Datacentre

An introduction

Goals of the session

What is Datacentre?

- What it comprises and how we maintain it
- Our forecasts

The query tool

- Building and running a query
- Manipulating and exporting the results

Exported data

- Some tips on using the data

More information

- Definitions
- AskIGD

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What is Datacentre?

from IGD

What is Datacentre?

Retailers

Relationships

- Who owns what

Channels/ formats

- Which countries
- No. of stores
- Sales area
- Revenue

Countries

Market size

- Grocery market
- Consumer spend

Macroeconomic

- GDP, CPI
- Unemployment

Demographic

- Population

Scope

~400 top retailers

~1000 subsidiaries

- In 125 countries

Macroeconomic data for 180 countries

5 years forecast

7 years history

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How do we maintain Datacentre?

Retailer data

Regular updates

IGD analysts' research

- Relationships with retailers
- Networking
- Store visits, market visits

Desk research

- Annual reports
- Press releases
- Market and channel forecasts

Global data

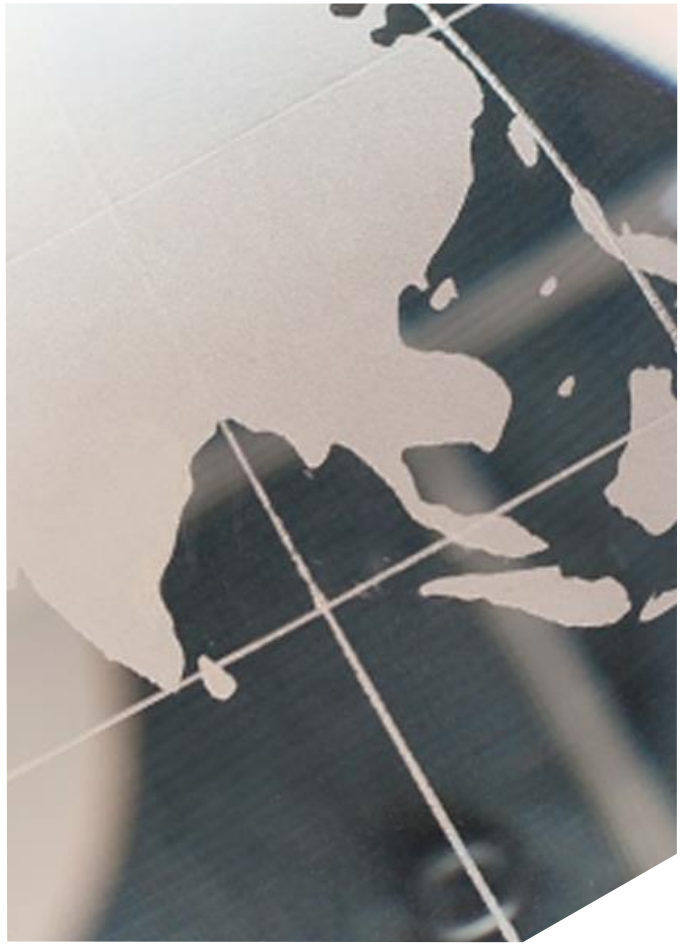
Annual updates

Market size

- IGD estimates

Macroeconomic data

- IMF World Economic Outlook
- Work Bank
- UN Population Division



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Our forecasts

Standardised

In the context of

- Local market
- Competitors
- Retailers' plans

Detailed

Individual forecasts

- Each retailer format
- Store growth
- Space growth
- Like-for-like sales

By specialists

IGD Expertise

- Retailers, channels, markets

2019 research

- 46 countries
- 980 store visits
- 44,000 photos

Robust

Peer reviewed

- Calibrated
- Scanned for anomalies and inconsistencies

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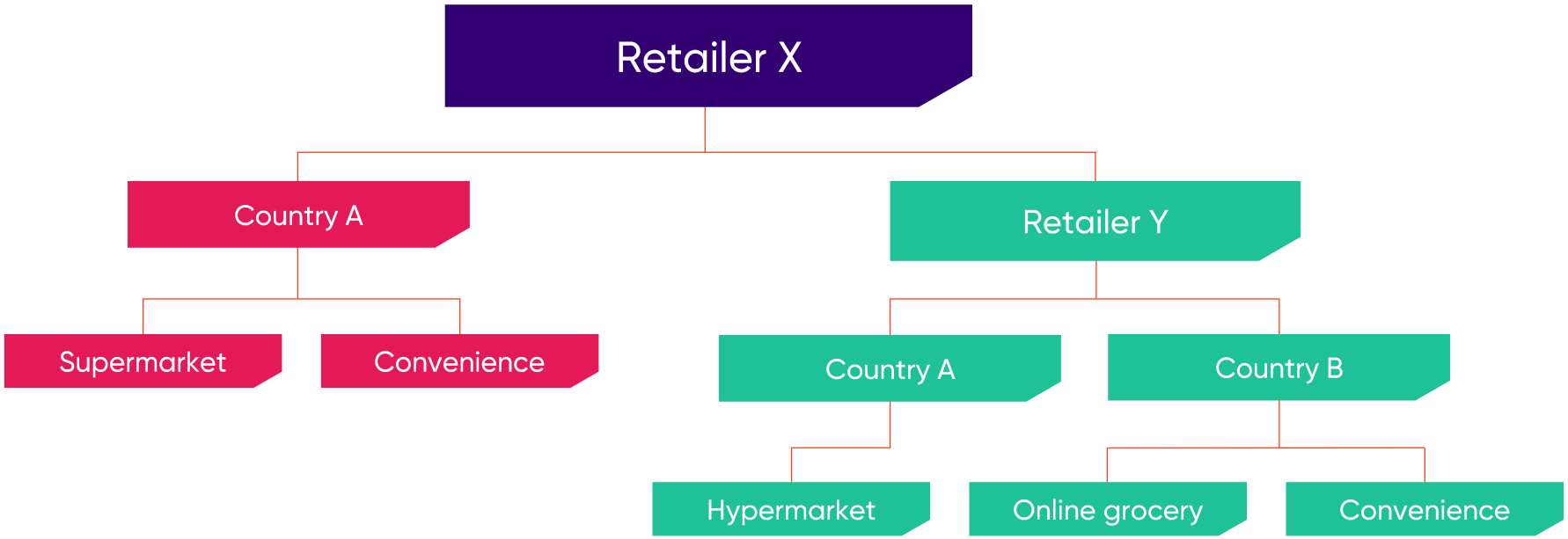
Retailer structure in Datacentre



Retailer X operates its own stores in Country A.

It's the parent of Retailer Y, which also operates stores in Country A, as well as in Country B

(Datacentre also supports franchise relationships)

