

ACNielsen | KnowledgeWorks Training

Fundamentals of Analysis

ACNielsen provides training that addresses the need for individuals to maximise the use of market research information to become empowered, making informed, fact-based decisions.

Fundamental to establishing this competitive edge is the quality of understanding and the application of sales and consumer information.

Course Outline

Knowledge and skills gained in the Fundamentals of Analysis training includes:

Scene Setting

- Understand the New Zealand FMCG market and the industry trends affecting this sector
- Review demographic, economic and consumer purchase behaviours, dynamics and trends to better understand your target market and the environment you are working within.

Tools of the Trade

- Establish the basic analytic framework for assessing category performance
- Understand scan and route based sales data and its application in the FMCG business environment.

Analysis

- Assess overall category sales performance from store-based data
- Identify appropriate analyses to use in evaluating sales performance.

Plan of Action

- Develop and deliver a compelling category overview with actionable recommendations.

Duration: 3 day course

Investment: NZ\$1,750 (excl GST)

Fundamentals of Analysis is a suggested prerequisite for subsequent workshops in the KnowledgeWorks training series. It establishes the foundation of specific information sources and tactics. Participants should have a basic knowledge of Microsoft PowerPoint.

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

Key Benefits

- Learn how to effectively assess a category, identify and quantify business-building opportunities
- Utilise your category sales data and FMCG trends to identify areas of opportunity for both you and your customer
- Through a mix of theory and practical examples this workshop ensures all users grasp the fundamental concepts and are able to apply these in the working environment
- Position yourself as an important source of insight to your customers.

What People Say

"Loved the course - very interesting and so useful - looking forward to the next one."

"Very useful as it will be what I'm doing every day!"

"The knowledge that I take from this course will be put to good use in my job. I recommend this to others who are relatively new to this industry - all Analysts should attend!"

Who Should Attend?

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