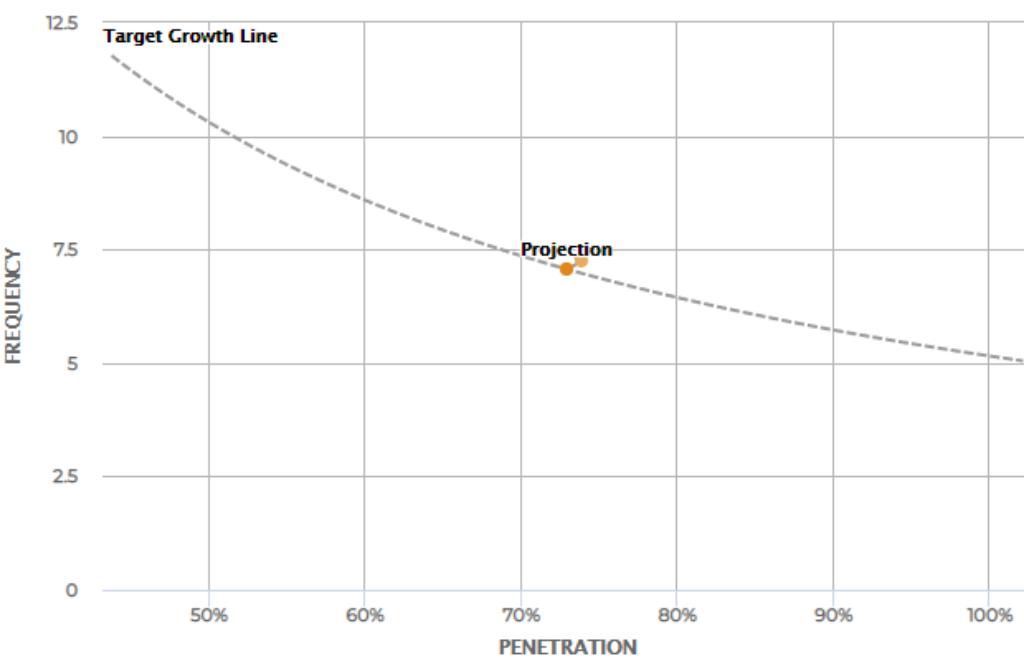
	Current	Projection	Growth (abs%)
Penetration %	72.9 %	72.9 %	+0 pp
Price (CUR/Kg/L)	9.28	9.28	+0
Frequency	7.1	7.1	+0
Volume (000 Kg/L)	7,832	7,832	+0
Value (000 CUR)	72,707	72,707	+0

Value (000 CUR) 100,000  
75,000  
50,000  
25,000  
0

73,55 User can increase/  
decrease the value by using these icons

73,285 72,707 72,707

MAT December 2016 MAT December 2017 MAT December 2018 Projection



FREQUENCY

PENETRATION

Target Growth Line

Projection

## Path to Growth (Contd)

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : SWEDEN || CHOCOLATE || MARABOU TABLETS || MAT DECEMBER 2018

Marabou Tablets ► Value Share Change: +3.03 (abs)  
Achievability: 0 %

Achievability How Does the Brand Grow? Growth Curve Print

	Current	Projection	Growth (abs%)
Penetration %	72.9 %	74.3 %	+1.35 pp
Price (CUR/Kg/L)	9.28	9.28	+0
Frequency	7.1	7.3	+3.09
Volume (000 Kg/L)	7,832	8,223	+4.99
Value (000 CUR)	72,707	76,338	+5

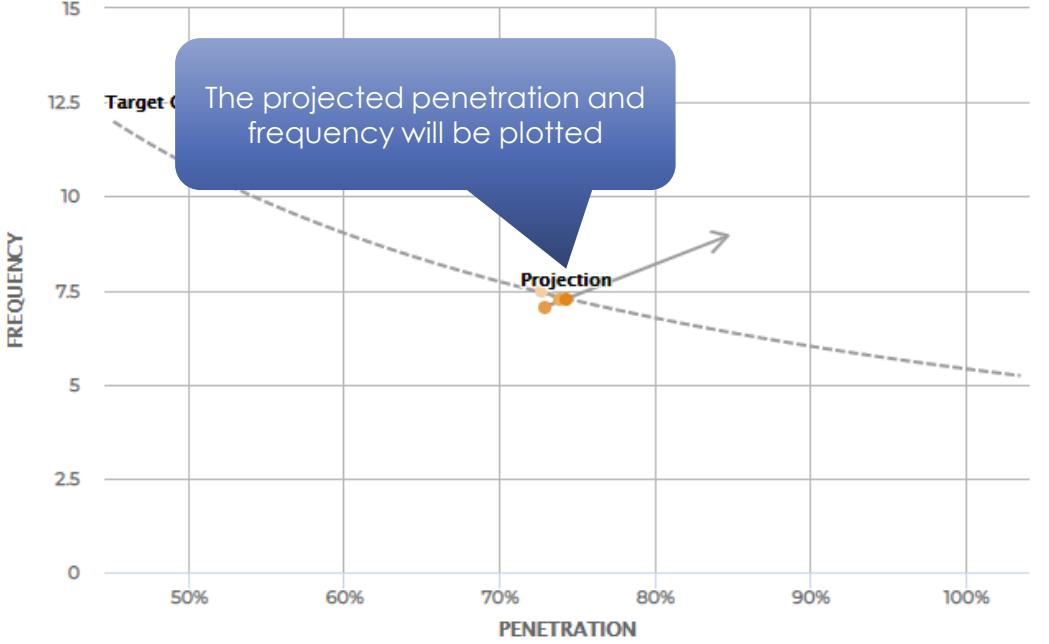
Value (000 CUR)

