# Proficiency in Understanding and Using Data 2: Consumer Panel and POS Data

This accredited program increases your proficiency with more advanced data sources including consumer panel data and retail scanned sales (POS) data. You will build your skills to help you properly interpret and analyze their key outputs.

For introductory courses on this topic please see our document "Proficiency in Understanding and Using Data 1"
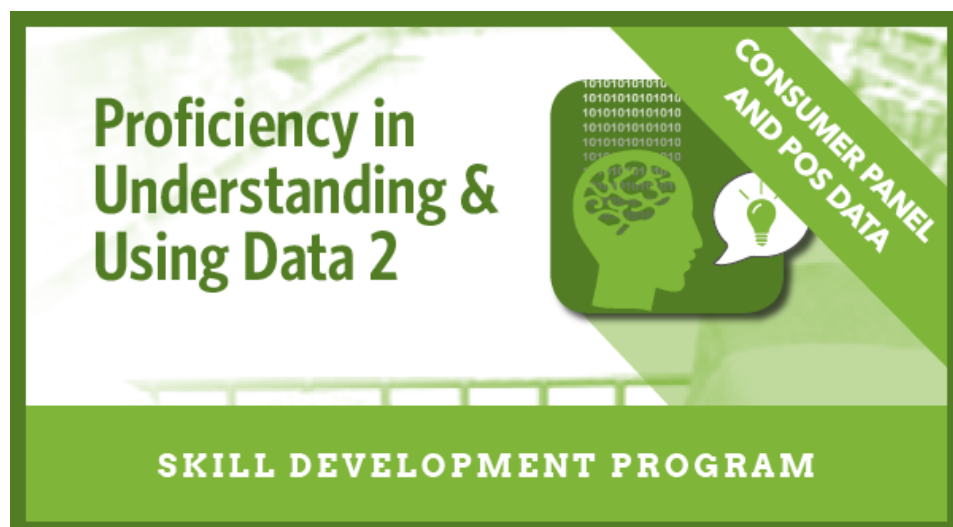
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$198.00 USD	Minimum of 5 people required for bulk pricing	Check out our website.
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Upgrade Your Skills

Get the Most Out of Your Data.

Learn how to properly analyze and interpret your consumer panel data and retail scanned sales (point of sale / POS) data, which are the most important category management data sources. This will help ensure that you are getting the most out of these two data sources.

Learn How to Use Consumer Panel Data.

You will start with consumer panel data, including how it is derived, commonly used measures, and examples of how to think about and maximize its potential. You will get a clear understanding of consumer purchase behavior, interaction data and demographics in detail that will help you with all future projects using panel data.

Understand and Analyze Point-of-Sale Data.

Next, you'll get an in-depth look at retail POS data, including retailer and third party scanned sales data. You will learn how it is derived, and understand key measures and definitions that relate to POS data. Trends, out of stocks, sales and profitability, distribution and shopper insights will be reviewed to help you learn how to maximize its potential. Learn how to calculate shelf capacity, comp stores, gross margin, markup, initial markup, markdown, and margin.

next
PROGRAM CURRICULUM >>

Program Curriculum

Building Data Competency: POS Data

Intermediate Accredited Category Management Training Course

Participants get an in-depth look at retail POS data, including retailer and third party scanned sales data. They will learn how it is derived, and understand key measures and definitions that relate to POS data. Trends, out of stocks, sales and profitability, distribution and shopper insights will be reviewed in retail POS data, so that participants learn how to maximize its potential. This includes calculations like Calculate shelf capacity, comp stores, gross margin, markup, initial markup, markdown, and margin.

