

Cross Purchase analysis

The purpose of this job aid is to show the analysis NielsenIQ uses to understand the interaction between products. This analysis helps you understand if there are cross promotion or cross merchandising opportunities between product groups, or if there are listing and category expansion opportunities. It shows how a shopper group is buying across multiple products groups such as brands, flavors or pack sizes over time.

Gain understanding on interaction between product groups

The Cross Purchase analysis provides vital insights which can assist to protect your assortment listings and could give key insights when evaluating possible New Product Development opportunities or white spaces. Learn how brands, flavors and pack sizes interact with each other by using NielsenIQ Reference Data, and where customers are exclusive or more loyal to your or your competitors products.

Alternatively for a retailer review which shoppers cross shop between product groups and where there could be potential opportunities for cross merchandising or cross promotion strategies.

Answer critical business questions

- What is the relationship between products amongst a specific buyer group?
- How many customers are buying my competitors products alongside my own during a specific time period?
- How many buyers are exclusive to my brand or a specific flavor?
- What products have customers typically bought together over time?
- Which products should I consider for a cross category promotion?
- Are my pricing, placement and promotion strategies complementary or competitive with each other?

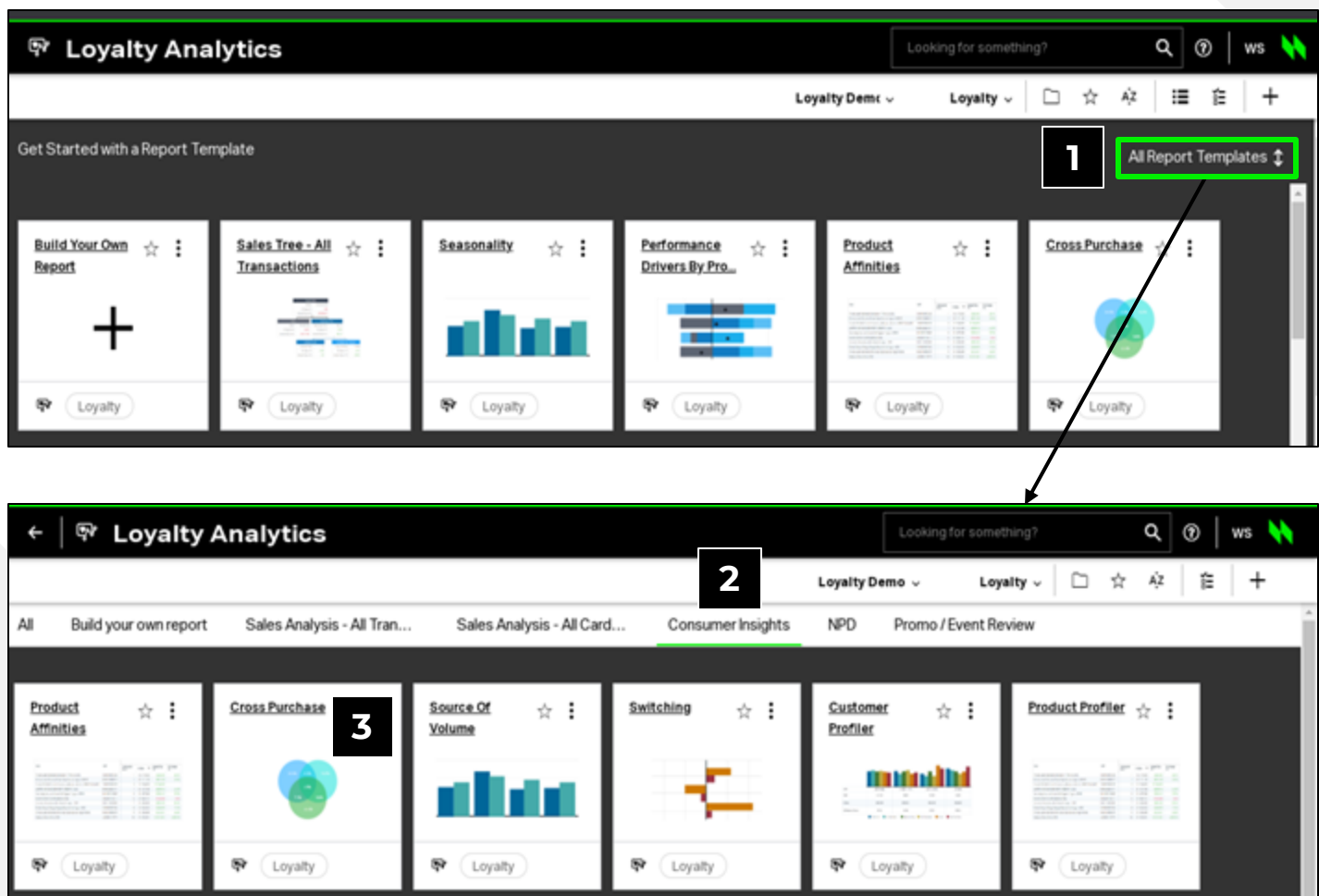
Key benefits

- Shows what products have potential to cross merchandise or cross promote.
- Determine how loyal shopper groups are to your products.
- Determine how much overlap there is between shoppers buying your and your competitors products.
- Discover white spaces and opportunities to interact with your existing shoppers and non buyers within the category.
- Improve or protect your in-store assortment positions by providing the right data driven arguments for product listings to your retailer partner.



Cross Purchase analysis

Setup your Cross Purchase analysis



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 the **Cross Purchase** card to open the template.