100,000  
75,000  
50,000  
25,000  
0

73,555 73,285 76,338

MAT December 2016 MAT December 2017 MAT December 2018 Projection

Based on the increase/decrease of Value by the user, the other metrics will be projected



The projected penetration and frequency will be plotted

FREQUENCY

PENETRATION

Target Growth

Projection

# How does the Brand Grow?

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SELECTIONS : SWEDEN || CHOCOLATE || Marabou Mix

User can watch a video of good advertising and read a case study

Marabou Mix → What should i expect?

Example of Good Advertising Brand Case Study

Achievability Path to Growth Growth Curve

Growth Framework

Category Frequency	0%	10%	20%	30%	40%
DISRUPT					LEAD   DEFEND
CONSIDERATION	4				DEVELOP

Buyer Churn - How many buyers do we expect you to lose? 43% LEAKAGE

Which levers are most effective?

- Price
- Promo
- Assortment
- NPD
- Availability

Your World

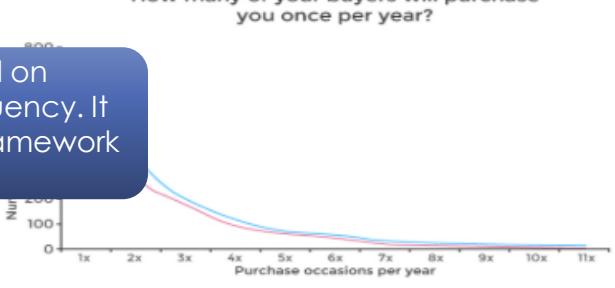
You are a leading brand in a category that is purchased frequently

It is likely that you will have low buyer churn, high brand awareness and high availability

Find out more

Scatterplot based on penetration and frequency. It even shows Growth Framework of the brand

How many of your buyers will purchase you once per year?



What is your route to growth?

Route to Growth	Brand X
Existing buyers	~85
New buyers	~15
New to brand	~25
New to category	~5

Analytics Quotient



# Report Hub

# Report Hub Landing Page

**Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD  |  | 

SELECTIONS :

  
MARKETS

  
CATEGORY

  
TIME INTERVAL

AVAILABLE REPORTS  SELECT ALL

- Austria\_cream-cheese\_mat-june-2016\_dummy.xlsx
- Belgium\_cream-cheese\_mat-january-2015\_dummy.xlsx
- Exclusive-buyers-Milka-100-500g-ex180809\_Austria\_Chocolate\_YTD-JUNE-2016.xlsx
- Gain-and-Loss-Milka-Big-Size-ex170724\_Austria\_Chocolate\_MAT-MAY-2017.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.txt

SHOWING 16 OUT OF 16 REPORTS

[DOWNLOAD !\[\]\(801201da3ce823ed4ec75b5a1fc1affc\_img.jpg\)](#) [CLEAR !\[\]\(1e4eb73de74e5ea17cd03240e0eb8b38\_img.jpg\)](#)

# Select Markets



SNAPSHOT

DEEP DIVE

CROSS TAB

GROWTH OPPORTUNITY

REPORTS HUB

MY STORYBOARD



SELECTIONS : MULTIPLE MARKETS



## MARKETS

SELECT ALL

AUSTRIA

BELGIUM

CZECH REPUBLIC

FRANCE

GERMANY

IRELAND

Exclusive-buyers-Milka-100-Sugar-ex100809\_Austria\_Chocolate\_YTD-JUNE-2016.xlsx

Gain-and-Loss-Milka-Big-Size-ex170724\_Austria\_Chocolate\_MAT-MAY-2017.pptx

germany\_cream-cheese\_mat-june-2016\_dummy.pptx

germany\_cream-cheese\_mat-june-2016\_dummy.txt

## AVAIL

SELECT ALL



CATEGORY



TIME INTERVAL

SHOWING 16 OUT OF 16 REPORTS

DOWNLOAD

CLEAR

# Select Categories

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD     

SELECTIONS : MULTIPLE MARKETS || MULTIPLE CATEGORY



MARKETS



CATEGORY
<input checked="" type="checkbox"/> SELECT ALL
<input checked="" type="checkbox"/> CHOCOLATE
<input checked="" type="checkbox"/> BISCUITS
<input checked="" type="checkbox"/> GUM & CANDY
<input checked="" type="checkbox"/> CREAM CHEESE
<input checked="" type="checkbox"/> GUM & CANDY (OOH)



TIME INTERVAL

AVAILABLE REPORTS

- Austria\_cream-cheese\_mat-june-2016\_dummy.xlsx
- Belgium\_cream-cheese\_mat-january-2015\_dummy.xlsx
- Exclusive-buyers-Milka-100-500g-ex180809\_Austria\_Chocolate\_YTD-JUNE-2016.xlsx
- Gain-and-Loss-Milka-Big-Size-ex170724\_Austria\_Chocolate\_MAT-MAY-2017.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.txt