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Datacentre at the centre

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Pre-built reports

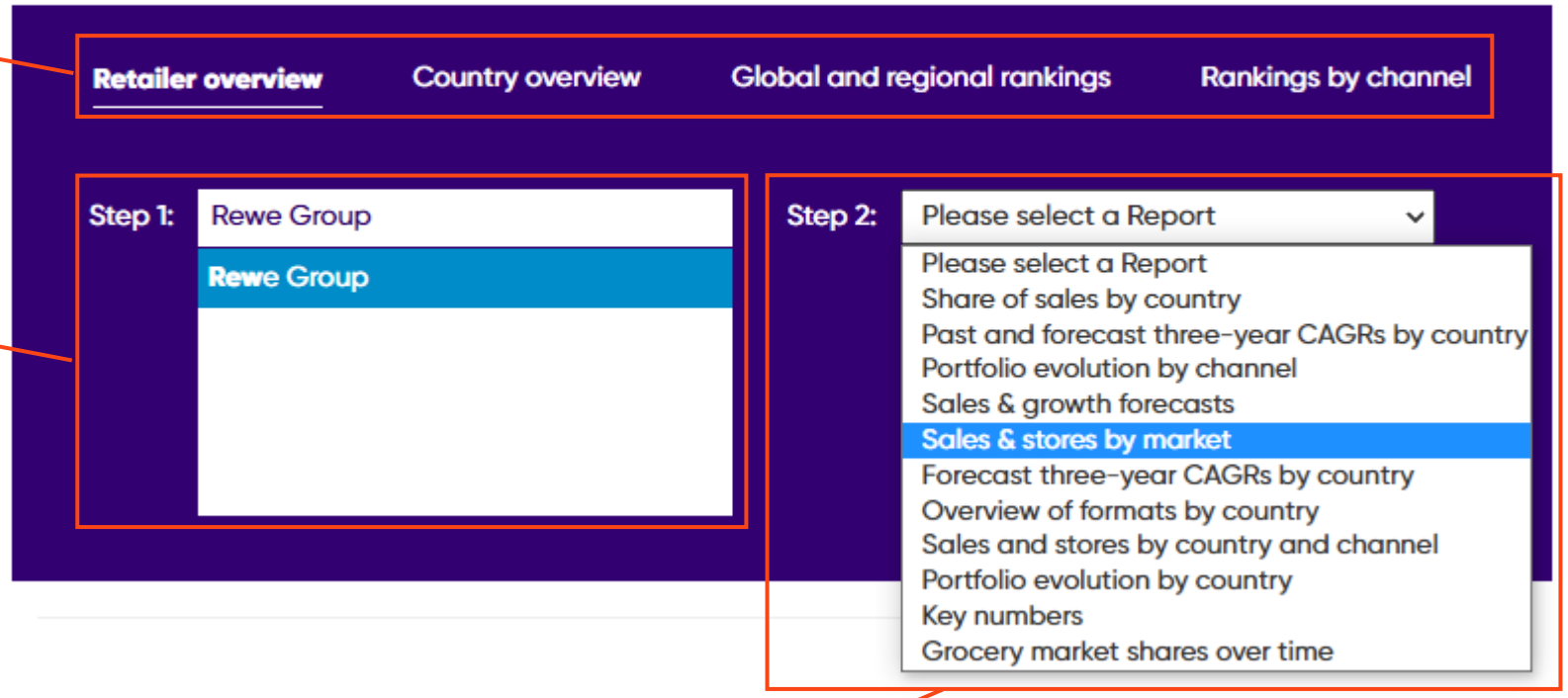
from IGD

Pre-built reports

Choose a pre-built report

