

Spaces,
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Glossary of terms

Sales out (vs. sales in) - Wholesale shipments data relates to 'sales out' from a wholesaler to its trade customers. This is distinct from 'sales in' which are sales from a supplier into a wholesaler. Based on how quickly stock sells, there could be a considerable lag from 'sales in' to 'sales out' and the latter is the only way to know how quickly your product is selling through.

Like-for-like (vs. absolute sales) - Selecting like-for-like will show the same days reported year on year and will remove any prior year sales where a date is missing this year or vice versa. Absolute sales will report exactly as the data has been received.

YTD = year to date – This time period reports sales from the beginning of the calendar year up to the latest date (i.e. January – latest). The number of weeks included will depend on the time of year, so should always be compared to the equivalent period a year ago.

MAT = moving annual total - A 52 w/e period up to the latest data available

Latest 13 w/e = latest quarter – typically this would be compared to the same period in the previous year (13 w/e year ago) but can also be viewed on a rolling basis to compare to the previous quarter.

ISO weeks = This is an internationally standardised date reporting system. ISO works on a Monday to Sunday timeline and a year contains either 52 or 53 full weeks. Each seven-day week is given a number, a look up table is available from TWC support or is easily searched on Google.

Value - Sales out of a wholesale depot in £'s ex VAT

Quantity - Sales expressed in volume i.e. number of cases or can be single units where wholesalers split cases and sell in two units of sale. Categories such as Wines and Spirits commonly sell in cases and singles.

Customer count – This is a measure of distribution. It is a distinct count of the number of customers who have purchased a product within a given timeframe. So, if in that timeframe, a customer visits 3 times and purchases 1 case of the product on each visit, the volume of sales reported would be three but the customer count would be one.

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Rate of sale - a measure of how quickly a product is selling through wholesale and can be expressed in volume (units) or value (£'s) per week.

Parent / child - Price marked and plain packs are grouped together at 'parent' level to allow you to analyse the product's total performance. Meanwhile 'child' allows you to see the performance of price marks (PM) and plain packs (STD) separately.

Price marked / plain pack - Price-marked packs (PM) are when a price is printed directly onto the packaging of a product. They are used extensively in the convenience retail channel to provide consumers with reassurance of price/value for money. Plain pack (STD) is a regular pack where the price is shown at shelf edge.

SKU = stock keeping unit – an individual product that can be identified by a unique number or code used by businesses to track and organise products in their inventory.

Price sensitivity - This report compares weekly volume sales to weekly average wholesale selling price to you can see the impact the wholesale selling price is having on sales. This can help identify an optimum price point and assess the impact of promotions/price reductions on sales.

Area heatmap - This is a graphical mechanism for reporting customer distribution of a product by region and depot. The colour coding highlights areas of high (green) vs. low (red) distribution of a product.

Bought not bought - This analysis allows you to identify customers who are purchasing within a subgroup but are not buying your product (s).

Gap analysis - This tool allows you to see if your product is selling through or not based on whether at least one case has been sold in the last 4 weeks through the selected member wholesalers. If 0 cases have been sold it is likely the product is not stocked or there is an issue.