

## RETAIL MEASUREMENT SERVICES

## CHALLENGE



# ANALYZING DISTRIBUTION TO GROW YOUR BUSINESS

## OBJECTIVE

In this challenge, you will put into practice what you've learned through the job aids and videos on this site.



While evaluating your distribution performance, use the questions in step one to guide you through your data. In step two, access and analyze your own Nielsen pre-built reports to better understand a high level view of the market through distribution.

*The reports in this document are for representation only. Please use your own pre-existing reports to complete this challenge.*

## STEP ONE: USE THESE QUESTIONS TO GUIDE YOU THROUGH YOUR DISTRIBUTION ANALYSIS.

When analyzing your distribution performance, consider these key business questions below. Use your answers to evaluate your performance versus your business goals, benchmark your strengths or weaknesses, and recognize key opportunities:

### Manufacturer

1. How can maximizing distribution grow my business?
2. Does my brand have its fair share of distribution?
3. Did my new product increase my brand Total Distribution Points (TDP)? Is it replacing an existing item?
4. Why is my volume down when my weighted distribution is unchanged? (*Hint: Look at TDPs or competitor performance*)
5. Which product types should I consider for expansion? (*Hint: Check your products distribution and rate of sale compared to other products*)
6. How does my product availability compare to my competitors?

### Retailer

1. Am I carrying enough SKUs of a specific product type (e.g. segment, brand, manufacturer)?
2. Are there items performing well in the market that I should consider adding to my assortment or increasing distribution for?
3. Are there items performing poorly in my assortment and in the market that I should consider decreasing their distribution?
4. Did I miss adding key items that are new to the market to my assortment?

## CHALLENGE: ANALYZING DISTRIBUTION TO GROW YOUR BUSINESS

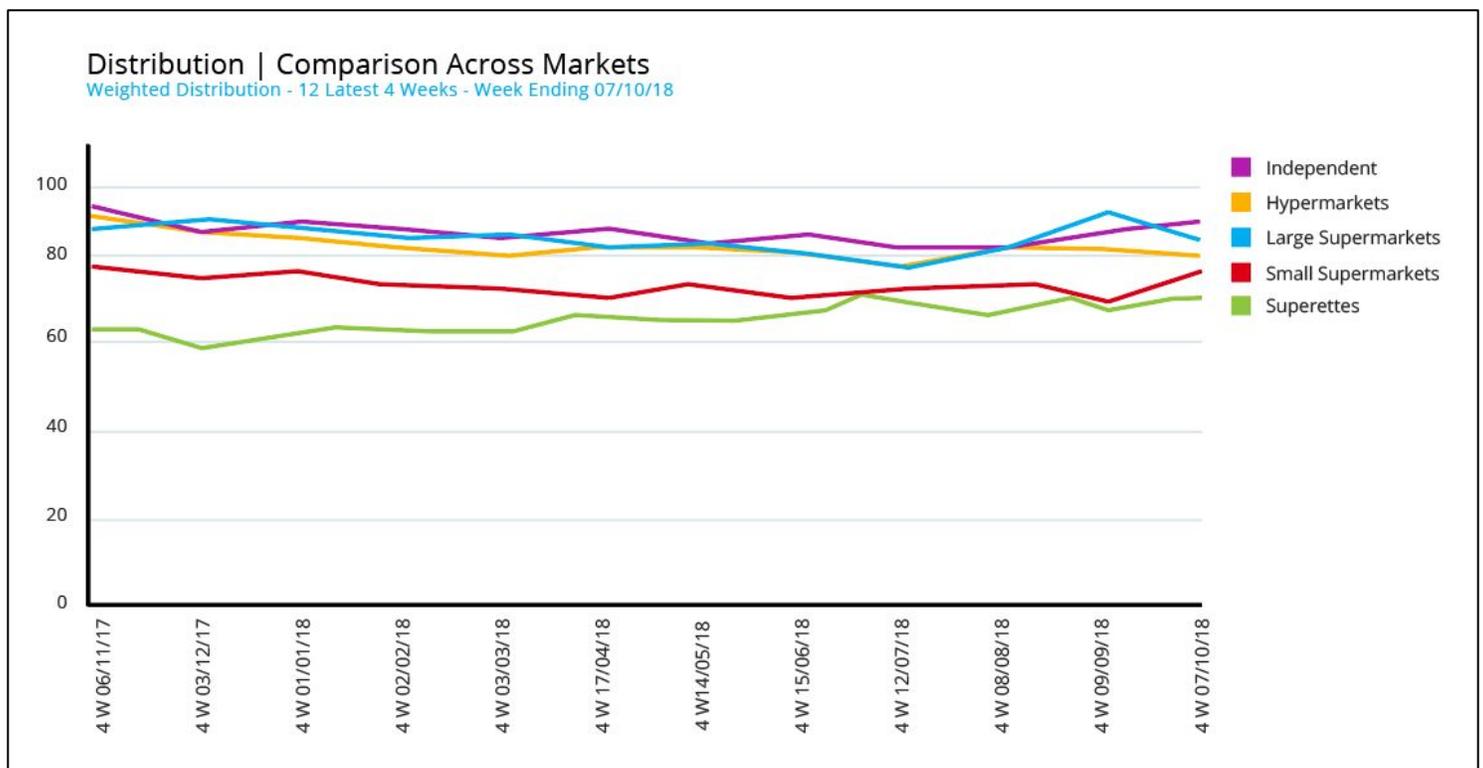
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### STEP TWO: INVESTIGATE PRE-EXISTING REPORTS IN YOUR NIELSEN SOLUTION TO WORK THROUGH & INTERPRET YOUR DATA ON WHICH YOU CAN TAKE ACTION.

