

Customer & Product Profiler

The purpose of this job aid is to show the analysis NielsenIQ uses to discover who is buying your products and which specific customer segments are more or less likely to purchase them. With targeted marketing and customer segmentation becoming much more important, it's critical to learn which strategic buyer groups are under or over represented for your products.

Learn your customers

The customer and product profilers help you learn the behaviour of the different customer or basket segments available to your users, eventually leading to building an understanding of your ideal customer and understand the changes of customer behavior over time.

These analysis will help with optimising your targeted marketing strategy to tailor your products to the unique needs of the retailers consumers and convert them from non buyers to brand loyalists.

Answer critical business questions

- Which customer segments are driving category growth or decline?
- Are my products appealing to different customer groups than my competitor products?
- Does the profile of my products buyers vary across different geographies?
- Can I tailor a marketing campaign to address the needs of a specific shopper segment?
- Which products should I target in order to reach a specific group of customers?
- What are top loyal customers buying in the selected product group?
- Are my products attracting the retailers core customers?

Key benefits

- Determine in which segments you and your competitors products are winning and losing and how important they are to the retailer.
- Use the advanced segmentations to build a differentiated brand and optimise your marketing strategy.
- Collaborate to get the best possible local assortment onto the shelf by using differences in local shopper segments.
- Discover white spaces for potential new product development for customer segmentation you are currently not appealing to.



Customer & Product Profiler

Setup your Customer & Product Profiler report

The first screenshot shows the 'Loyalty Analytics' landing page. A green box labeled '1' highlights the 'All Report Templates' link in the top right corner. Below this, a row of report template cards is visible, including 'Build Your Own Report', 'Sales Tree - All Transactions', 'Seasonality', 'Performance Drivers By Pro...', 'Product Affinities', and 'Cross Purchase'. The second screenshot shows the 'Consumer Insights' tab selected in the top navigation bar, labeled with a green box and '2'. Below the tabs, a row of report template cards is shown, including 'Product Affinities', 'Cross Purchase', 'Source Of Volume', 'Switching', 'Customer Profiler', and 'Product Profiler'. A green box labeled '3' highlights the 'Product Profiler' card.

1. Click on **All Report Templates** at the top right of the landing page to see an expanded view of all available Report Templates.
2. Click the **Consumer Insights** tab.
3. Click either the **Customer Profiler** or **Product Profiler** card to open the template.



Tip: Choose the Product Profiler if you want to run more than five products or multiple groups of segmentations at a time.

Customer & Product Profiler

Select the data required for your report

Dataselector - Customer Profiler									
1	Periods	2	Products	3	Stores	4	Member/Basket	5	Sample Size

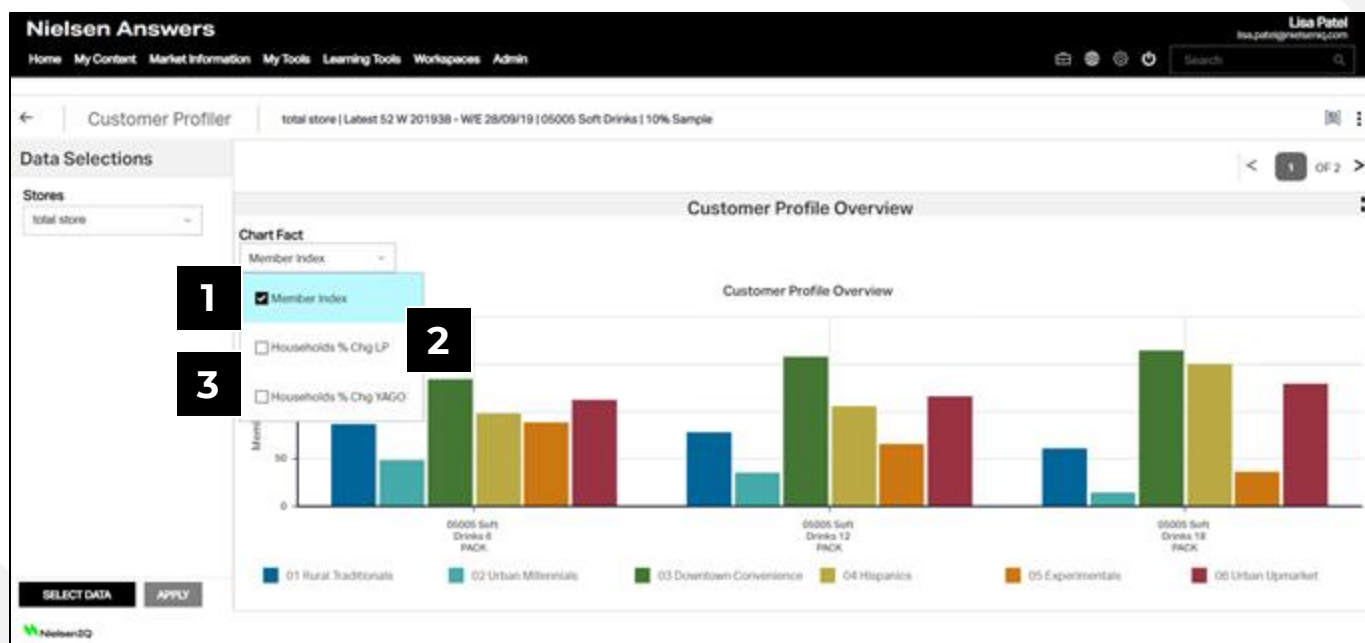
- 1. Periods:** Select any time period you are interested in.
- 2. Products:** Select your product groupings either from the hierarchy or alternatively use Sum and Group By to select a combination of product characteristics.
 - a. Product Share Base:** The selection made in this subtab sets the base index calculation. For example, select the products parent brand or category to get the right understanding of the appeal of your product to a specific customer group.
- 3. Stores:** Select any store group for this report.
- 4. Member/Basket:** Select any customer or basket segmentation available to you. You can select multiple segments from any folder available in the left pane of the data selector.
- 5. Sample Size:** You can either run the report on 10% or 100%.