Cross Purchase analysis

Select the data required for your report

Dataselector - Cross Purchase									
1	Products	2	Periods	3	Stores	4	Member/Basket	5	Sample Size

1. **Products:** Select your product groupings either from the hierarchy or alternatively, use Sum and Group By to select a combination of product characteristics.
2. **Periods:** Select any time period you are interested in.
3. **Stores:** Select any store group for this report.
4. **Member/Basket:** Select a value which is based on your loyalty card program.
5. **Sample Size:** Run the report on 10% or 100%.



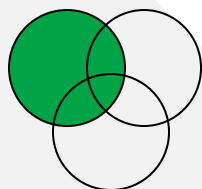
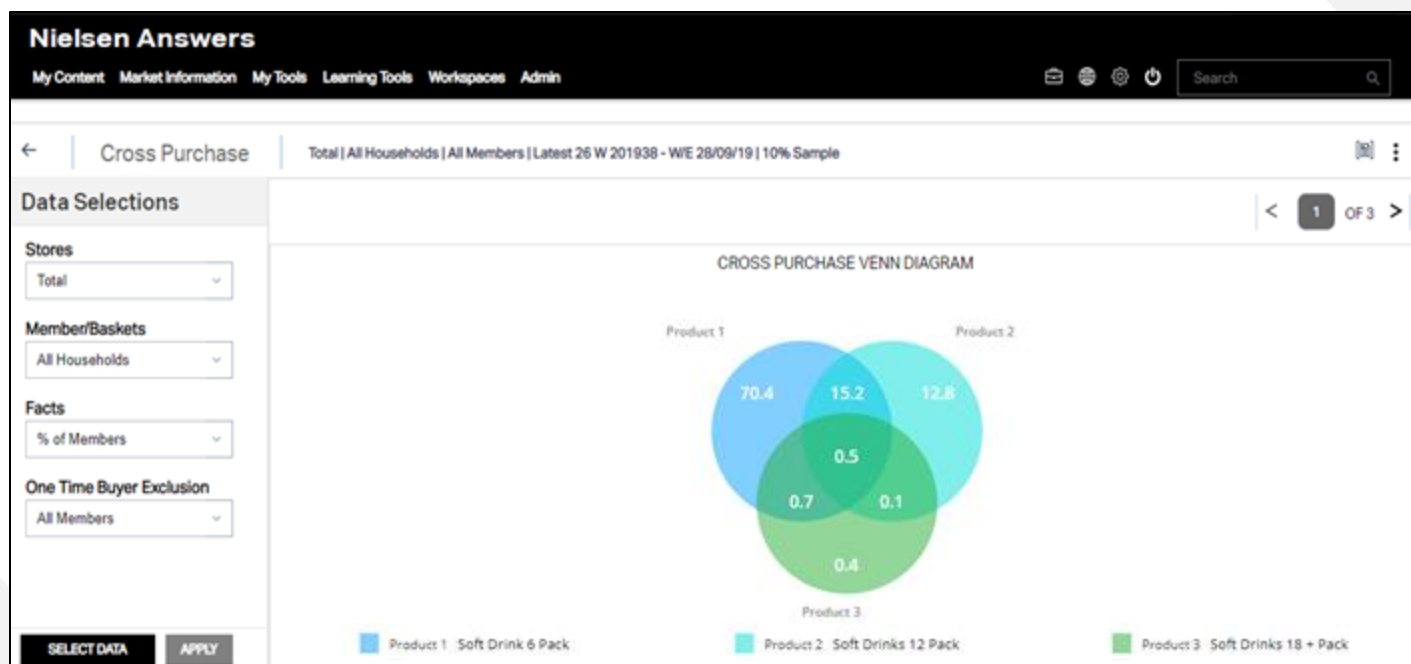
Tip: Choose 10% to speed up the report. Once you have the data needed, rerun on 100% if required.

Tips & watchouts

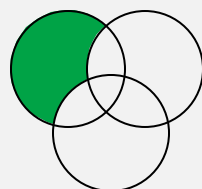
1. This report requires a minimum of two products and up to a max of five products.
2. The Venn diagram displays up to three product groups. If a fourth or fifth product is selected, all product groups will only be displayed in the table.
3. Although the default view in the report output is for All Customers, any evaluation should include "Excluding One Time Buyers" (requires user to change drop down). In order to provide accurate insights into more frequent customers, this changes all facts in the report to be based on customers who have bought any of the products more than once in the selected time period.

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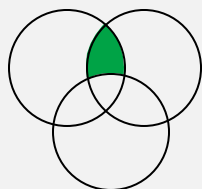
Interpreting the Venn diagram



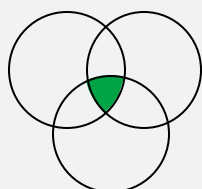
All Customers Buying Product 1: Including those who also bought Product 2 and/or Product 3 in the selected time period. In this example, 86.8% of all customers buying soft drinks bought a 6-pack.



Exclusive Buyers of Product 1: Customers who only bought Product 1 during the selected time period. In this example, 70.4% of all soft drinks buyers exclusively bought Soft Drinks in a 6-pack.



Only Customers Who Bought Product 1 and Product 2: Excluding those who also bought Product 3 and those who exclusively bought Product 1 or 2. In this example, 15.2% of all customers buying soft drinks bought both a 6-pack and a 12-pack.



Only Customers Who Bought All Three Products: During the selected time period excluding those who exclusively bought Product 1, 2 or 3 and those who only bought Product 1 and 2, or Product 2 and 3. In this example, 0.5% of all customers buying soft drink bought all 3 pack sizes.