



BeverageTrak



Diagnose what's influencing the sales performance of brands and categories in the On Premise with BeverageTrak.

BeverageTrak is a unique tool that allows users to track category and brand sales performance against key competitors by week, day and even time of day for the whole beverage program. Designed to offer fast turnaround insights and analytics on a local and granular level, these insights are available in easy-to-use PowerBI dashboards and feature beer, spirits and softs data.

Markets

States
Metropolitan districts
Cities

Products

Mega category
Category
Brand extensions



BeverageTrak provides the following insights:



Average number of checks the product occurs on



Average value of a check containing the product



How many Drinks are sold in the average outlet



Average Value of the product to an outlet

Discover BeverageTrak in Australia

Combining **powerful datasets**, BeverageTrak provides a view of how brands and categories are being consumed, when and at what price **in Australia's On Premise**. Featuring **day and daypart tracking**, also split by **channel**, this enables sales and marketing teams to measure **performance and activation ROI** to develop effective strategies.

Analytics Suite



Pricing Analytics

Enabling your teams to make data driven decisions and recommend prices for brands in venues, highlighting how this aligns with the market and competitors to achieve highest sales and increase customer satisfaction.



Stocking Analytics

Allowing you to make data driven, strategic decisions that allow you to optimize the positioning of products or formats through real world sales stories.



Sales & events dynamics

By determining the most valuable moments of the year and when best to activate and promote, funnelling time and resources into periods that can have the biggest return on investment for you and the wider market



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