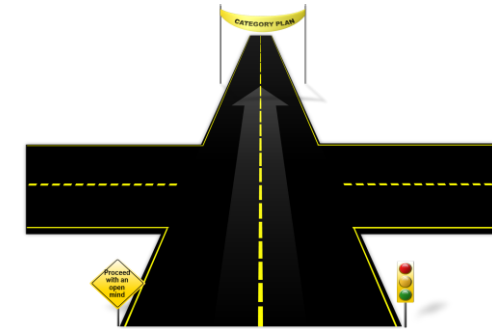


CMKG'S ANALYTIC PATHWAY

Step	Question	Data Sources
1a. Strategy Verification	What strategies need to be reflected in the category/business review?	<ul style="list-style-type: none"> • Customer team • Retailer • Retailer annual reports • Online research
1b. Purpose	What is the purpose of your category/business review?	
2. Industry Trends	What are some of the industry trends that reflect considerations for the future?	<ul style="list-style-type: none"> • Market research • Publications • Whitepapers • Online research
3. Category	How does the category fit into the bigger picture (related categories? aisle? department)?	<ul style="list-style-type: none"> • Financial data • POS data • Panel data • Market research
4. Shoppers	What are the potential growth strategies and opportunities for the Retailer's category Shopper?	<ul style="list-style-type: none"> • Syndicated panel data • Spectra data • Retailer loyalty data • Store data • Geodemographic data • Transactional data
5. The Retailer	What are the biggest areas of opportunity in the category for Retailer and what is the dollar volume potential?	<ul style="list-style-type: none"> • All data
6. Tactics	How should the tactics be used to drive action in the category and help Retailer achieve their objectives?	<ul style="list-style-type: none"> • Panel data • Retailer loyalty data • Store data • Geodemographic data • Crowd-sourced mobile data • Transactional data
7. Action Plan	What are the specific plans to help achieve goals & objectives in the category?	<ul style="list-style-type: none"> • Syndicated panel data • Spectra data • Retailer loyalty data • Store data • Geodemographic data



Opportunity to develop an analytic pathway that reflects your data, tools and approach for completing analysis.

WHAT SHOULD YOUR ANALYTIC PATHWAY LOOK LIKE?