



# UN World Data Forum

Scanner Data Task Team

Dubai, Oct 21, 2018

**Where we are present today...**





# About Nielsen Every day is a Big Data day

# EVERYDAY IS A BIG DATA DAY



## Data Collection

## Data Enrichment

## Data Delivery

### Watch

### Buy



**9B**

digital impressions collected daily



**5TB**

of data compressed daily from digital products



**100K**

people report daily on all TV viewing



**4TB**

of transcoded TV content received over satellite daily & recorded to video library



**85K**

store scan sales input files received daily



**15K**

new items "added" daily



**30K**

stores counted daily



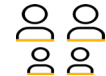
**55K**

stores measured daily



**650k**

Purchase acts captured daily from our consumer panels



**27k**

Consumers surveyed daily



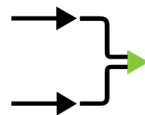
# BEST IN CLASS METHODOLOGY



## INPUT DATA

Leverage all Nielsen data assets + external data

- Retailer Data
- Adjusted Consumer Sourced Data
- Blended eCommerce Data
- External Data



## DATA INTEGRATION

Combine, Clean, Validate & harmonize data

- Nielsen Reference Data



## MARKET SIZE ESTIMATION

Create Total Market Size

- Statistical Techniques
- Validation vs. Shipment, Public Data
- Estimation Quality Index
- Reportability & User Guidance

## KEY ASPECTS

### 1. Global Standards

- Definitions
- Processes
- Quality standards

### 2. Specs

- Frequency
- Speed
- Efficiency
- Consistency
- Context behind a number

# Product Data Example

For a 12-pack of Coca-Cola like this



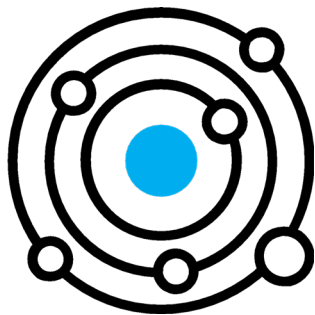
Nielsen Product Data would return the information on the right. Specifically, this information comes from our item database.

There is additional product information such as claims on the pack, further details on ingredients, nutrition, etc.

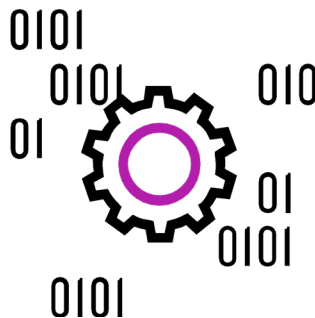
There may be some variations across countries.

UPC	0049000028904
Prod Description	COCA COLA CLASSIC 12 PACK CAN 12X355 ML
MANUFACTURER	COCA-COLA
BRAND	COCA-COLA
SUBBRAND	CLASSIC
TRADEMARK	COCA COLA
DIVISION	COCA-COLA BEVERAGES
BEVERAGE BRAND	COKE CLASSIC REGULAR
EXCLUSIVE YES/NO	NO
FLAVOUR	COLA
FLAVOUR SEGMENT	COLA
CAFFEINE CLAIM	CAFFEINE
DIET VS. REGULAR	REGULAR
CONTAINER	CAN
MASS / VOLUME	355 ML
PROMO OFFER	NO
MULTI PACK	12

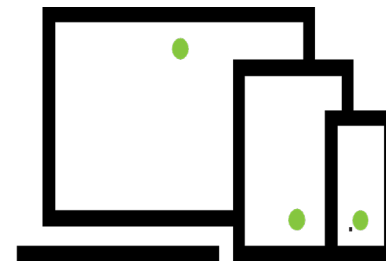
# Tailored Solutions to Unique Opportunities



Combining Nielsen,  
Client & 3rd Party data



Applying Data Science  
(Machine Learning)



Creating Scalable,  
Repeatable Solutions

Powered By Nielsen Domain & Data Science Experts  
Leveraging Nielsen IP & Technology



# Activating Against Known Client Issues

Addressing **fundamental challenges**



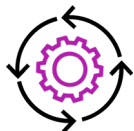
**Consumerisation** - Integrating consumer sourced data (Panel, Crowd, Facebook, Client) with Nielsen Retail data assets (**Consumer Incidence Model**)