Building Data Competency: Panel Data

Intermediate Accredited Category Management Training Course

This course provides an in-depth look at third party consumer panel data, including how it is derived, commonly used measures, and examples of how to think about and maximize its potential. Household panel data is one of primary data sources required to do category management work. It provides a clear picture of consumer behavior so that retailers, sales and marketing professionals can continually adjust their strategies to focus on the consumer dynamics that drive category and brand performance. This course walks through examples of key consumer purchase behaviour measures, interaction data and demographics in detail.
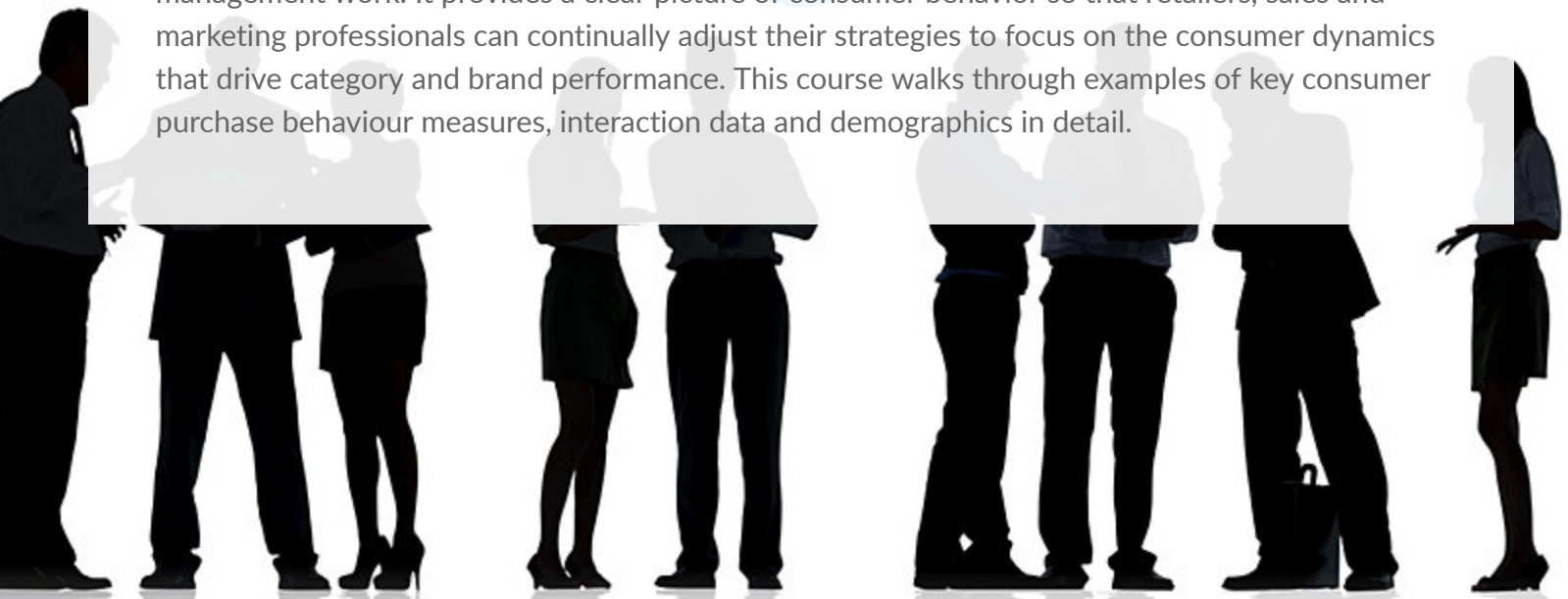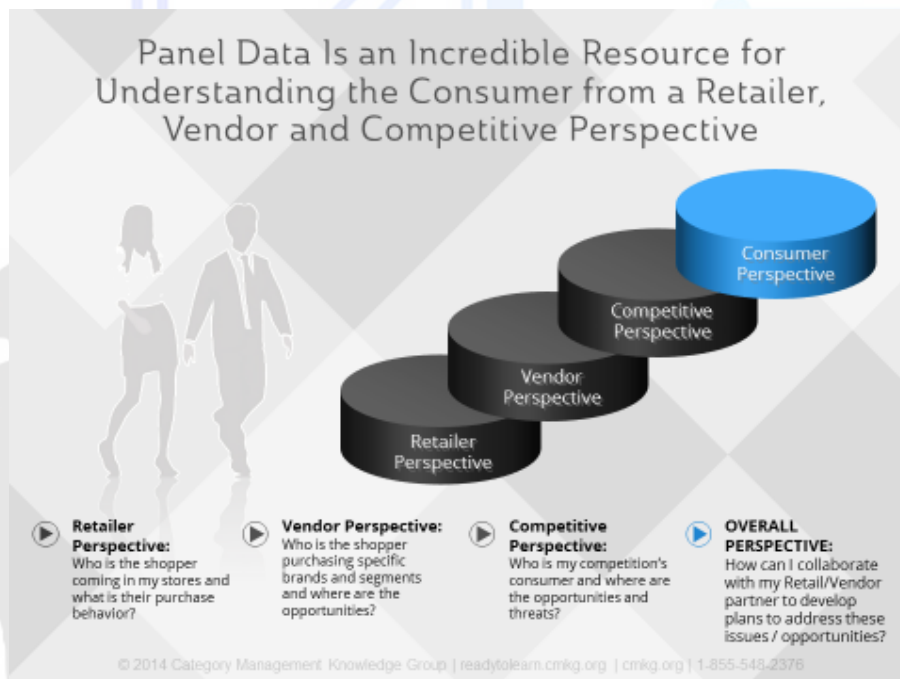
Remember CONSUMER When Analyzing Sales Results

