



360° Category Efficiency Maximizer



Integrates RMS and CPS data for unified analysis



Helps manufacturers and retailers optimize brand/category performance



Supports decision-making with data-driven insights



Includes Power BI dashboard for interactive exploration

Methodology

Step-by-step analysis
at brand and SKU level

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graph TD; A[Step-by-step analysis at brand and SKU level] --> B[Correlation modeling to identify key sales and penetration drivers]; B --> C[Scatterplot analysis with trendline fitting (Linear, Logarithmic, Exponential)]; C --> D[Selection of best-fit model based on R² values];
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Correlation modeling to
identify key sales and
penetration drivers

Scatterplot analysis with
trendline fitting (Linear,
Logarithmic, Exponential)

Selection of best-fit model
based on R^2 values

Five-Step Analytical Flow

Dataset Provision: RMS + CPS data for selected categories, brands, SKUs.

Correlation Analysis: Identify key drivers of sales and penetration.

Benchmarking:

- **Brand:** National strength/weakness profile via spider-web visualization.
- **Retailer:** Comparison against competitors or market average.

Deep-Dive Analysis: Promo effectiveness, assortment gaps, shelf visibility.

Actionable Recommendations: Derived from data correlations and benchmarks.



Case Study: Snickers & Twix

- These brands effectively exploit distribution and promotional levers.
- They recruit above-average buyers, boosting category sales.
- Retailer X underutilizes shelf visibility for Twix, indicating a missed opportunity.



Recommendations for Retailers

Quick Wins: Expand distribution for high-penetration SKUs.

Sleeping Beauties: Identify under-distributed but high-performing items.

Blockbusters: Maximize visibility and placement of top SKUs.

Shelf Optimization: Use signage, lighting, and facings to improve visibility.

Secondary Placements: Explore aisle-end or impulse zones for high-ROI exposure.



Power BI Dashboard



KPI CORRELATIONS



BRAND AND RETAILER
BENCHMARKS



CATEGORY
PERFORMANCE
TRENDS



ACTIONABLE INSIGHTS
FOR CM AND
MARKETING TEAMS