SELECT ALL

SHOWING 16 OUT OF 16 REPORTS

DOWNLOAD  CLEAR 

# Select Time Period

Mondelēz International SNACKING MADE RIGHT  
PURCHASE BEHAVIOR SYSTEM

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD  |  | 

SELECTIONS : MULTIPLE MARKETS || MULTIPLE CATEGORY || MAT - DECEMBER 2013-JUNE 2019



MARKETS



CATEGORY



TIME INTERVAL

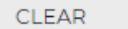
MAT       QUARTERLY  
 MONTHLY       YTD

FROM TO  
DECEMBER 2013 JUNE 2019

AVAILABLE REPORTS

- Austria\_cream-cheese\_mat-june-2016\_dummy.xlsx
- Gain-and-Loss-Milka-Big-Size-ex170724\_Austria\_Chocolate\_MAT-MAY-2017.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.txt
- germany\_cream-cheese\_mat-june-2016\_Test.pdf
- GfK-Assortment-Optimization-Milka-100g-mainstream-ex180726\_Austria\_Chocolate\_MAT-JUNE-2016...

SHOWING 13 OUT OF 16 REPORTS

DOWNLOAD  CLEAR 

User can clear the filter selection

# Available Reports

**Mondelez International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM**

SNAPSHOT | DEEP DIVE | CROSS TAB | GROWTH OPPORTUNITY | REPORTS HUB | MY STORYBOARD |  

SELECTIONS : MULTIPLE MARKETS || MULTIPLE CATEGORY || MAT - DECEMBER 2013-JUNE 2019

 MARKETS       CATEGORY       TIME INTERVAL

**AVAILABLE REPORTS**  SELECT ALL

- Austria\_cream-cheese\_mat-june-2016\_dummy.xlsx
- Gain-and-Loss-Milka-Big-Size-ex170724\_Austria\_Chocolate\_MAT-MAY-2017.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.pptx
- germany\_cream-cheese\_mat-june-2016\_dummy.txt
- germany\_cream-cheese\_mat-june-2016\_Test.pdf
- GfK-Assortment-Optimization-Milka-100g-mainstream-ex180726\_Austria\_Chocolate\_MAT-JUNE-2016.pptx

User can download the selected reports

User can select all the available reports

SHOWING 13 OUT OF 16 REPORTS

**DOWNLOAD**  **CLEAR** 



# My Storyboard

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## My Storyboard

- ❖ The Storyboard module allows users to create & share custom stories from other modules of the dashboard.
- ❖ User can download an entire story or few slides from a story in PPT.
- ❖ Custom stories can be shared among PBS users and any edits in the shared story will be reflecting for the users with whom the story was shared. Both the user who has shared the story and the users to whom the story is shared can make changes to the shared story.
- ❖ User can navigate to the module where a slide was created.
- ❖ A local copy of a shared story can be saved.
- ❖ The selections made for a slide can be viewed using the '**Go to Origin Module**' functionality.
- ❖ User can refresh the story to the latest time period by using the '**Auto-Update**' functionality.



# My Storyboard

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Storyboard Features

# Landing Page

MONDELEZ INTERNATIONAL  
SNACKING MADE RIGHT

PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD

Story Name SAVED STORIES SHARED STORIES Search

STORY1 UPDATE3 UPDATE1

BRANDS-SINGLE - SNAPSHOT

BRAND SHARE OF CATEGORY - S...

Functionalities like Auto-update, download, Edit story name, share a story and Delete

Functionalities like Expand the slide, Selection info, Origin to Module

Stories which are either created by the user or saved from a shared story gets listed in Saved stories

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Shared Stories

The screenshot shows the Mondelez Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main sections: 'SAVED STORIES' and 'SHARED STORIES'. A blue callout bubble points from the 'SHARED STORIES' tab to a text box containing the following text: 'Stories shared by the user / with the user will be available in shared stories'. The 'SHARED STORIES' section also includes 'SHARED WITH ME' and 'SHARED BY ME' sub-sections. Below these sections, there are two large visual outputs: 'BRANDS-SINGLE - SNAPSHOT' and 'BRAND SHARE OF CATEGORY - S...'. The 'BRANDS-SINGLE - SNAPSHOT' output contains several smaller charts and tables related to brand performance. The 'BRAND SHARE OF CATEGORY - S...' output is a stacked bar chart showing category share over time. At the bottom of the screen, there are buttons for 'SELECT ALL SLIDES', 'DOWNLOAD SELECTED OUTPUT', 'DELETE SELECTED OUTPUT', and 'SAVE AS SELECTED STORY'.

