



Shelf Architect

For more information about Shelf Architect contact your NIQ representative.

Unparalleled insight into assortment management

An end-to-end assortment and space planning tool

What is it

NIQ Shelf Architect is NIQ's new cloud-based application that offers a single solution for your complete assortment and space needs by combining three category management actions that work hand in hand: category structures, assortment and space planning

How it works

Shelf Architect uses NIQ weekly store level sales data and best-in-class modelling to determine the incremental value of each product and category level. The simple user interface integrates assortment and shopper-driven recommendations into automatically generated planograms

Key benefits

- Identify win-win opportunities for both category and manufacturer to significantly increase sales value
- Increase efficiency with a simplified process from insight to execution
- Simulate reliably what happens when products are added or removed from shelf
- Analyse and optimize shelf situations thanks to added space planning functionality

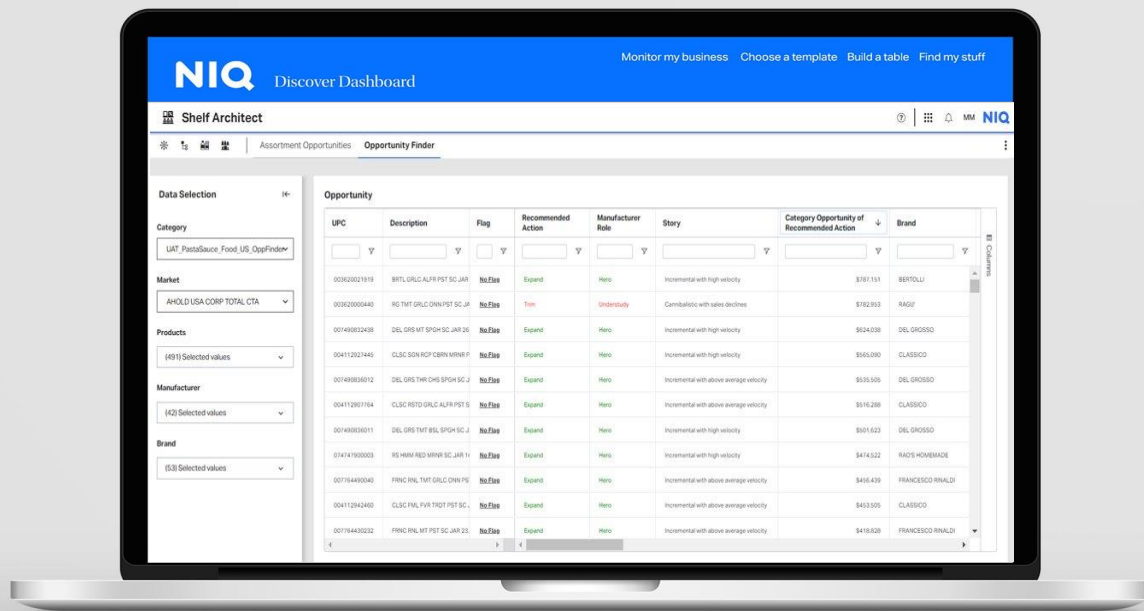


Identify your largest opportunities for change



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Features

- **Incremental impact** - apply algorithm-driven framework to see which combination of products provide mutual growth opportunities for both manufacturers and their retail partner(s).

- **Category structure** - understand how the average shopper “shops the category” and key product characteristics.

- **Assortment simulation** - quantify sales growth associated with capitalizing on account-specific distribution opportunities for key items, and reduce unnecessary items that don't deliver value

- **Space visualization and planning** - add a visual component to see how the assortment can be merchandised with an automatically generated planogram.