Click on the context that you're interested in

Select the retailer, market or channel...



... and then choose your report

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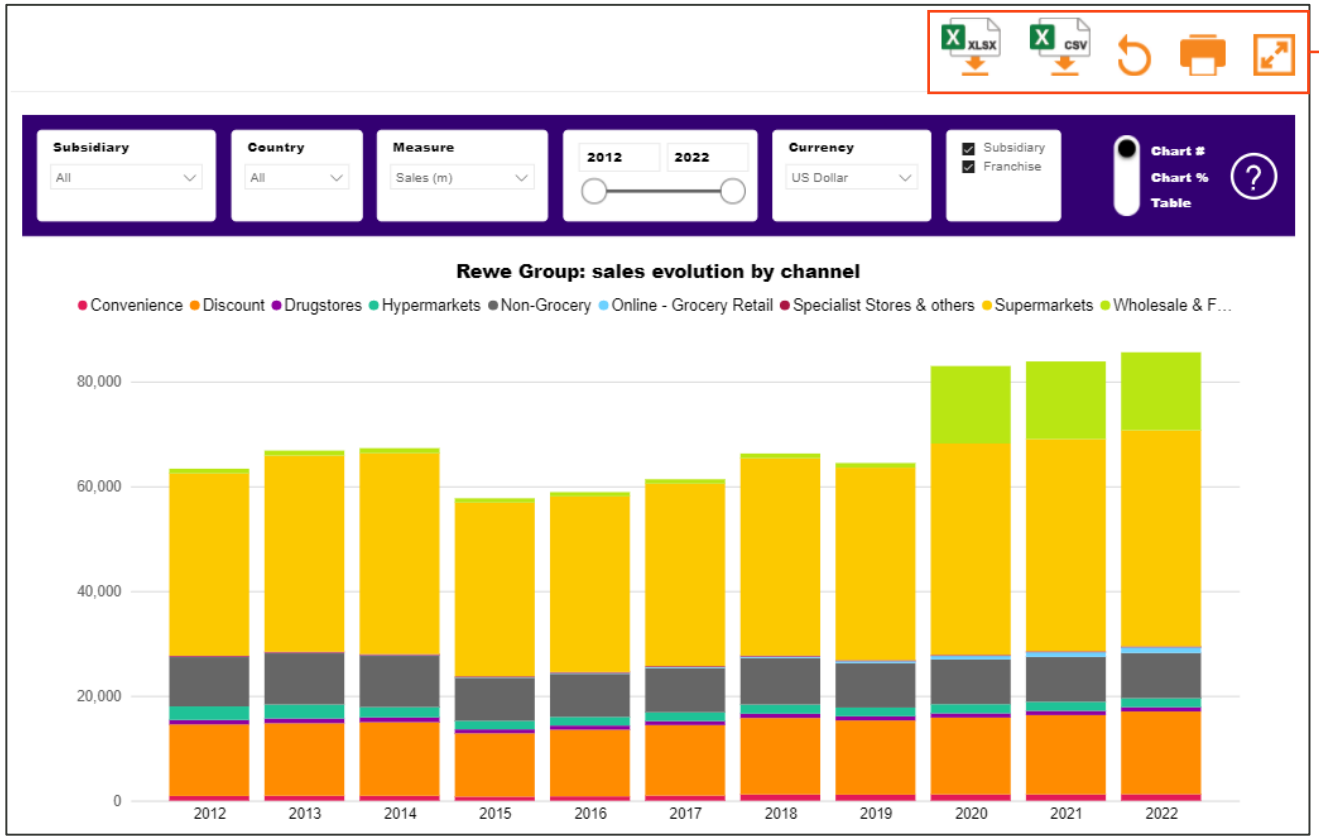
Using the pre-built reports



