Volume market share

Value market share

Elecssories

HeanthBeauties

Financial Performance

Market Shares

Volume Market Shares

Value Market Shares

Sales

Volume Sales

Value Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Supplier Confidential Report

Financial Report

Market Share Report

Volume Report

Key Performance Indicator (KPI) Report

Retailer Confidential Report

Financial Report

Market Share Report

Volume Report

Key Performance Indicator (KPI) Report

Awareness

Perceptions

Brand Perceptions

Retailer Perceptions

Behavior

Market Shares

Sales

Retailer Prices and Promotion Intensity

Supplier Intelligence

Advertising

Trade Support

Online Investments

Production & Technology Assets

Retailer Intelligence

Advertising

Shelf-Space Allocation

In-Store Service

Forecasts

Consumer Segment Size Forecasts

Shopper Segment Size Forecasts

Category/Market Volume Forecasts

Internet Penetration Forecast

Financial Performance

Market Shares

Sales

Segment Leadership

**Cross-Segment Sales Volumes**

Product Portfolio

eMall Prices and Promotion Intensity

Supplier Confidential Report

Retailer Confidential Report

Awareness

Perceptions

Behavior

Retailer Prices and Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

Leah, here are my comments.

One overall comments: the report titles are shown twice. Just put them once in the box on top where the number of the report is and then color that box in blue (we can then use a different color for each of the separate sections of the reports : blue for GR, green for Confidential  Reports, and yellow for Market Research reports or something like that). No need to repeat the title again above the tables. As you will see below, I will ask you to take out all explanation and have it imbedded in the table (ie, the explanation pops up when cursor is put on table title).

1.1

-put as title "Performance Highlights"; we can drop "Financial" because some, like value share, are not financial;

-no explanation in the table of what it is. This should be hidden (click on title to see what is contained in the table) and in the user manual;

-put the column indicators in a separate line above the Elecssories line (Supplier 1 etc not in the same line as the category title);

-as for color background for the categories, do all the corresponding lines and not just the title line;

-on the HealthBeauties line, we do not need to repeat which supplier/retailer. That is already defined at the top of the table. Also, the name we adopted is HealthBeauties, not HealthBeauty.

Please correct everywhere and be consistent;

-I think we can drop "total" before every measure. Since the table gives highlights, it should be evident that these are totals. It just does not look appealing with this repetition;

-for value market share, we have two lines : one for Elecssories and one for HealthBeauties. (I don’t really catch this point for what you mean.)

1.2

-I asked for the results to be reported by category. So, 1.2.1 Elecssories and 1.2.2 HealthBeauties. Move the results accordingly;

-used consistent and correct reference: it is "value market share" and "volume market share";

-we can combine the total shares and those broken down by market, consumer segment and shopper segment. Hence, first graph is Volume Market Shares with on left the bar chart for the total and then the three breakdowns. Moving cursor on the color will show (as your box indicates) who it is, number, and change from last period. Below the bar charts, you put the respective titles (which are wrong in your table) : Total, By Market, By Consumer Segment, and By Shopper Segment;

-no explanation in the table. Should be implicit (moving cursor on title) and in user manual;

-so, in 1.2.1 for Elecssories, we have one table for Volume Market Shares and one table for Value Market Shares; then 1.2.2 the same two tables for HealthBeauties;

-do not put % in title;

-all bar charts should be 100%. I do not understand why you have them not go to 100% in the breakdown graphs (the colors show the allocation in each subsegment and these add up to 100).

1.3

- reorganize as in the shares report. 1.3.1 Elecssories with all the bar charts for that category, and 1.3.2 HealthBeauties with all results for that category;

-combine total with breakdown as suggested above for the share reports. Hence, in 1.3.1 we have two tables, one with the bar charts for Sales Volumes and one with the bar charts for Sales Values (watch for the correct terms and keep them consistent).

1.4

-drop the word Report in the title;

-drop Leader in the column headings;

-instead of Top 1 and Top 2, use Number 1 and Number 2;

-correct HealthBeauties term;

-for the subtitles, use plural form. Hence, Consumer Segments and Shopper Segments;

-as above, use category color in all corresponding lines;

-as above, the column indicators should go in a separate line above the category indicator line and they should not be repeated elsewhere in the table.

1.5

-correct HealthBeauties term;

-no explanation in table; imbed as suggested above and in the user manual;

-label the horizontal axis with Shopper Segments and Consumer Segments, respectively.

1.6

-drop the term Report in the title;

-no explanations in the table; imbed and put in the manual as mentioned above already;

-column headings in separate line above the category indicator and not repeated in the table;

-color code all respective lines and not just the category label line.

1.7

-combine the two tables in one with four columns and respective column headings (two levels in two lines above the category indicator line);

-drop the term Report in the title;

-imbed explanation and put in user manual, not in table;

-color code all the corresponding lines, not just the category indicator line;

- drop (+/-%) in the column heading for the changes in net retail prices.

That is what I can see for now. Update and send to me again. Thanks.

Best, Wilfried