

DOWNLOADABLE NOTES: Category Management Overview Webinar

CAUTION

CMKG Programs are only recommend for individuals who are motivated to succeed in today's hotly competitive marketplace or who want to maximize learning and savings. Past students of CMKG Programs have reported the following side effects:

- On-the-job promotions
- Competitive edge when interviewing
- Deep knowledge and expertise

No adverse side effects have been reported.



Category Management
KNOWLEDGE GROUP

At CMKG we're passionate about Category Management and continuous learning, so we've designed our training approach to meet both the needs of our largest corporate clients AND the training needs of each individual student. As a result, all of our students have access to a robust 'standard' approach to training:

- ✓ **Ongoing support** - Students can consult with our category management experts through ongoing e-mails, phone support, or coaching sessions as they complete their training program(s);
- ✓ **Dynamic and growing resources** - We help individuals and organizations keep ahead of their changing environments by providing additional resources in our eLearning center including a Reference Library that is updated daily and catalogued, with relevant articles, publications, whitepapers and more, as well as and a live and searchable glossary tool;
- ✓ **Professional network forum** - Students can anonymously share and discuss any topics or questions they might have with our growing community of category management professionals, which will always include a panel of industry experts; and
- ✓ **Certified training content** – We were the first training company to have certified training. Industry certification verifies that our training meets or exceeds industry guidelines (regardless of your interest in certification).




We hope you enjoy the webinar, and welcome any feedback. Please let us know what you thought at info@cmkg.org

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CMKG's Basic Tips When Using Data (Things Everyone Should Know!)

TIP	EXAMPLE
 <p>Be creative in the absence of data</p>	<p>If you don't have market data available, why not use your shipment data or warehouse data as the "total market" and compare your retailer's results to the "total market"? You could even use different categories as benchmarks, and create opportunity gaps based on the retailer's "share of market".</p>
 <p>Don't use numbers in isolation!</p>	<p>When someone tells you that the average consumer in a category spends \$20 per year on that category, is it good or bad? If you don't provide some type of benchmark, it's really just a number. Never use numbers in isolation – by comparing the \$20 per year on that category to the retailer's closest competitor where the consumer spends \$28 per year on the same category, it represents an opportunity for the retailer to increase their average household expenditures.</p>
<p>Understand data sources, their key measures and their strengths & limitations</p>	<p>It is commonplace to hear people using the wrong terms for specific data measures (like "you grew 2 share points", when they actually grew 5%), or referring to all commodity volume, when they actually mean all commodity distribution. There are also some measures that are additive (they can be summed together), and others that can't. Everyone who uses any data source needs to understand how it's derived, the key measures associated with it, and the strengths & limitations.</p>
<p>A picture is worth 1,000 words</p>	<p>Large amounts of data can be overwhelming to look at (particularly things like weekly sales data, weekly unit price, etc. Learn how to create effective graphs (How to create a bubble graph!), and see the numbers form a different perspective.</p>
 <p>Avoid "analysis paralysis"</p>	<p>When you approach data, make sure that you have specific objectives that you need to address, based on whatever it is that you are trying to accomplish. You can even develop a hypotheses that you want to prove or disprove. If you have done a significant amount of analysis, don't include all of in your presentation – just the key findings. We tend to want to present every chart and table that we analyze (I think it's a way for us to show all the great work that we did!), but we should stick to the relevant insights, and keep the details as an appendix or hardcopy for reference if required).</p>
<p>Get someone to check your assumptions and interpretations</p>	<p>Learning to use a new data source is kind of like riding a bike. You may start with training wheels, test it out a bit, and then progress to riding on your own. It's always good to get someone else to check your work, even as a seasoned veteran in data analysis. More than one set of eyes can always add more value to any project!</p>

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