Stories shared by the user /  
with the user will be available  
in shared stories

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Auto-Update

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main sections: "SAVED STORIES" (highlighted in orange) and "SHARED STORIES". A search bar is also present. The main content area displays two charts: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". The "BRANDS-SINGLE - SNAPSHOT" chart includes a blue callout pointing to it with the text: "The table functionality will redirect the user to the crosstab modules if any tables are tagged to this story". At the bottom, there are buttons for "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", "DELETE SELECTED OUTPUT", and "SAVE AS SELECTED STORY". A caution message at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

**SAVED STORIES**

**SHARED STORIES**

**Search**

**STORY1** **UPDATE3** **UPDATE1**

**BRANDS-SINGLE - SNAPSHOT**

**BRAND SHARE OF CATEGORY - S...**

The table functionality will redirect the user to the crosstab modules if any tables are tagged to this story

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Auto-Update

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main sections: "SAVED STORIES" (highlighted in orange) and "SHARED STORIES". A search bar is also present. The main content area displays two stories, each containing multiple charts and graphs. Story 1 is titled "BRANDS-SINGLE - SNAPSHOT" and Story 2 is titled "BRAND SHARE OF CATEGORY - S...". Each story has an "UPDATE" button followed by three icons: a calendar, a refresh symbol, and a downward arrow. A large blue callout bubble points to the "UPDATE" button in Story 1, with the text: "The Auto-Update functionality lets the user update the story to the latest time period". At the bottom of the screen, there are buttons for "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", "DELETE SELECTED OUTPUT", and "SAVE AS SELECTED STORY". A cautionary note at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Auto-Update (Contd)

The screenshot shows the Mondelēz International Snacking Made Right Purchase Behaviour System interface. At the top, there are tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below these are buttons for MY STORYBOARD, HOME, and SETTINGS. The main area displays two stories: "STORY1" and "UPDATE3". A search bar is also present.

A modal dialog box is centered on the screen, asking "Do You Wish To Update The Entire Story?". It has "YES" and "NO" buttons. In the background, there are two dashboard cards: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...".

A blue callout bubble points from the bottom left towards the modal dialog, containing the text: "Clicking on Auto-Update results in a pop out asking whether to update the entire story or not".

At the bottom of the screen, there are buttons for "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", "DELETE SELECTED OUTPUT", and "SAVE AS SELECTED STORY". A caution message at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

# Download Entire Story

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main sections: "SAVED STORIES" and "SHARED STORIES". A search bar is also present. The main content area displays two charts: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". The "BRANDS-SINGLE - SNAPSHOT" chart includes a tree diagram and several bar charts. The "BRAND SHARE OF CATEGORY" chart is a stacked bar chart showing category share over time. At the bottom, there are buttons for "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", "DELETE SELECTED OUTPUT", and "SAVE AS SELECTED STORY". A blue callout bubble points to the "DOWNLOAD SELECTED OUTPUT" button with the text: "The Download functionality lets the user download the entire story in PPT format". A cautionary note at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Edit Story Name

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main dashboard cards:

- BRANDS-SINGLE - SNAPSHOT**: This card contains several smaller charts and tables. One chart shows 'Contribution' with values like 10.7%, 10.5%, and 10.4%. Another chart shows 'Value (000s €)' with values like 118.010 and 103.714.
- BRAND SHARE OF CATEGORY - S...**: This card displays a stacked bar chart titled 'VOLUME (000s units)' for June 2017, 2018, 2019, and 2020. The categories are Total Biscuits + Soft Cakes (blue), Total Milka (orange), Total Oreo (green), and Lu (black). The total volume remains relatively constant around 120-130 units.

A blue callout box with a white border and rounded corners is positioned in the lower-left area of the dashboard, pointing towards the first card. It contains the text: "The Edit Story name lets you edit the story name".

At the bottom of the interface, there are three buttons:  SELECT ALL SLIDES, DOWNLOAD SELECTED OUTPUT (with a download icon), and DELETE SELECTED OUTPUT (with a trash bin icon). To the right of these buttons is a "SAVE AS SELECTED STORY" button with a save icon.

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Edit Story Name (Contd)

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the navigation bar, there are two saved stories: "STORY 1" and "UPDATE3". A search bar is also present.

In the center, there are two dashboard cards: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". Overlaid on the interface is a modal dialog box titled "EDIT STORY NAME". It contains a text input field labeled "Enter Story Name" and two buttons: "SAVE" and "CANCEL".

A blue callout bubble points from the bottom left towards the "Enter Story Name" input field, containing the following text:

Enter the new story name.  
Already existing story name  
will not be accepted

At the bottom of the screen, there are three buttons: "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", and "DELETE SELECTED OUTPUT". There's also a "SAVE AS SELECTED STORY" button. A note at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

# Share a Story

The screenshot shows the Mondelēz International Purchase Behaviour System (PBS) interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two main sections: "SAVED STORIES" (highlighted in orange) and "SHARED STORIES" (with a dropdown arrow). A search bar is also present.

Below these sections, there are two cards representing stories:

- STORY1**: Contains two charts: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". The first chart is a grid of small charts showing various data points like "Missouri Tree (BKT - March 2008)" and "Contribution (By Time Period)". The second chart is a stacked bar chart titled "BRAND SHARE OF CATEGORY" comparing "Total Biscuits + Soft Cakes", "Total Milka", "Total Oreo", and "Lu" across four time periods from June 2007 to June 2009.
- UPDATE3**: Contains two charts: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". The first chart is a grid of small charts showing various data points like "Missouri Tree (BKT - March 2008)" and "Contribution (By Time Period)". The second chart is a stacked bar chart titled "BRAND SHARE OF CATEGORY" comparing "Total Biscuits + Soft Cakes", "Total Milka", "Total Oreo", and "Lu" across four time periods from June 2007 to June 2009.

