

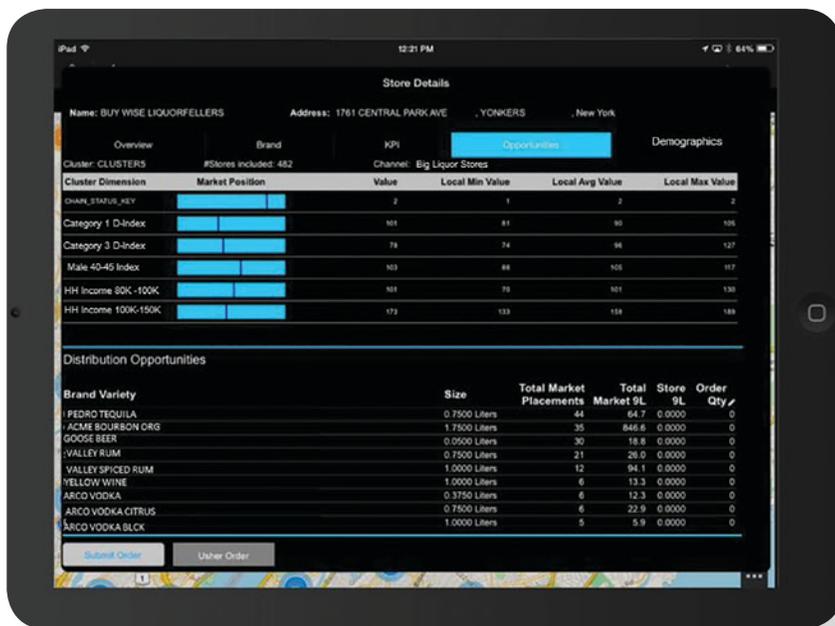
Clustering

Compare key metrics at the store level to see how your brand performs.

Aperity's Clustering tool helps users spot distribution gaps and prioritize sales efforts by creating market baskets of retail stores that reflect how their target consumers behave. Our simple interface lets any user quickly build and manage clusters that reveal market trends, while in the office or in the field.

- Group accounts that behave similarly based on attributes you choose.
- Set the value and level of data parameters to eliminate bias.
- Determine opportunities based on brand presence in similar accounts.

Clustering delivers insights to sales opportunities by detailing how performance correlates across comparable stores.



Turn data into targeted opportunities.

Aperity offers user-friendly tools for every level of technical expertise. Developed on a MicroStrategy platform, our analytical solutions provide easy access to crucial metrics that support key decision makers within an organization.

- Access and interpret the information you need faster and easier.
- Customize performance indicators for inventory management, distribution modeling, brand launch performance, promotional effectiveness, and more.
- Get split-second responses to ad hoc requests from any web or mobile device.
- Quickly create Microsoft Office-based presentations for broad distribution.

Aperity's suite of Business Intelligence solutions work seamlessly together or as stand-alone applications.

Data Collection

INTEGRATOR™

Analytics & Reporting

Standard

Visualization

Heat Maps

Clustering



For more information, visit www.aperity.com

Clustering

Generate clusters of stores that fit your target demographics.

- Aperity's Clustering tool allows users to group accounts that act alike and evaluate their brands' performance within them.
- Our built-in database represents more than 400,000 retail outlets in the United States, including channels, categories, and brands.
- Set demand indexes and add any demographic definition as cluster dimensions. If available, use invoice-level data or quickly import your own.

- Volume
- Retention
- Price Groups
- Velocity
- Distribution
- Supplier Initiatives

Clarify the key drivers of your brands' performance.

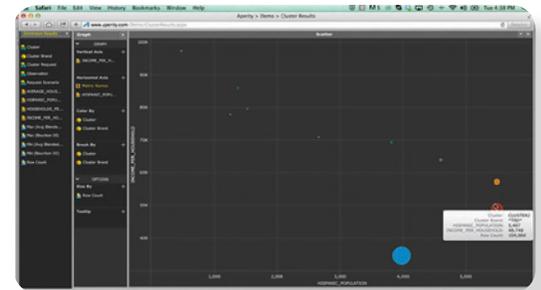
- The matrix shows the number of stores that fit within your cluster parameters, optimizing the number of clusters and the stores that fit within them.
- Use your own brands and customize attributes to calibrate the marketing mix in different ways. Each scenario takes only a minute or two to run.
- These consumer findings eliminate bias, so you can focus on getting your products into the right stores.

Prioritize distribution points based on store-level data.

- Zoom in on the heat map to narrow your focus. Click on the circle, then the store name to access real-time performance data for stores within your area.
- The Opportunities tab shows where the individual store fits within your cluster data and prioritizes distribution opportunities based on total market placements within the cluster.
- Use this data to close distribution gaps for complementary brands.



Evaluate marketing ROI by using planogram resets to drive your cluster.



Develop targeted marketing programs for distinct groups in your customer base.



Analyze account behaviors within clusters to forecast trending patterns across the market.