

# ACNielsen | KnowledgeWorks Training

## Advanced Analysis

In today's competitive FMCG environment, performance can often be attributed to superior strategies and tactics. Fundamental to establishing this competitive edge is the quality of understanding and the application of sales and consumer information.

### Course Outline

Advanced Analysis builds on the Fundamentals of Analysis training, drilling down into a specific account to assess performance using the 5 P's:

#### Product

- Understand category segmentation
- Identify key product areas
- Assess new product performance and its impact
- Evaluate and identify the main category contributors.

#### Placement

- Understand distribution measures
- Utilise these measures with Rate of Sale to achieve better distribution in-store where appropriate.

#### Price

- Identify price positioning and trends of the products within your category and how this sits with competing markets.

#### Promotion

- Understand the effect of your promotions on your product, the competition and the account.

#### Plan

- Utilise the findings to develop a plan and deliver an in-depth category review including actionable recommendations.

**Duration:** 3 day course

**Investment:** NZ\$2,250 (excl GST)

Fundamentals of Analysis is a suggested prerequisite for the Advanced Analysis workshop. Participants should have a basic knowledge of Microsoft PowerPoint.

*For more information ph (09) 970 3620  
or email: [training@acnielsen.co.nz](mailto:training@acnielsen.co.nz)*

### Key Benefits

- Learn how to effectively assess a category, identify and quantify business-building opportunities
- Understand analysis techniques used to assess category and brand performance and apply these to your chosen category
- Through causal measures identify and quantify business-building opportunities for both you and your customer
- Position yourself as an important source of insight to your customers.

### What People Say

*"Support material invaluable. Am looking forward to implementing."*

*"Exactly the sort of things I needed to know."*

*"Highly recommend to others."*

*"Enjoyed the course as it was relevant to my job. Very useful and learnt a lot."*

### Who Should Attend?

- Business Analysts
- Category Managers
- Marketing Associates
- Sales Planning Managers
- Category Analysts
- Key Account Managers
- Sales Managers
- Trade Marketing Managers