A blue callout bubble with a white border and a dark blue background is positioned over the first chart in the first story. It contains the text: "The share functionality lets the user share a story with other PBS users".

At the bottom of the screen, there are three buttons: "SELECT ALL SLIDES" (checkbox), "DOWNLOAD SELECTED OUTPUT" (button), "DELETE SELECTED OUTPUT" (button), and "SAVE AS SELECTED STORY" (button).

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Share a Story (Contd)

The screenshot shows the PBS interface with a 'SHARE STORY' dialog box overlaid. The dialog box has a title 'SHARE STORY' and a close button 'X'. It contains a section 'SHARE WITH' with a search bar 'Search' and a list of users under 'Individual'. A blue callout bubble points to this list with the text: 'User can share the story with any of these PBS Users.' At the bottom of the dialog box are 'SHARE' and 'CANCEL' buttons.

Mondelez International SNACKING MADE RIGHT PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD

SAVED STORIES SHARED STORIES Search

STORY 1 UPDATE3

BRANDS-SINGLE - SNAPSHOT

Measure Tree (MKT - March 2019)  
Contribution (By Time Period)  
Value (000's)   
Volume (000 Kg)   
Penetration   
Frequency

Individual

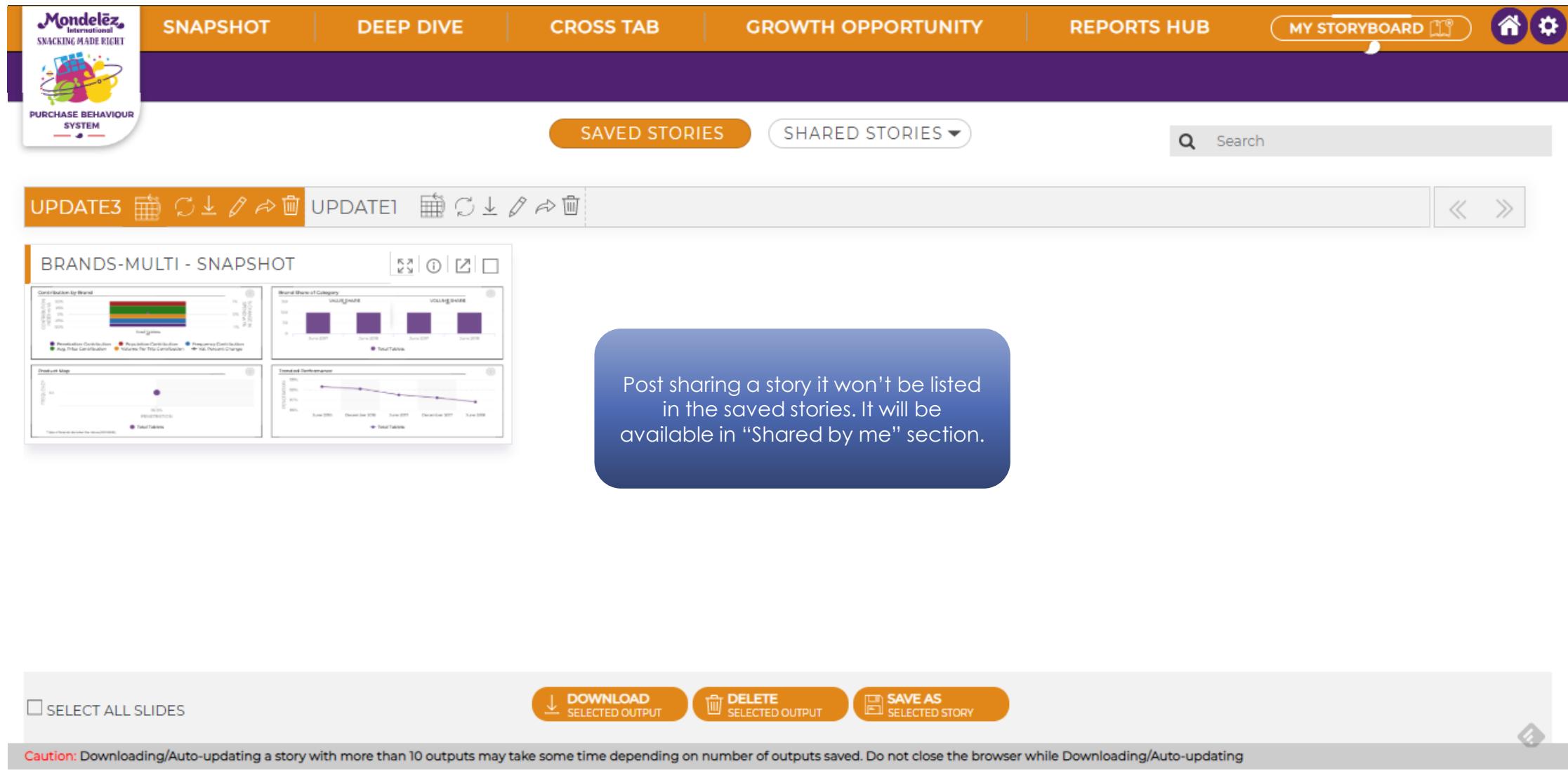
- All
- Admin AQ
- Rahul Kumar
- Himanshu Sharma
- Harshavardhn Reddy KV
- Raja Kullai Pagadala
- Andrei Dinu
- Bogdan Serban

