1. Awareness

Drop the legend underneath each graph. We will put this explanation in the imbedded box (see below).

Imbedded box: "The bar charts show the levels of awareness for each SKU in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last two periods; hence, the grey section plus the green section is the level of awareness in the last period. Moving the cursor on the bar segments gives the exact values."

2. Brand Perceptions

Drop the word "perception" in the labels of the axes.

I cannot read what is in the big circles or what it means. I am assuming that these are imbedded when the cursor is put on a SKU circle in the graphs. In the imbedded circles, we should have the SKU name and the coordinates as follows (example):

"HEEKE1\_B (15,20)" . In this, between (...) is the coordinate on horizontal axis, coordinate on vertical axis.

I suggest we put these 4 graphs on separate pages and enlarge them. We will have lots of SKUs so the graphs need to be readable.

Imbedded box: "These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU."

3. Retailer Perceptions

As in the brand perceptions above, drop the word "perception" in the labeling of the horizontal axis.

In the legend, drop the word "store" for the online suppliers.

We only have two graphs here. I made a mistake last time. We have retailer perceptions by market only (rural and urban). Hence, show only two graphs and make them bigger.

In the imbedded circles, show them as "(...,...)" with the exact coordinates on the horizontal and vertical axes.

Imbedded box: "These graphs show the perceptual positions of the retailers by market. Moving the cursor on the positions shows the exact coordinates of the position."

4. Market Shares by Consumer Segment, Sales by Consumer Segment, Market Shares by Shopper Segment, Sales by Shopper Segment.

In all these tables, add in the blue box with the title the respective category and market. For example, the first table should have as title "Market Shares by Consumer Segment - Elecssories/Rural", etc.

Since we have so many tables, let us list the brands and not the SKUs but if the cursor is put on the brand name, we show all the variants of that brand. This will be more insightful.

Also, to make it more appealing to look at, add a blank line between the segment columns. In doing that, it will break up the big color fields. Just to make is easier to look at.

Imbedded box (adjust for each table with what is exactly in the table; hereafter I show box for first table as an example):"This table shows the volume and value markets shares for all the Elecssories brands sold in the Rural market. When moving the cursor on any brand name, the results for all its variants will pop up."

5. B&M Retail Prices

In the blue title boxes on these tables, add specifically what is in the table. For example, the first table should have as title "B&M Retail Prices - Rural/Elecssories".

Adjust the title in the others accordingly.

We do not need an imbedded box for these tables. They are self explanatory.

6. Promotion Intensity

Add the respective category to the title in the blue boxes. First table, for example, should have the title "Promotion Intensity - Elecssories".

Switch the column titles. We should first have the market (Rural and Urban) and then within each market Length and Depth. You can drop the "of promotion" as this is self evident.

What does N/A mean in these tables? We should either have numbers (when a promotion ran) or blank (when no promotion ran).

No imbedded box needed in these tables.

7. Supplier Intelligence

The trade support lines need to be switched: first, market, and then retailers. No traditional trade as there is no support for them. Hence, under "Actual", we have -indented "Rural"

-further indented "Retailer 1"

-further indented "Retailer 2"

-indented "Urban"

-further indented "Retailer 1"

-further indented "Retailer 2"

-drop the "Online" line; we have no trade support in the online business as there is no trade.

-"Negotiated"

-indented "Rural"

-further indented "Retailer 1"

-further indented "Retailer 2"

-indented "Urban"

-further indented "Retailer 1"

-further indented "Retailer 2"

No imbedded box needed for this table.

8. Retailer Intelligence

Under "Advertising", we only have the Online and the Local lines. Drop the rest (first 4 lines under "Advertising"). And "Online" should be indented at same level as "Local".

For the section on shelf space, let us list only brands and not SKUs. But moving the cursor on the brand name should show all the variants under that brand.

Imbedded box :"This tables summarizes retailer intelligence information. Shelf space allocations are shown by brand but moving the cursor on any brand name will reveal the shelf space allocations for all the variants of that brand (SKU level)".

9. Consumer Segments

The title has to indicate that these graphs are forecasts. So, change the title in the blue box to "Two-Period Ahead Forecasts, Consumer Segment Sizes".

Drop the % sign on the vertical axis; we show only numbers on axes. Put the % sign behind the vertical axis title as "Segment Size (%)". Make this change in all four graphs.

Imbedded box: "These graphs show the historical values and the two-period ahead forecasts of the consumer segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods."

10. Shopper Segments

Change title in blue box to "Two-Period Ahead Forecasts, Shopper Segments Sizes".

As in the graphs before, drop the % sign after the 100 number and put in in parentheses after the title of the vertical axes; ie, "Segment Size (%)"

Imbedded box: same as in 9. above but replace "consumer segment" with "shopper segment".

11. Category Volume by Market

Change title in blue box to "Two-Period Ahead Forecasts, Category Volumes".

Imbedded box: same as in 9. above but replace "consumer segment sizes by category and market" with "category volumes by market".

12. Internet Penetration

Change title in blue box to "Two-Period Ahead Forecasts, Internet Penetration Rates".

On the vertical axis, drop the % sign after each of the numbers; just show the numbers.

Imbedded box: same as in 9. but replace "consumer segment sizes by category and market" with "internet penetration rates by market".

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