A formatted Excel xlsx file containing the data currently being displayed.

A basic csv format, structured to enable easy import into your own BI tools

Returns the visualisation to its original state

Brings up a standard Print dialogue

Expands the visualisation to fill the screen (press Escape to return to normal size)

Hover over the About icon to reveal a brief description of the visualisation.

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Using the pre-built reports

Using filters

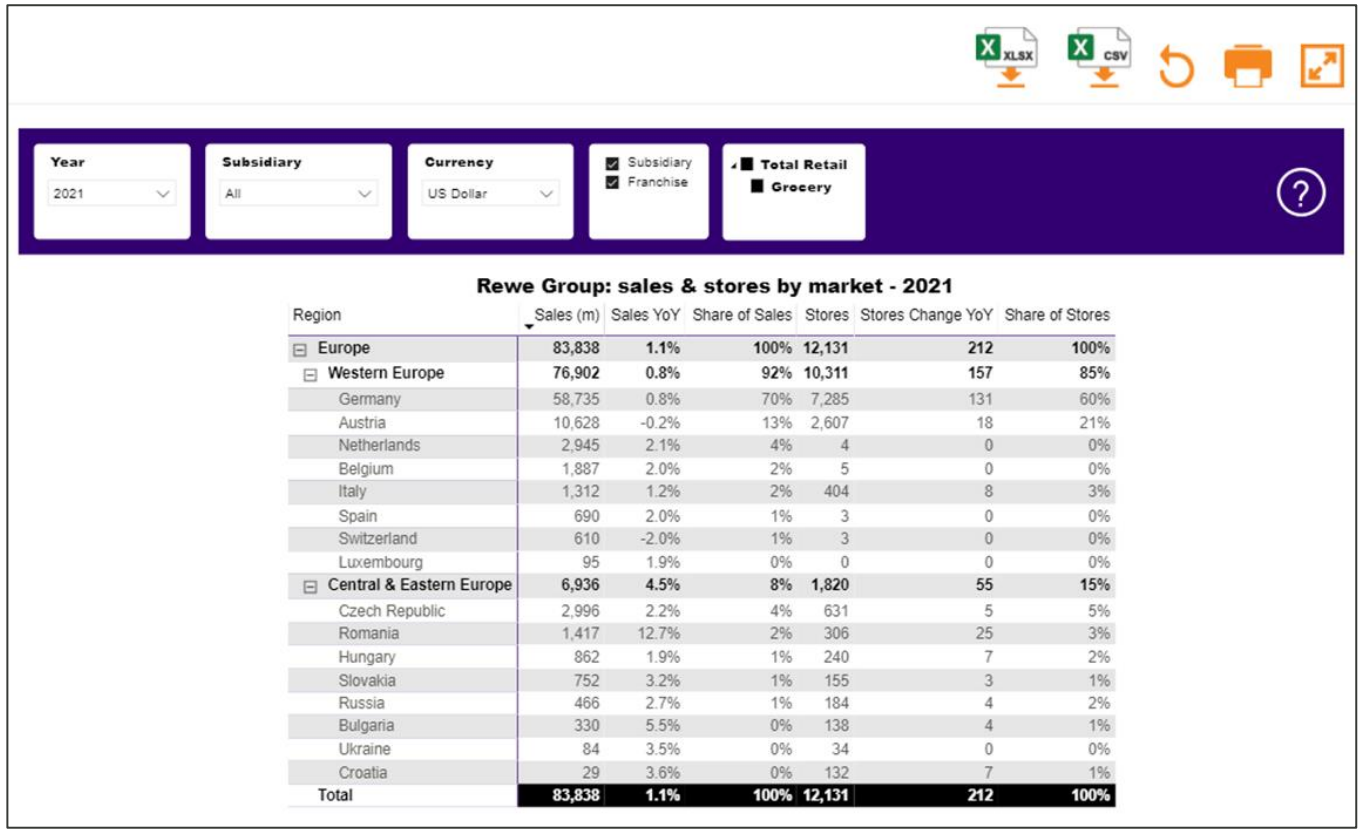
- Use the clear selection icon at the top of drop-down menus to refresh your selections
- Total Retail/Grocery filter: to view grocery format sales only, ensure only that square is selected. If no selections are made, the visualisation will display Total Retail
- You can make multiple selections on many of the filter dropdowns

