

	Observations	Insights	Recommendations
	<i>What does the data say?</i>	<i>Why does this happen?</i>	<i>How do we benefit from this?</i>
✓	In August sub category A decreases by 3 market share points resulting in lost sales of £0.5m.	Supermarket competitor always promotes sub category A in August with '2 for £2' across the range.	Promote our range with '2 for £2' in August. The size of the prize is £0.75m and the risk is £0.1m of waste.
✓	Penetration increased due to attracting 14% new shoppers over from product B.	3 months ago we moved from a 4 pack to a 6 pack, offering shoppers better value per unit than our key competitors because value is increasingly important for our shoppers.	Update the remaining 8 products in the range from a 3 pack to a 6 pack by September. Based on the rate of sales the opportunity size is £4m per annum.
✗	Something happened with sales, they changed and went down.	We sold fewer products last week because we did.	Send more products into stores, so we can sell more.
✗	We have 20% more customers buying.	We attracted 20% more customers in our category than this time last year.	Erm, can we sell even more?