

ACNielsen | Advisor *Training*

Advisor Interactive - Introduction

ACNielsen | Advisor is a single application which enables you to view pre-run reports, access your database, build new reports and work in Excel.

To assist you in analysing category performance a suite of reports has been constructed based on best practice data analyses. In the *Advisor* Interactive *Introduction* training course you will be introduced to the *Advisor i-sights* suite of reports and also the capabilities of *Advisor Interactive*. On completing the course you will be able to run reports and make modifications to the reports to meet your specific requirements.

Learning Outcomes

At the end of the ACNielsen *Advisor* Interactive *Introduction* training course you will be able to:

- Gain insight through business issue reports
- Populate reports from *Advisor i-sights*
- Modify format and content of existing reports within *Advisor i-sights*
- Create some basic characteristic searches to efficiently modify your data selections
- Save reports for future use
- Generate MS Office files from *Advisor*.

Course Outline

- Introduction to *Advisor*
- Scan data explanation of the four dimensions used when retrieving scan data
- Populate reports from *Advisor i-sights*
- Run reports across various databases / categories
- Create and personalise charts
- Table formatting including Sorting, Nesting and Swapping
- Customise reports through data selection techniques: Characteristics, Filter, Sum and Groups
- Printing reports
- Generating reports to PowerPoint and Excel
- Save favourite reports for future use
- Build your own adhoc report templates.

Duration: 1 day course

Investment: NZ\$500 (excl GST)

Pre-requisites: Participants of this course should have an understanding of ACNielsen data and a basic knowledge of Windows and MS Office.

*For more information ph (09) 970 4145
or email: training@acnielsen.co.nz*

What People Say

"A great starting point. I have a much better understanding and ability to get around the system now."

*"I'm now able to use *Advisor* to put data together, format it and generate it into other applications."*

"A lot of the stuff I was already familiar with, however this solidifies that knowledge. Focusing on ACNielsen analysis for a whole day really progresses you and builds your confidence."

Who Should Attend?

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

Other Associated *Advisor* Courses:

It is recommended that this course be followed up with by the 1/2 day *Understanding Characteristics* course. Content includes how characteristics searches work, applying more complex characteristics searches and the use of Total-bys.

In addition, high-level users may also benefit from attending the *Advisor Advanced Report Building* course (2 day duration). Please refer to the brochures on these courses for further information.