MarketLine Databases

Market Data Analytics

User Guide

Publication Date: March 2017

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1. MARKET DATA ANALYTICS

1.1. How to access

Market Data Analytics City Data can be accessed in the Databases section of the MarketLine Advantage homepage:

Once you’re on the Databases section click “Market Data Analytics” to be automatically directed to the Market Data Analytics tool.

1.2. Navigation between Dashboards

The Market Data Analytics tool is divided into separate ‘Dashboards’. Each Dashboard can be accessed by clicking the down arrow at the top left of the screen. This brings up a drop down menu listing each Dashboard:
Clicking the name of a Dashboard in the drop down will then take you to the relevant section. Alternatively the tool can be navigated by clicking the Dashboard tabs at the top of the screen:
Additional features:

- If you hover over any data point with the cursor, this will show more information for that particular data value.

- If you wish to download a map, chart or data point via Tableau Workbook, PDF, data cut or image, you will first need to click on the map, chart or data point which you wish to download, then select the ‘Download’ button in the bottom right corner of the page and choose the format in which you would like the data to be downloaded.

- To undo your most recent action, click ‘Undo’

- To undo all of your actions, click ‘Revert’
2. **VALUE GRAPHICS**

The Value Graphics Dashboard enables the user to view graphically the value (in multiple currency units), of markets, categories, or segments. The Value Graphics Dashboard consists of the Value map (top central), and Time Series (both value and volume) charts (bottom).

- *In order to quickly find data for your industry and/or geographical preference, you will find the filters ‘Continent’, ‘Country’, ‘Sector’, ‘Market’ and ‘Segment’ on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*

- *The Currency Unit can be selected using the drop down box at the top right.*

- *There are also options in the Value map to change the Year displayed, zoom the map in or out, and search for countries. These options become available when hovering the mouse cursor over the map.*
3. **VOLUME GRAPHICS**

The Volume Graphics Dashboard enables the user to view graphically the volume (in multiple volume units), of markets, categories, or segments. The Volume Graphics Dashboard consists of the Volume map (top central), and Time Series (both value and volume) charts (bottom).

- In order to quickly find data for your industry and/or geographical preference, you will find the filters ‘Continent’, ‘Country’, ‘Sector’, ‘Market’ and ‘Segment’ on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Volume Unit can be selected using the drop down box at the top right.
- There are also options in the Volume map to change the Year displayed, zoom the map in or out, and search for countries. These options become available when hovering the mouse cursor over the map.
4. **PER CAPITA**

The Per Capita Dashboard enables the user to view graphically Per Capita Expenditure and Consumption of markets, categories, or segments.

- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*

- The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.

- *There is also an option to highlight a specific sector within a chart by clicking the sector name in the left hand pane.*
5. **PER CAPITA GROWTH**

The Per Capita Growth Dashboard enables the user to view graphically Per Capita Expenditure Growth, Per Capita Consumption Growth and Population Growth of sectors, markets, categories, or segments.

- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category', and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*

- *The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.*
6. COMPANY GRAPHICS

The Company Graphics Dashboard enables the user to view graphically the market share of trademark owning companies for sectors, markets, categories, or segments.

- In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.
7. DISTRIBUTION GRAPHICS

The Distribution Graphics Dashboard enables the user to view graphically the share and dynamic changes of distribution channels for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The channel share currency unit can be selected using the drop down box in the left hand pane.
8. **VALUE DATA BY CATEGORY**

The Value Data by Category Dashboard enables the user to view value data in a tabular format for sectors, markets, categories, or segments.

- *In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters ‘Currency’, ‘Continent’, ‘Country’, ‘Sector’, ‘Market’, ‘Category’ and, ‘Segment’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
9. VALUE GROWTH DATA BY COUNTRY

The Value Growth Data by Country Dashboard enables the user to view value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Currency', 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Growth measure can be toggled between Year-on-Year (Y-o-Y), and Five Year Compound Annual Growth Rate (CAGR), using the Growth measure dropdown menu at the top left.
10. PER CAPITA EXPENDITURE BY COUNTRY

The Per Capita Expenditure by Country Dashboard enables the user to view per capita expenditure data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Currency can be changed using the Currency dropdown menu at the top right.
11. PER CAPITA EXPENDITURE BY CATEGORY

The Per Capita Expenditure by Category Dashboard enables the user to view per capita expenditure data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Currency can be changed using the Currency dropdown menu at the top left.
12. PER CAPITA CONSUMPTION BY COUNTRY

The Per Capita Consumption by Country Dashboard enables the user to view per capita consumption data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, ‘Continent’, ‘Country’, ‘Sector’, ‘Market’, ‘Category’ and ‘Segment’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Volume measure can be selected using the Volume measure dropdown menu at the top left.
13. PER CAPITA CONSUMPTION BY CATEGORY

The Per Capita Consumption by Category Dashboard enables the user to view per capita consumption data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, ‘ Continent’, ‘Country’, ‘Sector’, ‘Market’, ‘Category’ and ‘Segment’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Volume measure can be selected using the Volume measure dropdown menu at the top left.

![Per capita consumption data by category table](image-url)
14. COMPANY VALUE DATA

The Company Value Data Dashboard enables the user to view company value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, ‘Continent’, ‘Country’, ‘Sector’, ‘Market’, ‘Category’ and ‘Segment’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Currency measure can be selected using the Volume measure dropdown menu at the top left.
15. COMPANY VOLUME DATA

The Company Volume Data Dashboard enables the user to view company volume data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, ‘Continent’, ‘Country’, ‘Sector’, ‘Market’, ‘Category’ and ‘Segment’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Volume measure can be selected using the Volume measure dropdown menu at the top left.
16. DISTRIBUTION VALUE DATA

The Distribution Value Data Dashboard enables the user to view distribution channel value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Channel Share unit can be selected using the Channel Share Unit dropdown menu at the top left.
17. DISTRIBUTION VOLUME DATA

The Distribution Volume Data Dashboard enables the user to view distribution channel volume data in a tabular format for sectors, markets, categories, or segments. Currently this is only available for beverages and tobacco.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, ‘Continent’, ‘Country’, ‘Sector’, and ‘Market’ at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

- The Volume Unit can be selected using the Volume Unit dropdown menu at the top left.

![Market Data Analytics](image-url)
18. METHODOLOGY

A full methodology document is available online at http://marketline.com/wp-content/uploads/MDA-Methodology_ML_Tableau.pptx
19. CONTACT US

If you have any questions regarding our research or would like more information on our service offering please contact us.

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