Spotlight mode

- Click on individual part of chart or row of table to highlight. Click again to come out of spotlight mode

Table

- Click on column headers to rank the figures in descending or ascending order
- Hover over a table to access Expand all or Collapse all selectors where relevant



Rewe Group: sales & stores by market - 2021

Region	Sales (m)	Sales YoY	Share of Sales	Stores	Stores Change YoY	Share of Stores
Europe	83,838	1.1%	100%	12,131	212	100%
Western Europe	76,902	0.8%	92%	10,311	157	85%
Germany	58,735	0.8%	70%	7,285	131	60%
Austria	10,628	-0.2%	13%	2,607	18	21%
Netherlands	2,945	2.1%	4%	4	0	0%
Belgium	1,887	2.0%	2%	5	0	0%
Italy	1,312	1.2%	2%	404	8	3%
Spain	690	2.0%	1%	3	0	0%
Switzerland	610	-2.0%	1%	3	0	0%
Luxembourg	95	1.9%	0%	0	0	0%
Central & Eastern Europe	6,936	4.5%	8%	1,820	55	15%
Czech Republic	2,996	2.2%	4%	631	5	5%
Romania	1,417	12.7%	2%	306	25	3%
Hungary	862	1.9%	1%	240	7	2%
Slovakia	752	3.2%	1%	155	3	1%
Russia	466	2.7%	1%	184	4	2%
Bulgaria	330	5.5%	0%	138	4	1%
Ukraine	84	3.5%	0%	34	0	0%
Croatia	29	3.6%	0%	132	7	1%
Total	83,838	1.1%	100%	12,131	212	100%

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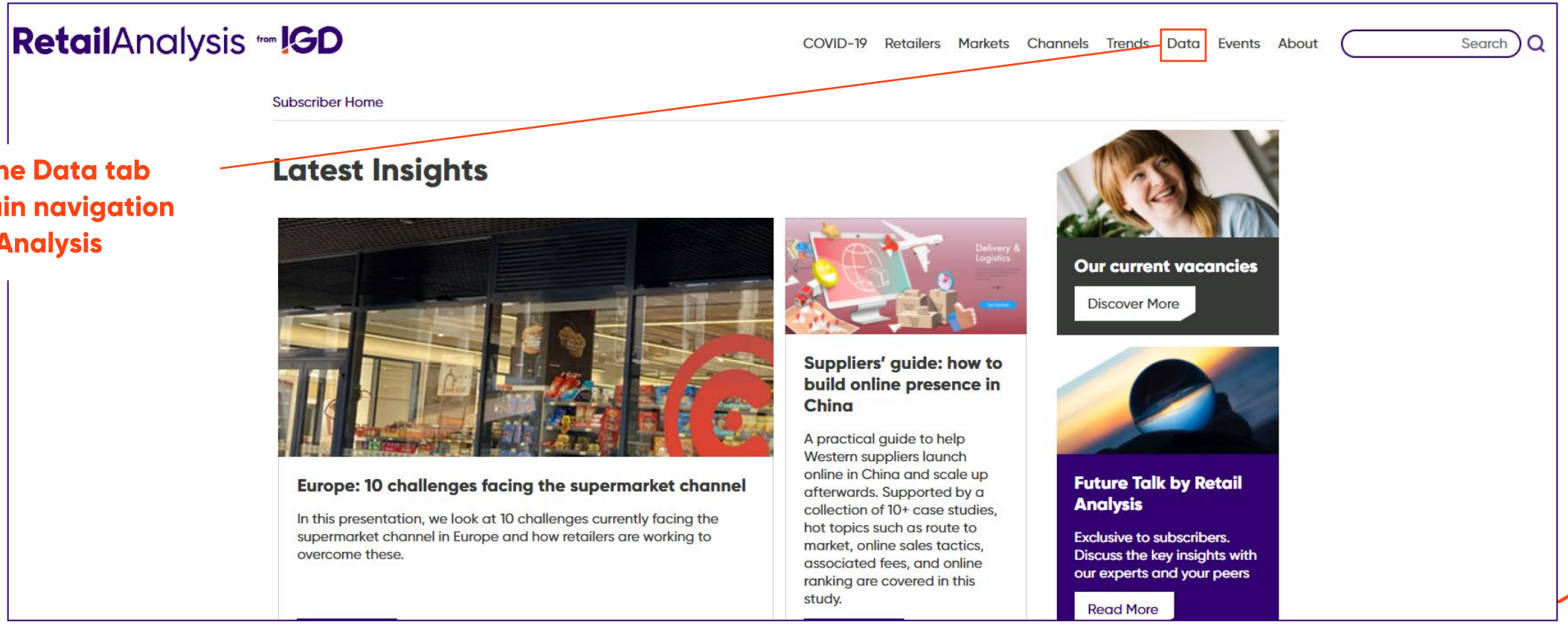
The query tool