Leaders from your organization have worked with Nielsen to build a holistic set of reports that you can use at-a-glance to evaluate distribution. Explore your own Nielsen pre-built reports to answer the questions below, using any category or segment of your choice.

1. To grow your business, it's important to understand the market at a high level. Knowing when and where your products are available, help you to meet your customers' needs. Are your products available when or where your customers need them?

Using a similar report below, evaluate how widely your products are available. Which stores or markets may you need to expand into to grow your sales?



2. Then, using the same report, compare your products to your competitors. What opportunities do you have for expansion?

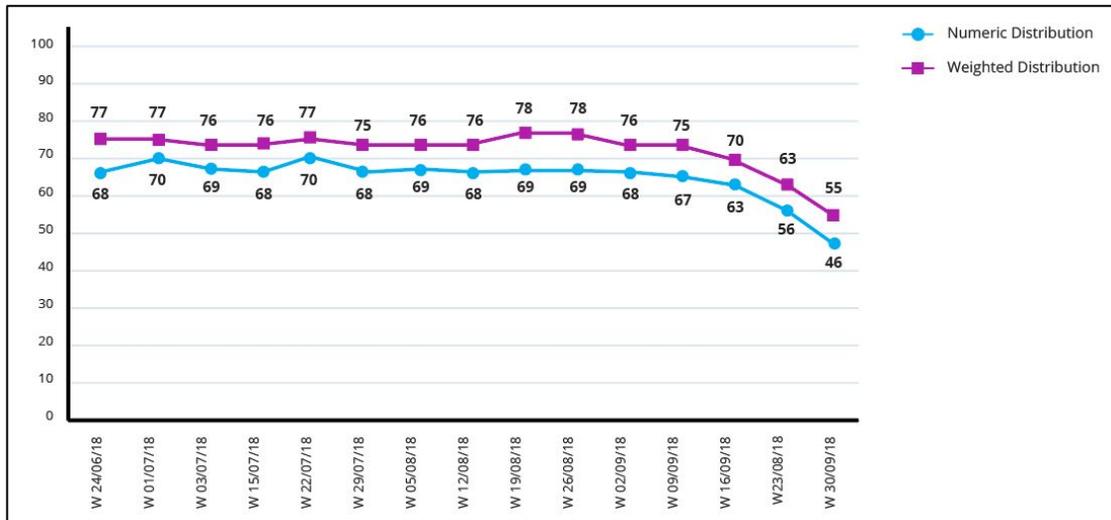
# CHALLENGE: ANALYZING DISTRIBUTION TO GROW YOUR BUSINESS

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- You'll want to assess the quality of your distribution. Using a similar report, compare numeric and weighted distributions.

What comparisons can you make? Are your products in the right stores to drive efficient distribution?

You may find you have products in fewer stores but those stores will make a bigger impact on your business as a whole. Conversely, you may find you have products in a lot of stores, but sales in those stores aren't making an impact on your overall sales performance.

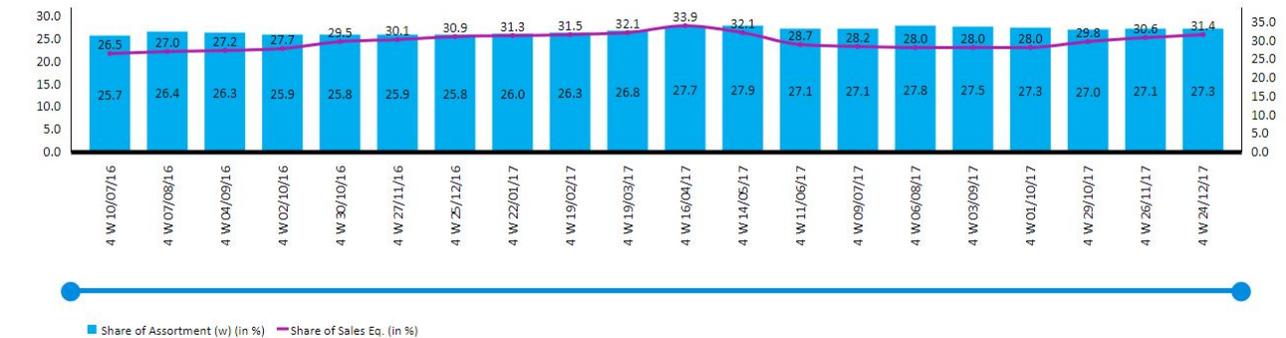


- Next, you'll want to maximize your products availability in the stores that have the biggest impact on your business.

Use a similar report to evaluate your Total Distribution Points (TDPs) share. Are your products getting their fair share of availability in the right stores? If not, what opportunities do you have to expand your current distribution?

## KPIs - Analysis

MAIN CATEGORY 1 - Total Market - 20 Latest 4 weeks - Week Ending 24/12/17



Shared vs. NIELSEN TOTAL MARKET  
Country: Turkey Category: RV CROSS CATEGORY (W)

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### Additional Questions:

1. To fully evaluate distribution, what additional questions will you need to answer?
2. What do your own pre-existing reports help you learn about your business performance and opportunities?



Analyze **distribution, sales, share & growth, pricing** and **promotional** data for a more comprehensive view into key areas that are driving overall growth or decline.

### Want to take your learning to the next level?

Create your own presentation using pre-existing Nielsen reports without using this guide, then, challenge a peer to do the same and discuss your findings.

### Need Additional Guidance?

Visit our RMS training videos and job aids on *Distribution* for more information. For help reading reports like these, contact your Nielsen Client Services Representative for additional support.