**Supply Chain Analytics** - Combining geographic, demographic, shipment & sales data with Nielsen Retail data assets (**China Intelligeo**)



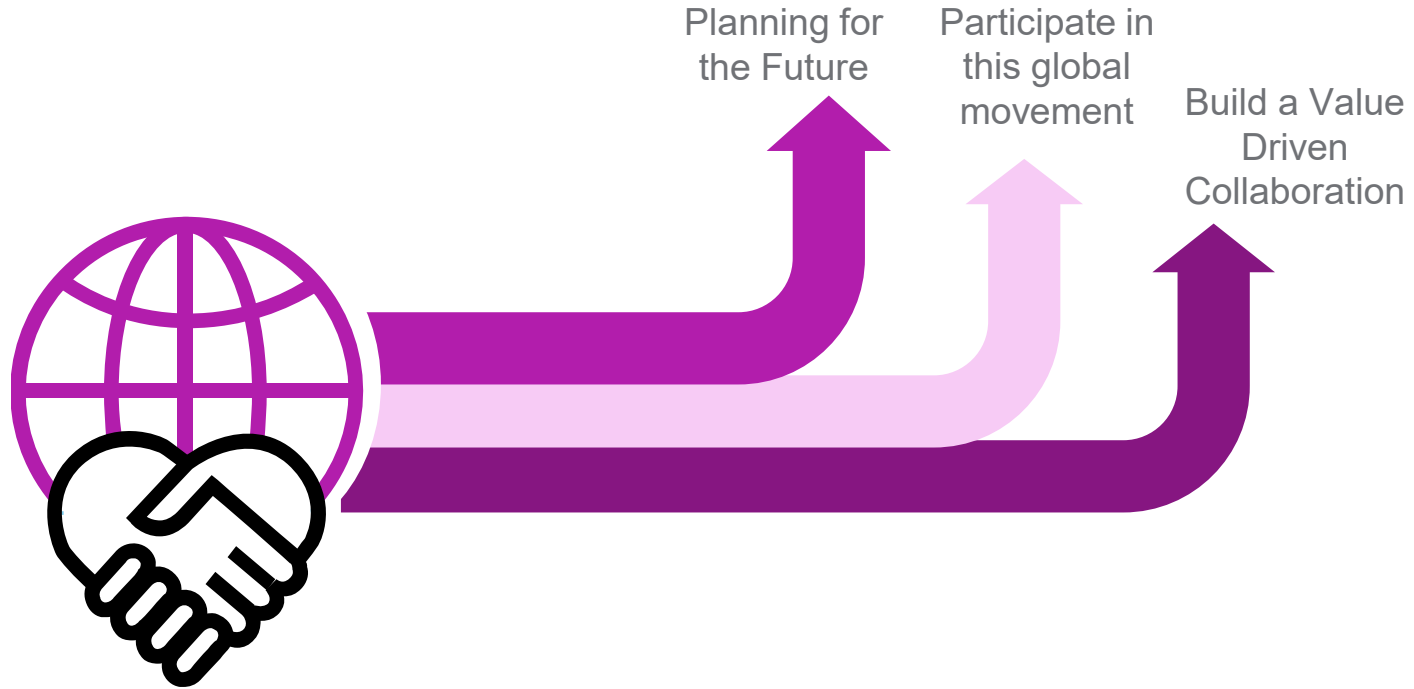
**Total Market Measurement** - Delivering a full view of a country & categories retail landscape, filling today's coverage gap (**US Total Market View**)



**Automation** - Identifying common questions with known manual analytical processes & enhancing with Machine Learning & Automation (**Small Brand Analysis**)

# Why is Nielsen here?

# COLLABORATION - KEY TO SUCCESS



# Nielsen Experience with Task Team

- Mutual respect
- Understand boundaries
- Seek common ground
- Be open to new ideas
- Looking for a win win model

# What's Next?



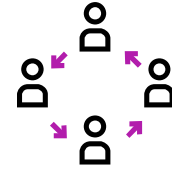
# Value Driven Collaboration



Share  
capabilities



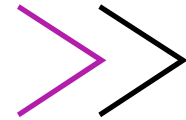
Identify areas of  
mutual benefit



Bring right  
resources on  
board



Develop a  
roadmap - goals,  
outcomes,  
actions



Implement