from IGD

Query tool

Click on the Data tab on the main navigation on Retail Analysis



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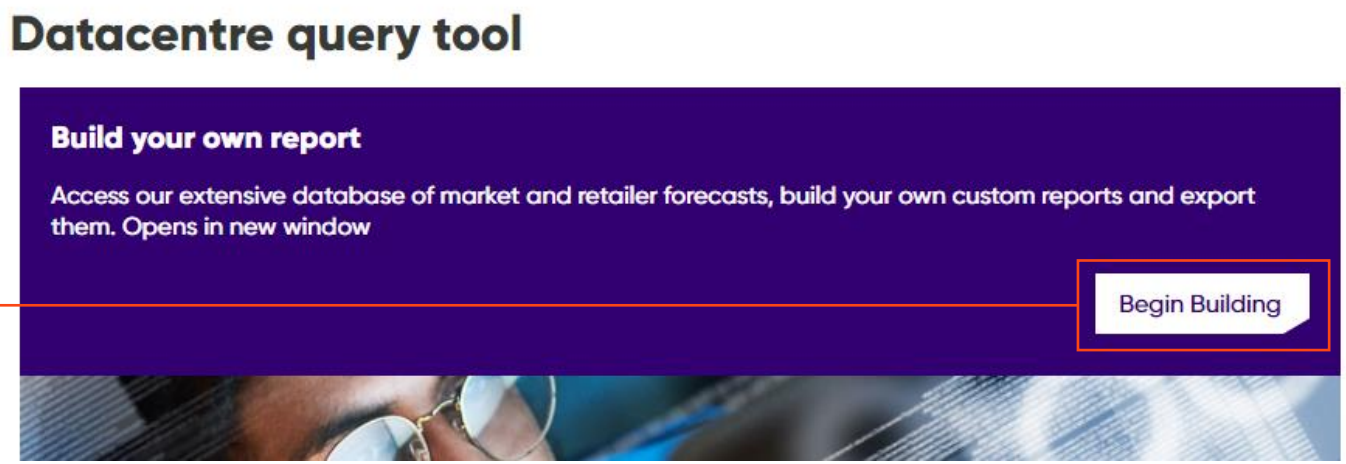
Query tool

These buttons allow you to view charts and tables for some of the most popular data views



Click here start using the Retail Analysis Query Tool

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Common uses and calculations

- Calculate a retailer's market share
- Calculate the forecast annualised growth rate (CAGR)
- Forecast the total channel size, share and growth
- Identify top performing retailers by country or channel
- Understand the effects of inflation

