PriMetrix provides our Members unmatched data and analytics to help drive their business. Complete with 3 different tools, our industry exclusive insights provide our Members everything they need to analyze their market, compare their business against the aggregate of the membership, and optimize their SKU assortment.

Market

Analyzes category sales to help Members understand local market opportunities and market share by retailer*

- Understand market volume
  - Total households, population, income and more
  - Total volume by zip code, category, and retailer
- Understand day-to-day opportunities
  - New store locations, marketing campaigns, product assortment and much more!

POS Benchmarking

Analyzes POS (point of sale) data against the NMG aggregate, to understand valuable performance insights**

- Compare how your business stacks up against the aggregate of the group
  - Top selling SKUs
  - Margin opportunity by SKU
  - Brand by Brand performance

ART

Assortment Rationalization Tool analyzes sales data to help optimize assortments to maximize revenue**

- Proprietary algorithm that uses unit sales, price, cost, margin, and more to determine productivity rankings by category, sub-category, and brands
  - 21 total appliance sub-categories
- Let the data help optimize your floor, while maximizing your space and profits
- Maximize your business by routinely reviewing ART to ensure you have the most productive SKUs on your floor

*included with membership **Requires POS sharing

Read more about PriMetrix here: www.natonwidegroup.org/primetrix