SHARE CANCEL

SELECT ALL SLIDES DOWNLOAD SELECTED OUTPUT DELETE SELECTED OUTPUT SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Share a Story (Contd)



The screenshot shows the Mondelēz International Purchase Behaviour System dashboard. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, MY STORYBOARD, and icons for Home and Settings. Below the navigation bar, there are two tabs: SAVED STORIES (selected) and SHARED STORIES. A search bar is also present. The main content area displays a 'BRANDS-MULTI - SNAPSHOT' report with four charts: Contribution by Brand, Brand Share of Category, Product Map, and Demand Performance. Above the report, there are 'UPDATE3' and 'UPDATE1' buttons with various icons. To the right of the report, a blue callout box contains the text: 'Post sharing a story it won't be listed in the saved stories. It will be available in "Shared by me" section.' At the bottom, there are buttons for SELECT ALL SLIDES, DOWNLOAD SELECTED OUTPUT, DELETE SELECTED OUTPUT, and SAVE AS SELECTED STORY. A cautionary note at the bottom states: 'Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating'. The bottom right corner features the Analytics Quotient logo.

MONDELEZ INTERNATIONAL  
SNACKING MADE RIGHT

PURCHASE BEHAVIOR SYSTEM

SAVED STORIES

SHARED STORIES

Search

UPDATE3

UPDATE1

BRANDS-MULTI - SNAPSHOT

Contribution by Brand

Brand Share of Category

Demand Performance

Product Map

Post sharing a story it won't be listed in the saved stories. It will be available in "Shared by me" section.

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

Analytics Quotient

## Shared by me

The screenshot shows the Mondelēz International Purchase Behaviour System dashboard. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, REPORTS HUB, and MY STORYBOARD. Below the navigation bar, there are two main sections: 'SAVED STORIES' and 'SHARED STORIES'. The 'SHARED STORIES' section is currently selected, with a sub-section 'SHARED BY ME' highlighted. A blue callout bubble points from the text below to this section. The dashboard displays two main charts: 'BRANDS-SINGLE - SNAPSHOT' and 'BRAND SHARE OF CATEGORY - S...'. The 'BRANDS-SINGLE - SNAPSHOT' chart includes various data tables and graphs such as 'Measure Tree (WAT - March 2018)', 'Contribution (By Time Period)', 'Value (000's €)', 'Volume (000 Kg)', and 'Penetration'. The 'BRAND SHARE OF CATEGORY - S...' chart is a stacked bar chart showing 'VOLUME SHARE' for categories like Total Biscuits + Soft Cakes, Total Milk, Total Choc, and LU across different time periods. At the bottom of the dashboard, there are buttons for 'SELECT ALL SLIDES', 'DOWNLOAD SELECTED OUTPUT', 'DELETE SELECTED OUTPUT', and 'SAVE AS SELECTED STORY'. A red warning message at the bottom states: 'Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating'. A logo for Analytics Quotient is in the bottom right corner.

MONDELEZ  
INTERNATIONAL  
SNACKING MADE RIGHT

PURCHASE BEHAVIOR SYSTEM

SNAPSHOT    DEEP DIVE    CROSS TAB    GROWTH OPPORTUNITY    REPORTS HUB    MY STORYBOARD

SAVED STORIES    SHARED STORIES ▾  
SHARED BY ME

Search

STORY 1

BRANDS-SINGLE - SNAPSHOT

BRAND SHARE OF CATEGORY - S...

As the story was shared by the user so the story will be available in "Shared by me" section.

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

Analytics Quotient

# Delete Entire Story

The screenshot shows the Mondelēz International Purchase Behaviour System (PBS) interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are three main sections: 'SAVED STORIES' (highlighted), 'SHARED STORIES' (with a dropdown arrow), and 'SHARED BY ME'. A search bar is also present. The main content area displays two charts: 'BRANDS-SINGLE - SNAPSHOT' and 'BRAND SHARE OF CATEGORY - S...'. The 'BRANDS-SINGLE - SNAPSHOT' chart includes a tree diagram and several bar charts. The 'BRAND SHARE OF CATEGORY' chart is a stacked bar chart showing category share over time. A large blue callout bubble points from the bottom left towards the 'SHARED STORIES' tab, containing the text: 'The share functionality lets the user share a story with other PBS users'. At the bottom, there are buttons for 'SELECT ALL SLIDES', 'DOWNLOAD SELECTED OUTPUT', 'DELETE SELECTED OUTPUT', and 'SAVE AS SELECTED STORY'.

The share functionality lets the user share a story with other PBS users

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Delete Entire Story (Contd)

The screenshot shows the Mondelēz International Purchase Behaviour System (PBS) interface. At the top, there are navigation tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below these are buttons for MY STORYBOARD, HOME, and SETTINGS. The main area displays two dashboard cards: "BRANDS-SINGLE - SNAPSHOT" and "BRAND SHARE OF CATEGORY - S...". A modal dialog box is centered over the interface, containing the message: "Story Will Be Deleted For All Users. Are You Sure You Want To Delete The Entire Story?". Two buttons, YES and NO, are at the bottom of the dialog. A blue speech bubble points from the bottom left towards the dialog, containing the text: "Since it is a shared story, if any of the users delete the story then it will be deleted for all the PBS user to whom the story was shared". At the bottom of the screen, there are buttons for SELECT ALL SLIDES, DOWNLOAD SELECTED OUTPUT, DELETE SELECTED OUTPUT, and SAVE AS SELECTED STORY. A cautionary note at the bottom states: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

MONDELEZ INTERNATIONAL  
SNACKING MADE RIGHT

PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD

SAVED STORIES SHARED STORIES SHARED BY ME Search

STORY1

BRANDS-SINGLE - SNAPSHOT

BRAND SHARE OF CATEGORY - S...

