

Sector Insights

Track consumer spending, transactions, and basket size for over 135 sectors, industries, and sub-industries updated daily



MONITOR

Sector Trends on a 6-Day Lag Updated Daily



MEASURE

Impact by Industry and Catch Inflection Points



COMPARE

Performance by Quarter, Month, Week and Day

HIGH LEVEL INSIGHT

What are quarter-to-date sector trends and how does that compare to the prior year?

Get sales, transaction and basket size summaries on a quarterly, monthly and weekly YoY basis.

SALES_INDEX_YoY	12/19	09/19	06/19
Gas/ Convenience	-4.93%	-7.51%	-3.84%
Grocery	-0.97%	-1.88%	-3.24%
Health	-12.66%	-10.03%	-11.60%
Pharmacy	-4.75%	-6.41%	-5.46%

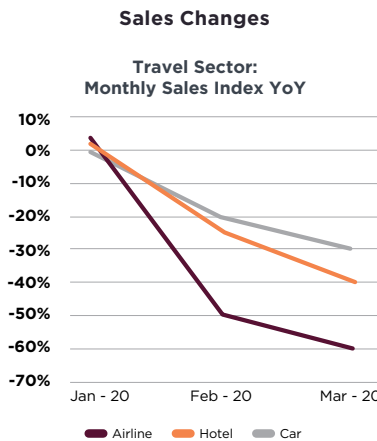
SALES_INDEX_YoY	03/19	12/18	09/18
Gas/ Convenience	-4.98%	3.29%	11.93%
Grocery	-4.92%	-2.75%	-2.35%
Health	-8.49%	-5.82%	-6.40%
Pharmacy	-7.06%	-8.18%	-8.45%

Retail_General Merchandise & Grocery_

ANALYZE FLUCTUATIONS IN CONSUMER SPEND

How do I examine the industries I care about most?

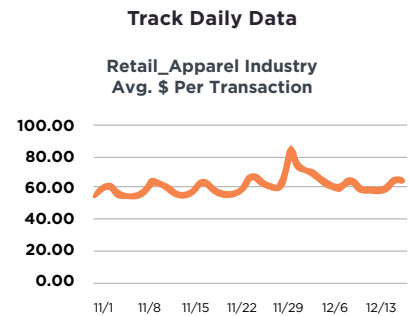
Track changes in consumer spending habits with capability to drill down to selected industries for detailed analysis.



DEEP DIVE INTO INDUSTRY DATA

How do I get the most detailed information on a given industry?

Get daily granularity of data for enhanced analysis and the ability to determine composition for each industry to know which companies are included.



Reports Available: Sales Index, Transactions, and Average Transaction Values on a Daily Basis

HIGHLIGHTS

MILLIONS

**OF US CONSUMERS' CREDIT &
DEBIT CARD TRANSACTIONS**

3000⁺

**BRANDS & MERCHANTS
INCLUDED**

135

PROPRIETARY SECTORS

The Sector product enables users to see inflection points across many and/or within one sector as consumer behavior changes.

USE CASES

MONITOR MACRO TRENDS

High level sector data to monitor the macro environment.

IDENTIFY INFLECTIONS POINTS

Identify industries that are gaining strength or start to weaken.
See inflections on a near-real time basis.

ANALYZE SELECTED INDUSTRIES

Daily data available to determine performance on a granular basis for sales, transactions and basket size.

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.

1010DATA

1010data (1010data.com) transforms Big Data into Smart Insights to activate the high-definition enterprise that can anticipate what's next and why. Our time series-based collaborative analytics, consumer intelligence and alternative data solutions enable over 900 consumer-driven organizations and their trading communities to achieve improved business performance, efficiency and growth quicker, with less risk. The world's foremost companies, including Sam's Club, Dollar General, Procter & Gamble, Coca Cola, GSK, 3M, Bank of America and JP Morgan, consider 1010data the partner of choice for optimizing company health, mastering consumer touchpoints and digitally transforming operations. 1010data delivers on the promise of Big Data, and we're just getting started.