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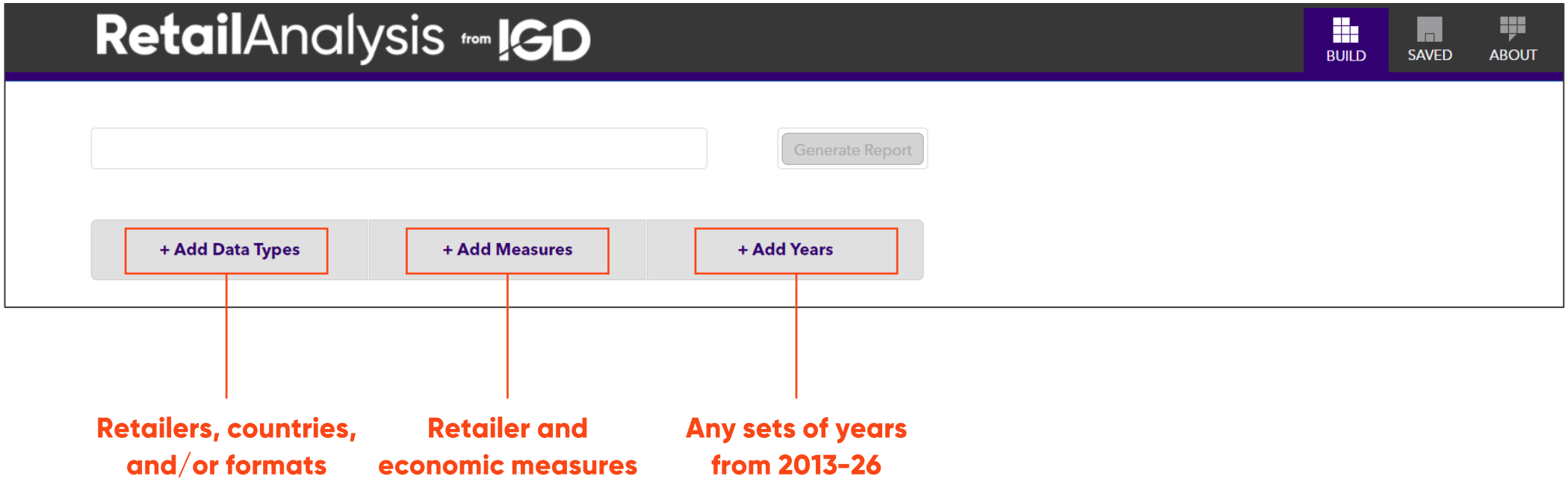
Building a query



A query is made of 3 elements. Select at least one of each element to create a runnable query.

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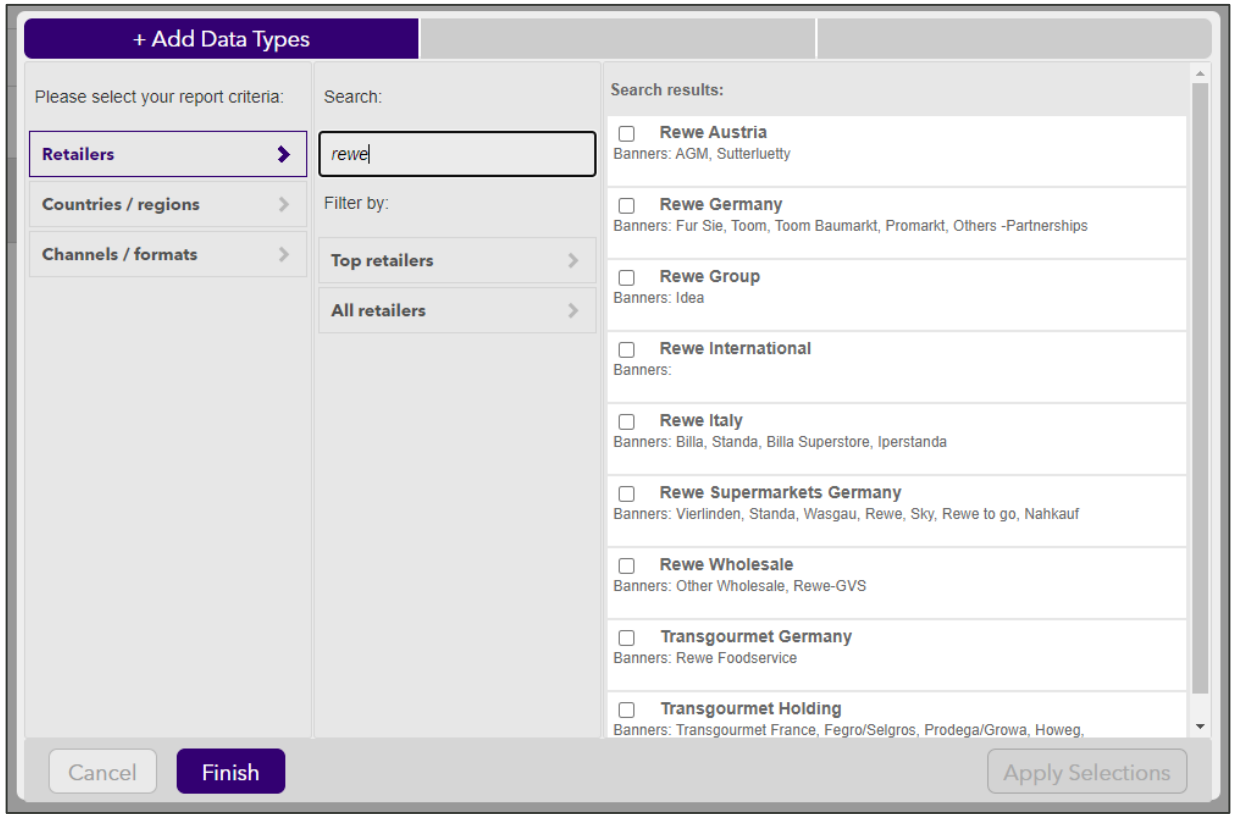
Selecting data types for your query

