

ACNielsen | Advisor *Training*

Understanding Characteristics

Characteristics is a search function allowing you to drill down to select products you are interested in by searching everything in the Database Items list.

The Characteristic search function is extremely powerful as it provides a quick and easy way for selecting products. Rather than searching through Database Items you can set up a search that will automatically search the database every time you run the report. The benefit of this is that because it updates automatically every month you can be assured that you won't miss new products entering the category.

Characteristic searches are a much more effective way to make product selections, and in this course you will discover how to use them to select the different products or segments required for your analysis. Characteristics searches, in conjunction with Total-Bys, can also be used to create segment totals that are otherwise unavailable, so a working knowledge of how to utilise them is a powerful tool for anyone using Advisor.

Learning Outcomes

At the end of the ACNielsen | *Understanding Characteristics* training course you will be able to:

- Understand the benefits of using Characteristics
- Know how the Characteristics search functions work
- Be familiar with the segmentation options within your category
- Know how to easily select individual items as well as product groupings eg Manufacturers, Brands, Segments, Brands within segments, etc
- Understand the implications on Characteristics of a category containing Controlled Label
- Utilise characteristic searches to make your product selections more quickly and effectively
- Understanding of the function of Total-Bys.

Course Outline

- Understand what Database Items is and what this contains
- Introduction to Characteristics and its benefits
- Simple Characteristics searches – eg selecting Manufacturers, Brands, Items
- Enhanced searches – eg selecting items within Manufacturers
- Selecting Segments – eg all size ranges – 250ml, 500ml, 750ml, 1L
- Searching for Brands within a segment – eg Brand A 250ml, Brand B 250ml
- The Controlled Label Rule – Important rules to note when looking at Total Key Accounts
- Introduction to using Total-Bys.

What People Say

"I have a greater understanding of how characteristics works, which built on the Advisor Intro course."

"Being able to understand & use the Total By function will be extremely beneficial in my role."

Who Should Attend?

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

Other Associated Advisor Courses:

High-level users may benefit from attending the Advisor *Advanced Report Building* course (2 day duration). Please refer to the brochure on this course for further information.

Duration: 1/2 day, 9am-12.30pm

Investment: NZ\$300 (excl GST)

Pre-requisites: It is recommended that this course follows on from the *Advisor Interactive Introduction* course.

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