

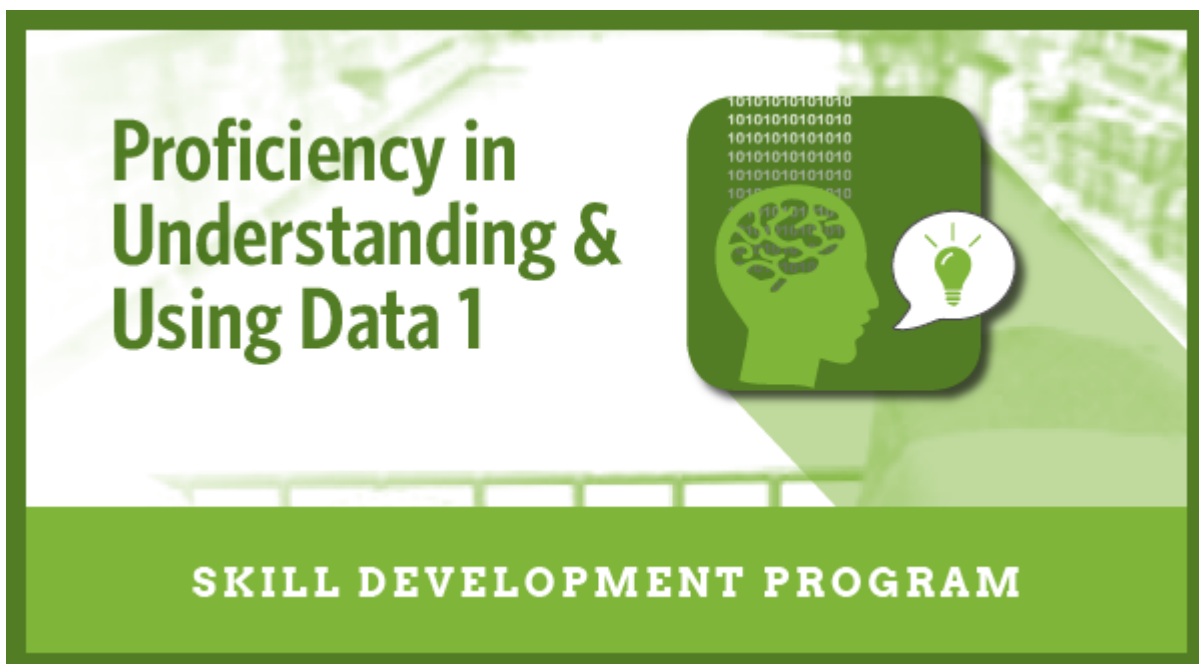


Category Management Knowledge Group

# Proficiency in Understanding and Using Data 1

This online training program builds your skills in understanding category management data (POS, panel, syndicated and audit data) and teaches you how to deal with limited data scenarios.

*For more advanced courses on this topic please see our document "Proficiency in Understanding and Using Data 2"*



## INDIVIDUAL PURCHASE

\$198.00 USD

**BUY NOW**

## TEAM PURCHASE

Minimum of 5 people required for bulk pricing

**REQUEST QUOTE**

## QUESTIONS?

Check out our website.

**CMKG.ORG**

# Upgrade Your Skills

## ...And Learn How to Bridge Them.

Once you've completed this course, you will take a second course on category management in a limited data environment, which will broaden your perspective on ways to bridge data gaps that you may have in your business.

## Use Data With Confidence.

Learn about the key category management data sources (including retail scanned sales, syndicated, consumer panel, shipment, big data) from a topline perspective and how to use them in your work.

## Find the Data Gaps in Your Business...

Your program starts with an overview of the key category management data sources, including how they are each derived and their strengths and weaknesses. You will also identify the gaps in your own data sources based on what your organization currently gives you access to.



*next*  
**PROGRAM CURRICULUM >>**

# Program Curriculum

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

## Understanding and Using Data

### *Foundational Accredited Category Management Training Course*

This course gives participants a solid foundation of important things to consider when using data, including properly citing references; using proper analytic techniques; only presenting relevant data, etc. It includes an 8-step analytic process that helps to plan out an analytic project before completing an analysis project, to save time and effort, and have a more successful outcome. Provides an overview of the different types of standard data (including retail POS, retail measurement data, consumer panel data and “other” data. There is emphasis on how all data sources are collected. Within each data source, the strengths & watch outs are identified, along with some basic measures available from the data source.

## Category Management on Limited Data

### *Foundational Accredited Category Management Training Course*

This course gives meaningful insights into maximizing data in a limited data environment. Participants will review different report layouts and perspectives, based on limited data in different areas of the business. They will learn about the importance of a trust between retailer and strategic trading partners in order to be successful in a limited data environment. Participants will complete the course with examples that they can take back to their desks as examples. The tactics will also be included in the analytics, with suggestions on how to gather and analyze the data for meaningful insights.

**CMKG**  
Train Ahead.

**CMKG.ORG** +1 (855) 548-2376 toll-free  
Suite 210, 1829 Ranchlands Blvd NW, Calgary, Alberta  
CANADA T3G 2A7 [shoptraining.cmkg.org](http://shoptraining.cmkg.org)