Assortment Optimization

Summary of item and assortment trends driving growth online in a category

TRACK
Top Selling Items and Performance for Emerging Brands

Which items (current and newly launched) are driving online category sales?

Understand what items to carry based on demand changes.

ACKNOWLEDGE
Which Product and Package Attributes are Optimal

What product and package attributes and which pack sizes are optimal?

Find out what packaging assortments, product attributes, and size variants to carry.

DETERMINE
Category Drivers by Price or Product Descriptors

What product themes are trending and what are optimal price points?

Learn where to focus product marketing dollars based on most recent category trends and what price points to carry.

OPTIMIZE
Category Assortment Diversity with Unique Item Counts

What are my competitors' unique item counts?

Discover whether or not our category assortment diversity is optimized.

Data Available: Top Item Driving Category Sales, Top New Entrant Items, Package Attribute Sales Trends, Product Attribute Sales Trends, Product Description Sales Trends, Driving Category Sales, Prices Driving Category Sales, Merchant Unique Items Counts

1010DATA

3+
YEARS OF DATA

MONTHLY
DATA UPDATES

ITEM-LEVEL
REPORT DETAIL

USE CASES

CATEGORY ASSORTMENT EXECUTIVE

Quick and easy access to an executive summary of the item and assortment trends driving growth online in any category.

eCOMMERCE INSIGHTS MANAGER

Better collaborate with online retail partners to optimize promotion and assortment strategies. Know what items to carry and what product and packaging and themes are trending.

RETAIL BUYER

Easily compare online prices with competitors and adjust pricing strategy accordingly. Track top performing and new brands online by category to optimize assortment offered.

MARKET INTELLIGENCE MANAGER

Understand online category and industry growth rates to support senior leadership make the most informed investment decisions.

1010data's Market Intelligence reports empower retailers and manufacturers to anticipate and respond to changing consumer preferences with granular-level insights on purchasing behavior, both in-store and online.

We monitor the spending patterns of tens of millions of U.S. consumers dating back to 2011, which enables our clients to longitudinally understand trends and changes over time that result in quality decision-making to maximize returns.