# READY TO LEARN
# CMKG

Category Management Knowledge Group

# Turning Data Into Insights Complimentary Download

# Turning Data Into Insights

Different data points are just that – observations about the data. We need to turn these observations into insights.

Insight happens when the data and observations are combined with the individual's experience and knowledge.  The output is greater than the individual inputs.

Data can be defined as an organized collection of facts, while an insight is a specific statement that defines the business issues or opportunities, based on synthesis of 2 or more intelligent conclusions.

## An insight answers the question "So What"?

Let's walk through how to turn data points into insights, using the example below. Retailer X is losing sales and market share.  Also, the category is growing in the total market, up 2% vs year ago.

The overall observation from these data points is that Category A is performing poorly for Retailer X relative to the market results.

Next, when we drill into the segment data for the category, we can see that Retailer X is poorly developed in the premium segment, is flat in sales, and carries a limited selection.

This compares to a market that is growing by 40% in premium, and offers more skus than Retailer X.
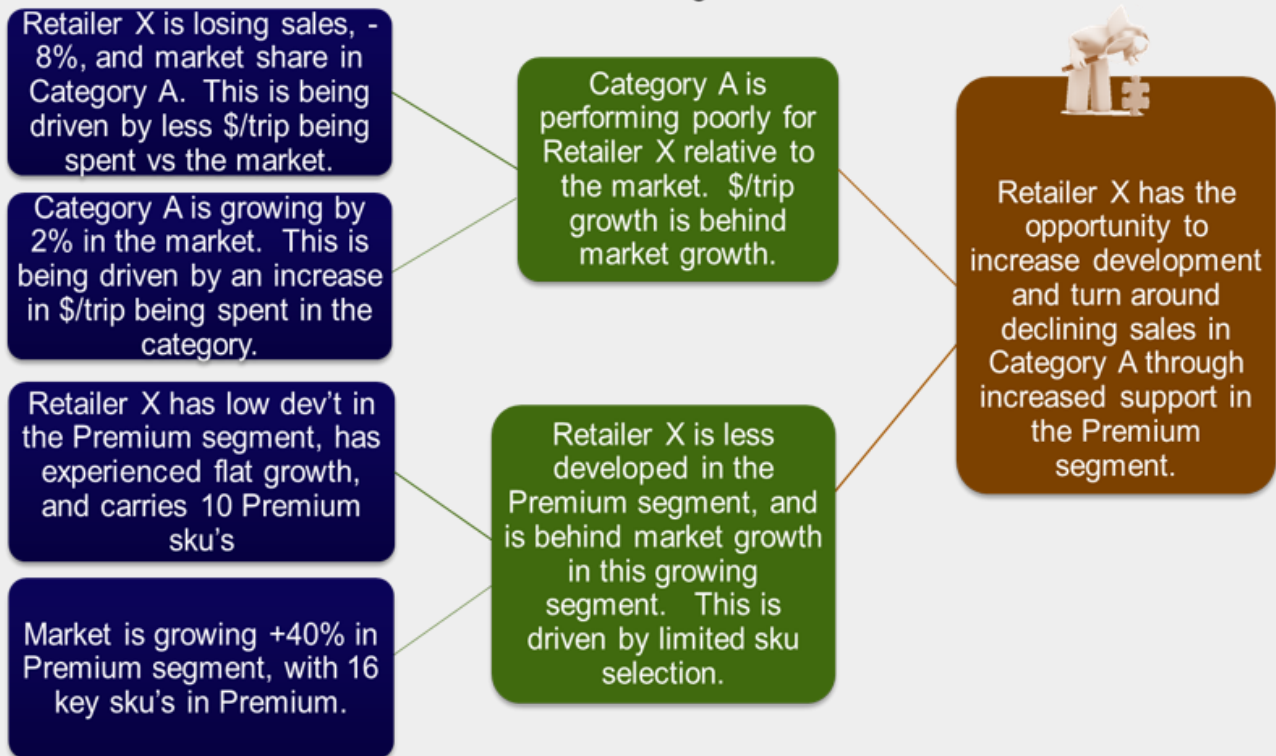
1. Select the data

3. Transform to insight

2. Draw intelligence

**Retailer X is losing sales, -8%, and market share in Category A. This is being driven by less $/trip being spent vs the market.**

**Category A is growing by 2% in the market. This is being driven by an increase in $/trip being spent in the category.**

**Retailer X has low dev't in the Premium segment, has experienced flat growth, and carries 10 Premium sku's**

**Market is growing +40% in Premium segment, with 16 key sku's in Premium.**

**Category A is performing poorly for Retailer X relative to the market. $/trip growth is behind market growth.**

**Retailer X is less developed in the Premium segment, and is behind market growth in this growing segment. This is driven by limited sku selection.**

**Retailer X has the opportunity to increase development and turn around declining sales in Category A through increased support in the Premium segment.**

We can now transform this information into insights, by synthesizing observations. Retailer X has the opportunity to increase development in Category A, and turn around slow business results, by increasing support in the Premium segment.

**Additional Resources:**

- Purchase our Fact Based Selling Accredited Course
- Purchase our Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills Skill Development Program