Tips & watchouts

- These reports are useful to identify which products appeal to a specific customer segment and can be used in conjunction with an Item Ranking report to evaluate the performance of individual items and help with lists/delists decisions for assortment.
- Run these reports across different geographical regions or store clusters in order to capture the regional differences in a product's customer base.
- Use the dynamic folder for the segments (where available). This will allow for the most recent and unbiased year on year (YOY) customer trend changes.
- Avoid selecting the unclassified segments in combination with choosing the total store as the product share base as this may cause all the indices to be over 100.

Customer & Product Profiler

Customer profile data and fact definitions



1. **Member / Customer Index:** measures whether a specific segment has more households purchasing compared to the product share base and other segments. In this example, soft drinks in 12-packs are particularly appealing to the downtown convenience customers, whereas if you wanted to target Hispanic customers in this geography, you should have an 18-pack offering.
2. **Households % Change LP:** % change in the number of unique households purchasing the product within that segment compared to the immediate period prior to the period selected.
3. **Households % Change YAGO:** % change in the number of unique households purchasing the product within that segment compared to the same period a year ago to the period selected.

Customer & Product Profiler

Product profiler data & fact definitions

Nielsen Answers
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Product Profiler All stores | Latest 52 W 201938 - W/E 28/09/19 | Y | 10% Sample

Data Selections

Stores: All stores

Metric Basis: **1**

Fact Basis: **2**

SELECT DATA **APPLY**

Department Code & Desc	Section Code & Desc	\$	Latest 1 Traditional-\$ Index	Latest 2 Why Pay More-\$ Index	Latest 3 Quick & Easy-\$ Index	Latest 4 Cash Conscious-\$ Index	Latest 5 Foodie-\$ Index	Latest 6 One Stop Shop-\$ Index	Latest 7 Unclassified CS-\$ Index
G2 Staples	02023 Cere...	26,750,834	76.6	75.8	107.6	103.2	95.4	109.7	106.5
	02002 Cann...	2,259,087	106.1	31.8	70.7	68.1	103.7	209.9	118.2
	02020 Cann...	434	195.3		97.0	106.7	39.5		56.8
	02025 Other...	151	133.6		65.4	544.9	80.3	218.4	
	02005 Cann...	3,135,362	108.2	42.5	83.5	118.1	76.9	162.0	109.5
	02017 Home...	10,144,668	71.9	96.7	90.3	90.4	123.4	173.3	110.7
	02019 Amb...	6,123,040	94.4	66.8	91.3	117.4	85.2	157.0	113.4
	02010 Categ...	?			217.1		288.5		
	02018 Sugar...	4,314,596	86.3	79.3	93.5	107.9	103.7	142.0	110.9
	02011 Table ...	19,020,454	78.5	94.4	102.1	96.1	105.6	151.3	107.5
	02006 Cann...	7,421,965	81.1	68.0	101.5	84.3	106.3	163.0	110.7
	02014 Herb...	2,909,996	68.0	109.4	104.9	82.4	116.8	160.2	112.4

- Unit Selector:** Allows you to set the base fact in the report to be either Sales, Units or Customers.
- Fact Selector:** Allows you to indicate whether you want to see the Index of the base fact vs the selected product share base or the actual totals for SALES, Units or Customers.