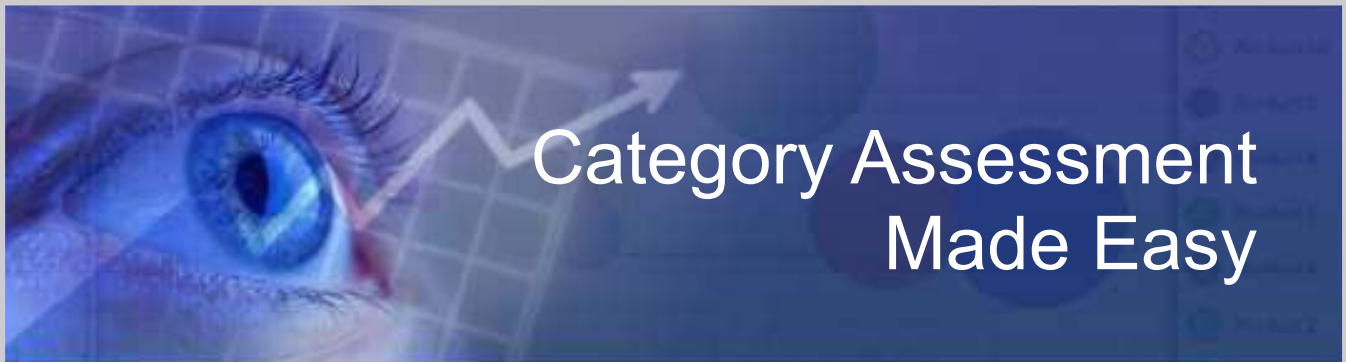




An **Aldata** Company



CS Insight Explorer



A straightforward workflow to category management

From annual performance to latest trends; from over trading to the price of items; from category to SKU; from data to insight; and from knowledge to power; Insight Explorer can revolutionise your category analysis and market reviews.

www.aldata-solution.com

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CS Insight Explorer

Maximise your Return on Investment

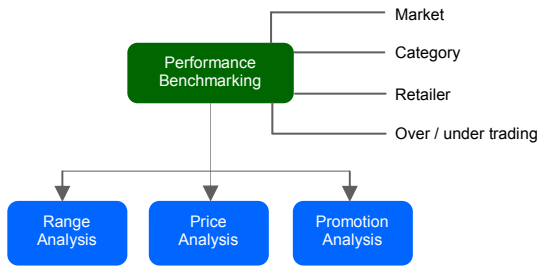
Cosmic Solutions' Insight Explorer is your route to powerful, efficient and effective category assessment.

Creating insight from the abundance of data can demand a high level of resource, often for little reward. Insight Explorer is a comprehensive toolkit that makes your daily category analyses straightforward and systematic. The tool has an intuitive workflow that guides you through a simple but powerful approach to market and account reviews.

The full suite of charts and reports in Insight Explorer will help you address critical business issues. With this portable system, you can easily generate key analyses at the touch of a button and drill down to essential findings.

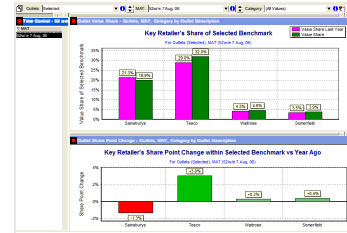
Category Assessment

Insight Explorer enables the category manager to benchmark the market, retailer and category and then drill down and discover the contributing factors of range, price and promotion.

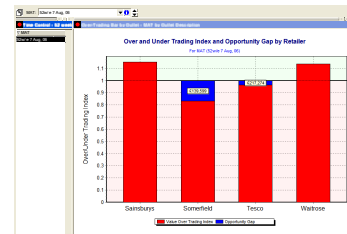


Why implement Insight Explorer?

Insight Explorer provides you with the competitive edge when analysing category performance. Within a few minutes the category manager is able to assess the overall performance of the category and then drill through the levels of segmentation to SKU pinpointing areas of particular strength or weakness. The comprehensive set of analyses ensure that you have complete understanding of the category, thus ensuring that the correct decisions are made. Suppliers invest millions in continuous data sources (retail audit etc), now with Insight Explorer you can improve the return on your investment.



Check which retailers are the biggest players and how they have changed



Retailer under and over trading analysis

Application Areas

- > Market analysis
- > Retailer analysis
- > Benchmarking
- > Pricing analysis
- > Range analysis
- > Promotions analysis

Features

- > Under and over trading charts
- > Track performance over time
- > Share tracking
- > Sales tracking
- > Growth analyses
- > Seasonality trends
- > Breadth of range analyses
- > Depth of range analyses
- > Price and distribution band analyses
- > Item on item price matching
- > Promotional efficiency
- > Promotional reliance
- > Competitiveness
- > Key changes in the latest period, and over the year
- > Available as a managed service

Benefits

- > Structured process for logical and robust analyses
- > Instils rigor and structure into the category management process
- > Minimises data processing resource requirements
- > Analyses are generated instantly saving time
- > Reveals the hidden opportunities
- > Increases level of category understanding
- > Leads to increased effectiveness of category initiatives



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