Here's a resource to help you understand the value of panel data.

So you've experienced a sales or share growth or decline and want to understand what drove those results.

This search for cause is something that happens in our business all of the time. The typical place to look is in your scanned sales or key account/market data. ***But did you check your household panel data***? If you didn't, you won't know what consumer behavior is driving the increase or decrease in sales. In net, sales are driven by how many households buy your product and how much each household spends – the only place that you can get this information on a regular basis is through household panel data (also known as consumer panel data, panel data or Homescan data). This is an incredibly important perspective in our Shopper-centric category management world.

Panel Data Is an Incredible Resource for Understanding the Consumer from a Retailer, Vendor and Competitive Perspective

Retailer Perspective: Who is the shopper coming in my stores and what is their purchase behavior?

Vendor Perspective: Who is the shopper purchasing specific brands and segments and where are the opportunities?

Competitive Perspective: Who is my competition's consumer and where are the opportunities and threats?

OVERALL PERSPECTIVE: How can I collaborate with my Retail/Vendor partner to develop plans to address these issues / opportunities?

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Panel data is a data source for both Retailers and Vendors to get a clear picture of consumer behavior and their shifting trends, including shopping households, their purchase behaviors, who they are, where they shop and what they buy (and what else they buy). Sometimes we get so caught up in point-of-sale and retail measurement data and we forget to look at consumer panel data. This consumer-focused data source gives us insights into the impact of marketing initiatives on consumers' attitudes, behavior and sales.

Because panel data is not proprietary and can be purchased by Retailers and shared by Vendors, it is a great resource to get consumer insights. This data is key to giving a Retailer perspective, a Vendor perspective and a competitive perspective about the consumer across many different views of the data. This comparison helps us truly understand who the consumer is. This data source is also one that allows for collaborative efforts between Retailers and Vendors, as Vendors tend to have access to more robust panel data sets than Retailers do.

Where Does Panel Data Come From?

Panel data comes from consumer panels, which include Nielsen and IRI household panels (through a shared data source called the National Consumer Panel (NCP)). Other consumer panels in other regions or industries may include mail surveys and Internet surveys. I'm not going to go into detail on how this data source is generated or the strengths and weaknesses of it, but it's always important to understand this before you start working with any data source.

Types of Household Panel Data Analysis Available:

The most common types of analysis that can be done with household panel data can be classified in 4 main categories:

1. Understanding Basic Purchase
2. Identifying Key Target Groups
3. Evaluating New Product Introductions
4. Other Diagnostics (including Combination Purchasing, New/Lost and Retained Buyer Flow Analysis, Shopping Expenditures and Market Structure/Segmentation Studies)

These are only a few examples of the type of training you will receive in this skill development program!

questions?