Story Will Be Deleted For All Users. Are You Sure You  
Want To Delete The Entire Story?

YES NO

SELECT ALL SLIDES DOWNLOAD SELECTED OUTPUT DELETE SELECTED OUTPUT SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Shared with me

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are buttons for SAVED STORIES, SHARED STORIES (which is currently selected), and SHARED WITH ME. A search bar is also present. The main area displays two stories: 'BRANDS-SINGLE - SNAPSHOT' and 'BRANDS-MULTI - SNAPSHOT'. Each story contains several charts and graphs. A blue callout box points to the 'SHARED WITH ME' button with the text: 'There will not be Edit Story name functionality in "Shared with me" section. The users to whom the story was shared won't be having the access to change its name'. Another blue callout box points to the 'SHARED STORIES' button with the text: 'The "Shared with me" section consists of the stories which are shared with the user'. At the bottom, there are buttons for SELECT ALL SLIDES, DOWNLOAD SELECTED OUTPUT, DELETE SELECTED OUTPUT, and SAVE AS SELECTED STORY. A caution message at the bottom states: 'Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating'. The bottom right corner features the Analytics Quotient logo.

MONDELEZ  
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PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB

MY STORYBOARD

HOME

SETTINGS

SAVED STORIES SHARED STORIES SHARED WITH ME

Search

STORY

BRANDS-SINGLE - SNAPSHOT

BRANDS-MULTI - SNAPSHOT

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

The "Shared with me" section consists of the stories which are shared with the user

The "Shared with me" section consists of the stories which are shared with the user

Analytics Quotient

## Expand

**MONDELEZ INTERNATIONAL**  
SNACKING MADE RIGHT

**SNAPSHOT**    **DEEP DIVE**    **CROSS TAB**    **GROWTH OPPORTUNITY**    **REPORTS HUB**

**PURCHASE BEHAVIOR SYSTEM**

**SAVED STORIES**    **SHARED STORIES**    **SEARCH**

**STORY**

**BRANDS-SINGLE - SNAPSHOT**

**BRANDS-MULTI - SNAPSHOT**

Expand functionality will expand and show the particular slide

**SELECT ALL SLIDES**

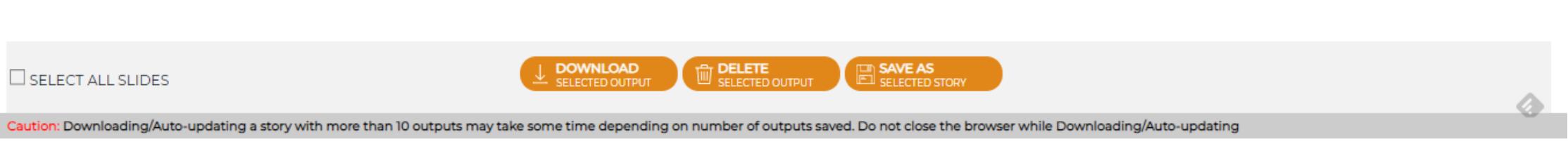
**DOWNLOAD SELECTED OUTPUT**

**DELETE SELECTED OUTPUT**

**SAVE AS SELECTED STORY**

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

Expand functionality will expand and show the particular slide



## Expand (Contd)

Mondelēz International SNACKING MADE RIGHT PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SAVED STORIES SHARED STORIES  Search

**Brands-Single - SnapShot**

**STORY**

**BRANDS-SINGLE -**

**Measure Tree (MAT - March 2019)**

Data Label	KPI	Spend (000 €)	% Change
Absolute	Contribution	118,910	1,000.1
Contribution	Change		0.8%

Volume (000 Kg) | -4,726 | 19% | 20,176 | 5.89 | 5,726 | -1% | Average Price (€) / Kg

Volume Per Buyers (Kg) | -2,359 | 4% | 158 | 0.27 | 0.94 | 5.4% | Buyers (000 HH) | -2,367 | -2% | 12,805 |

Frequency | -1.68 | -1.4% | 5.8 | 0.27 | 0.94 | 5.4% | Volume Per Trip (Kg)

Penetration % | 45.5% | 0.9% | 45.5% | 1.16 | 0.9% | Households (000 HH) | 27,629 | 0.9% | 27,629 |

**Contribution (By Time Period)**

CONTRIBUTION vs YA

Value (000 €)

Value (000 €)

117,910 | 118,910 | March 2018 | March 2019

19,799 | 20,176 | March 2018 | March 2019

**Brand Map**

FREQUENCY | PENETRATION

Penetration

Frequency

The expand functionality will show the slide in focus mode.

 DOWNLOAD SELECTED OUTPUT  DELETE SELECTED OUTPUT  SAVE AS SELECTED STORY

Caching may be required for some reports. Downloading multiple outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating.

