

Macro-Seasonal Product Demand.

WELCOME TO A CLEAR VIEW OF WHEN AND WHY.

Our consulting services can support your top line decisions on creative scheduling & media budget allocation that will make your agencies more effective.

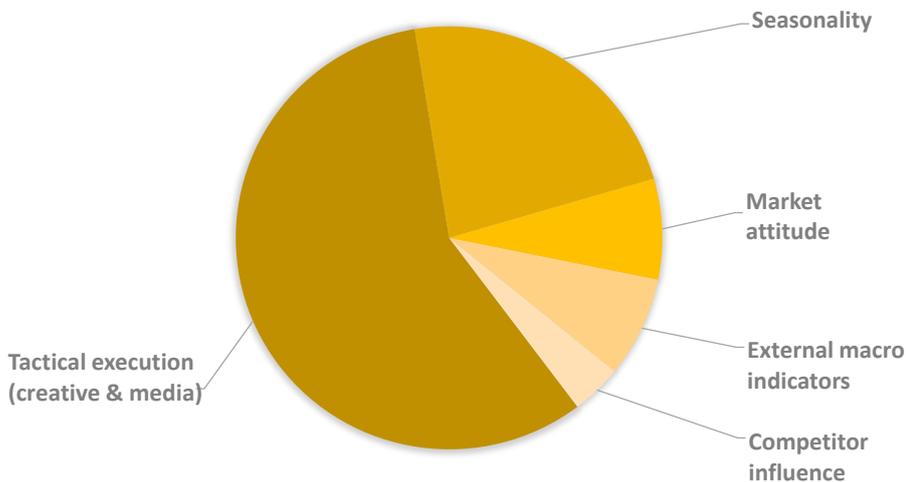
- Quantify the seasonal demand of your core product lines up to 12 months in advance
- Align the timing of creative executions to match your annual product demand cycle
- Understand the impact external influences such as RBA interest rates have on your business
- Know when market attitudes towards your products are changing months in advance
- Smooth your cash flow by understanding the underlying drivers of sales volatility

Now there is a quantitative way to validate your favorite assumptions and learn some new ones. Let us help you today.

Want to know when and why prospects are seeking your products? We use the same high powered mathematics behind robot cars to analyse up to 10 years of your actuals alongside external benchmark data to reveal hidden gems of knowledge and to predict new ones.



WHAT ARE THE DRIVERS OF YOUR SALES?



Understanding the waxing or waning attitudes towards a product segment, as well as the seasonal ebbs and flows of interest in a product is particularly useful for media planning. Timely accurate predictions allows one to maximise conversions by weighting spend towards the months in which product demand and conversion rates are highest.

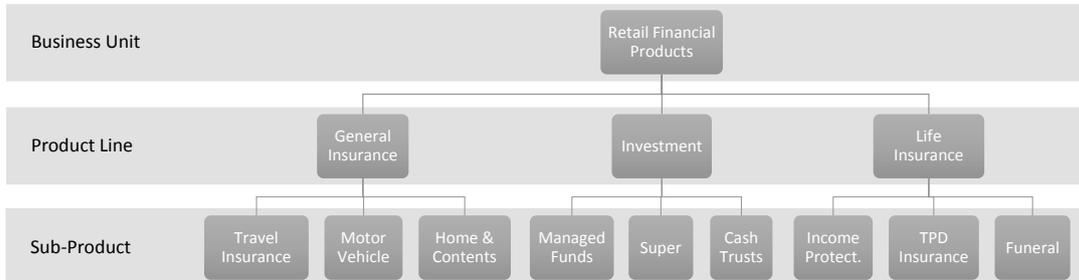
Overlaying on top of this information external factors such as macroeconomic and competitive influencers allows you to predict the future of your business many months in advance.

Vizdynamics' technology can help you understand this and more in a clear concise manner that feeds directly into budgeting, planning, forecasting & financing.

Data is your new team member

VIZDYNAMICS

Robust methodology dives deep into core product verticals & sub-product levels.



ANALYSING PRODUCT VERTICALS

In a modern organisation, each strategic business unit is carefully constructed to offer closely related complementary products & services targeted towards a specific market segment.

Understanding the reasoning behind how this corporate portfolio is structured is a critical success factor for our analysis approach. Once our initial product vertical analysis is completed, we are left with a clear segmentation of your entire product suite unpacked into a hierarchy down to two, three or even four levels of detail in a simple product/sub-product styled matrix.

This product matrix forms the basis of our analysis whereby we carefully scrutinise each individual business unit, product line, sub-product and even product feature to tell you how seasonality, market attitude and external macro-economic indicators influence each.

DATA SOURCES + VALIDATION

Once we have agreed on a hierarchy of products & sub-products of interest, we need to source a combination of internal and external data so we can produce the insights you are seeking.

Insights come from a variety of data sets, ranging from competitive intelligence and reserve bank data right through to data collected from ad servers, CRM systems & internal databases.

Whilst still useful, analysing internal data directly to extract the insights we are seeking can be problematic as conversion rates are influenced by so many internal factors. Campaigns, product range and measurement technology all affect the dataset and thus it is sometimes difficult for us to extract insights directly from sales data.

As a solution, we make use of external competitive intelligence data collected over 5-10 years (depending on the vertical) to quantify the interest in a product over time. We decompose this data into its various trends then map your own conversion data over the top as a 'sanity check' of the dataset.

The quality of our insights are heavily dependent on the quality of this data, so we have constructed a suite of probabilistic validation tools based on monte-carlo simulations of a much higher standard than the usual 'confidence interval' approach.

Using this methodology, an initial brief of say a dozen sub-product verticals may end being reduced by 50% because the data simply isn't there – however what we are left with is usually remarkably good at predicting outcomes.



PROGRAM OF WORK

Quotation scope is calculated on a per-product & sub-product/topic basis, so typically work starts with one or two main business units or product lines then expands from there.

A typical program of work consists of:

- Vertical product line analysis & initial market research
- Data sourcing & validation
- Product level insight generation through post-hoc analysis of past activity
- Building a probabilistic decision model to help you take action from ours and possibly other insights in a systematic manner

Once the initial consulting phase is complete, we can continue to keep you informed through quarterly model updates & ongoing market predictions.