

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, benchmark 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\*\*

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



## 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 at: [www.nationwidemember.com/primetrix](http://www.nationwidemember.com/primetrix)