

Performance Reports: Sell-Through Analysis

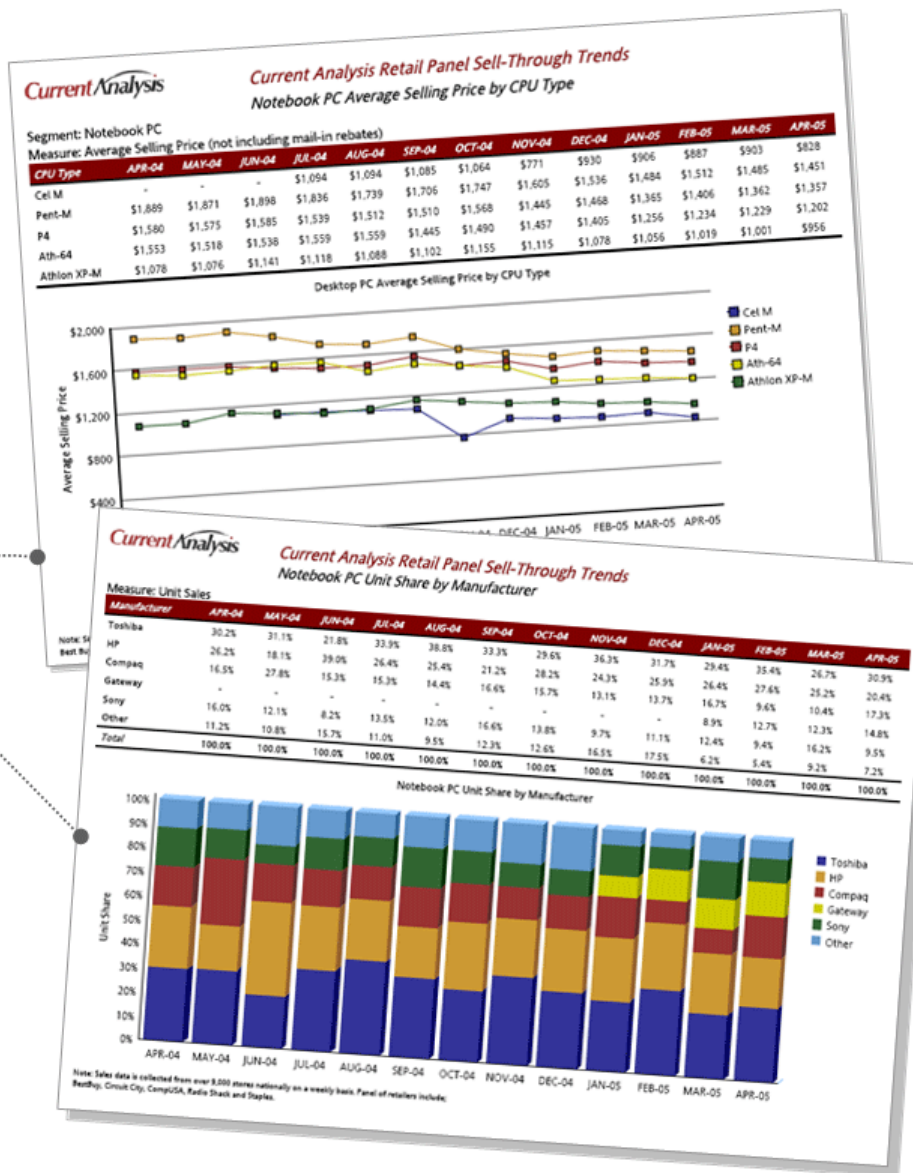
Weekly sell-through analysis from over 9,000 stores nationwide

Reports include:

- Unit sales market share by manufacturer
- Revenue sales by manufacturer
- Average selling price by manufacturer

View average selling price by key product specifications, and monthly trend lines

Monitor market share trends of key competitors



Service Info



Primary Audience
Marketing
Retail Sales
Product Managers
Category Managers

Benefits

- ✓ Keep abreast of technology shifts across product categories
- ✓ Gain insight into your market share vs. competitors, to drive business decisions
- ✓ Understand what product configurations are best sellers
- ✓ Determine the impact of selling price on market share, to optimize pricing strategy
- ✓ Spot trends and seasonal variations of market share and selling price

Current Analysis

Washington, D.C. +1 703 404 9200
San Diego, CA +1 858 551 0008
Paris, France +33 (0) 1 41 14 83 14