

Differences between global & local databases

Overview

Some NielsenIQ users will have access to both global and local databases. NielsenIQ global and local databases are structured differently, so you can expect some variations in the data they provide. This job aid describes which databases you should use for specific analyses—and how the data differs.

Global ≠ local

Global databases:

Contains global harmonized data. Often used by global and regional teams to:

- Assess overall performance
- Compare performance across countries

Local databases:

Typically contains local product coding and local market breakdowns. Often used by local teams for:

- In depth country analysis

Are you a global or a local user?

| | Local | Global & regional | Used for |
|---------------------------------------|-------|-------------------|--------------------------|
| Single Country - Single Category View | ■ | | Local Category analysis |
| Multi Country - Single Category View | | ■ | Cross-Country analysis |
| Single Country - Multi Category View | ■ | | Cross-Category analysis |
| Multi Country - Multi Category View | | ■ | Top Line Global analysis |

Definitions

Single Country - Single Category: Provides data for a category in a given country, used to analyze local markets. Contains all local market breakdowns, metrics and periods with the addition of globally harmonized channels, metrics, and periods.

Multi Country - Single Category: Provides data from the same category across all the countries (where it is available). Worldwide category views are helpful for regional and global users to analyze categories in countries, sub-regions, regions and the world.

Single Country - Multi Category: Provides data across all categories in a given country in order to analyze overall performance in a given country.

Multi Country - Multi Category: Provides data in multiple categories and countries. Even in global databases, the actual countries included in the database can vary.



Differences between global & local databases

Key differences between global & local databases

When analyzing multiple sources of data, it's important to keep in mind the differences between global and local data. Primary reasons that your numbers will be different in global versus local databases include variations in:



Coding classification



Periodicities



Exchange rates

Coding classification

What it means: Products are classified and coded into NielsenIQ data sources to organize and catalog data for accurate comparison. Classifications can be based on item features, such as size and packaging type, and will vary depending on the database. Here are some examples:

1. At a local level, flavor categories for soft drinks tend to be more granular (providing a detailed view), whereas, at a global level, harmonised coding may more high level (providing a less detailed, summarized view). Many local flavors might be condensed into fewer global flavor categories.
2. Category, market and product classifications often vary. **For example:** A product globally classified in the ambient segment, but merchandised in the refrigerated section in a certain country, could be locally classified as “chilled” in that country’s local database.
3. Local databases may contain “local” characteristics that are either country-specific and/or client specific, that are not included in global databases. **For example:** Clients often pay to include their own product classifications, so NielsenIQ provides these characteristics, which can vary by client and geography.

Global & local periodicities

What it means: It identifies the time period of when a purchase was made. Daily data is aggregated into weeks or months depending on the country delivery.

For example: Most global data is monthly, whereas many local databases contain weekly data. The periodicity will differ depending on the most common periodicity of all countries. If a country contains monthly data, but all other countries in the database have weekly data, the database will reflect the monthly periodicity.

Exchange rates

What it means: The value of currency that is reported, either as a fixed exchange rate or common currency.

For example: In global databases, value may be reported in a common currency to allow cross-country comparison. While most databases use a fixed exchange rate for all periods during the year, some databases will include the option to choose a value that is calculated using a variable exchange rate, based on your needs.

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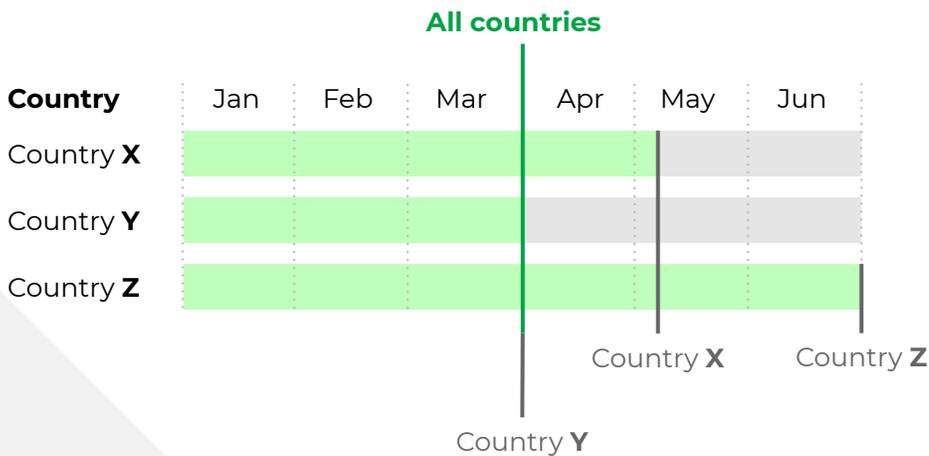
Latest Common versus Latest Available time periods

Note: Latest Common and Latest Available time periods are found in some multi country databases, but not all.

Latest Common: Uses a global or local monthly calendar, and returns the most **recent common period** in which all countries have data.

The latest common period in the example below is the end of March.

Latest Available: Uses a global or local monthly calendar, and returns the **latest available period** per country.



These are the primary differences between global and local databases.

If you see differences in your database that are not covered here, please reach out to your client services representative for more information.