# Selection Info

The screenshot shows a dashboard interface for Mondelēz International's Purchase Behaviour System. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are buttons for MY STORYBOARD, a house icon, and a gear icon. Below the navigation bar, there are buttons for SAVED STORIES, SHARED STORIES (with a dropdown menu for "SHARED WITH ME"), and a search bar. A large blue callout bubble points from the bottom left towards the center of the dashboard, containing the text: "The selection info will display a pop out with the selections made for this particular slide". The main area of the dashboard displays two "SNAPSHOT" views. The left view, titled "BRANDS-SINGLE - SNAPSHOT", contains several charts and tables related to single brand performance. The right view, titled "BRANDS-MULTI - SNAPSHOT", contains charts and tables related to multiple brands. At the bottom of the dashboard, there are buttons for "SELECT ALL SLIDES", "DOWNLOAD SELECTED OUTPUT", "DELETE SELECTED OUTPUT", and "SAVE AS SELECTED STORY".

The selection info will display a pop out with the selections made for this particular slide

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

## Selection Info (Contd)

Mondelēz International SNACKING MADE RIGHT

PURCHASE BEHAVIOR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB MY STORYBOARD  

SAVED STORIES SHARED STORIES  SHARED WITH ME  Search

STORY     

**BRANDS-SINGLE - SNAPSHOT**

Measure Tree (MAT - March 2019) Distribution (By Time Period) Value (000's) Volume (000 Kgs)

Brand Map Penetration Frequency

INFORMATION

Snapshot Type: BRANDS-SINGLE

Markets: UK

Category: BISCUITS

Time Period: MAT - MARCH 2019

Brands: TOTAL NESTLE BISCUITS

Segments: TOTAL BISCUITS + SOFT CAKES | TOTAL BISCUITS + SOFT CAKES

Channel/Retailer: TOTAL CHANNELS

SELECT ALL SLIDES  DOWNLOAD SELECTED OUTPUT  DELETE SELECTED OUTPUT  SAVE AS SELECTED STORY

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Go to Origin Module

The Go to Origin Module takes the user to the module i.e. Snapshot or deepdive where this selections were made.

SELECT ALL SLIDES                 

**Caution:** Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Download, Delete and Save

The screenshot shows the Mondelēz International Purchase Behaviour System interface. At the top, there's a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. Below the navigation bar, there are three main sections: SAVED STORIES, SHARED STORIES (selected), and SHARED WITH ME. A search bar is also present. The main content area displays two stories: BRANDS-SINGLE - SNAPSHOT and BRANDS-MULTI - SNAPSHOT. Each story contains several charts and graphs. At the bottom, there are buttons for SELECT ALL SLIDES, DOWNLOAD SELECTED OUTPUT, DELETE SELECTED OUTPUT, and SAVE AS SELECTED STORY.

Select all the slides of a story

Select the slides by selecting the check box

Delete selected slides of a story

Save a local copy of the shared story

SELECT ALL SLIDES

DOWNLOAD SELECTED OUTPUT

DELETE SELECTED OUTPUT

SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating

# Navigation and Search

The screenshot shows the Mondelēz International Snacking Made Right Purchase Behaviour System interface. At the top, there is a navigation bar with tabs: SNAPSHOT, DEEP DIVE, CROSS TAB, GROWTH OPPORTUNITY, and REPORTS HUB. To the right of the tabs are icons for MY STORYBOARD, HOME, and SETTINGS. Below the navigation bar, there are two buttons: SAVED STORIES (orange) and SHARED STORIES (grey). A search bar with a magnifying glass icon and the placeholder text "Search" is positioned to the right of the story buttons. The main content area displays a list of stories: STORY7, STORY6, STORY5, NEW STO..., and UPDATE3. Each story entry includes a small thumbnail, a set of icons for navigation and editing, and a delete button. Below the story list, a chart titled "COMPARE KPI (ABSOLUTE: PENET..." is shown, featuring a single vertical bar chart for "Total Demographics". Two callout boxes provide additional context: one pointing to the search bar stating "User can search for a particular story", and another pointing to the story list stating "This functionality helps the users to navigate to the respective story". At the bottom of the interface, there are three buttons: "SELECT ALL SLIDES" (checkbox), "DOWNLOAD SELECTED OUTPUT" (download icon), and "DELETE SELECTED OUTPUT" (trash icon). A note at the bottom reads: "Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating".

MONDELEZ International  
SNACKING MADE RIGHT

PURCHASE BEHAVIOUR SYSTEM

SNAPSHOT DEEP DIVE CROSS TAB GROWTH OPPORTUNITY REPORTS HUB

MY STORYBOARD

SAVED STORIES SHARED STORIES Search

STORY7 STORY6 STORY5 NEW STO... UPDATE3

COMPARE KPI (ABSOLUTE: PENET...)   
Total Demographics

User can search for a particular story

This functionality helps the users to navigate to the respective story

SELECT ALL SLIDES DOWNLOAD SELECTED OUTPUT DELETE SELECTED OUTPUT SAVE AS SELECTED STORY

Caution: Downloading/Auto-updating a story with more than 10 outputs may take some time depending on number of outputs saved. Do not close the browser while Downloading/Auto-updating.

# THANK YOU