Type into the search box and select from the filtered list.

When you've made your selection, click Apply Selections.

You can add more countries and format filters before clicking Finish.



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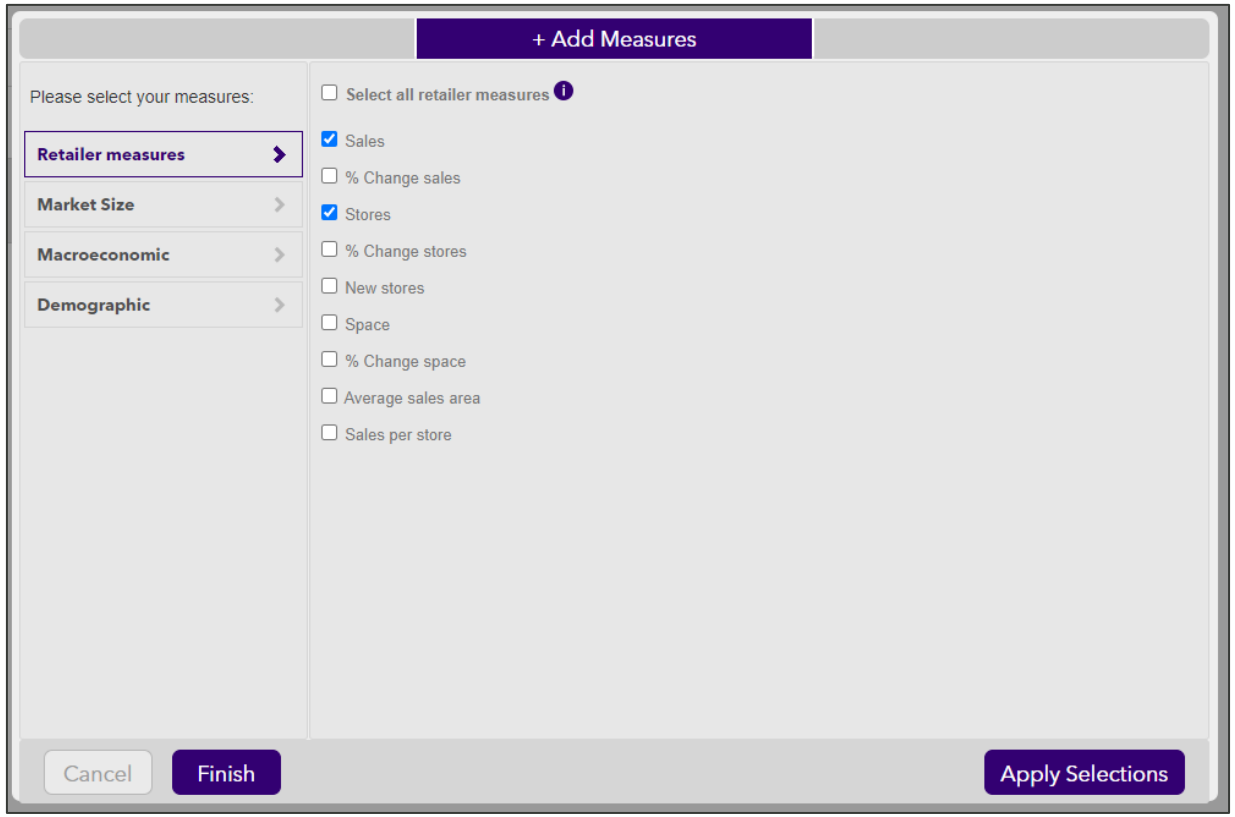
Adding measures to your query

Select the measures you're interested in.

You can select any mix of retailer, market, macroeconomic and demographic measures.

Click Apply Selections and make any selections from the other groups before clicking Finish.



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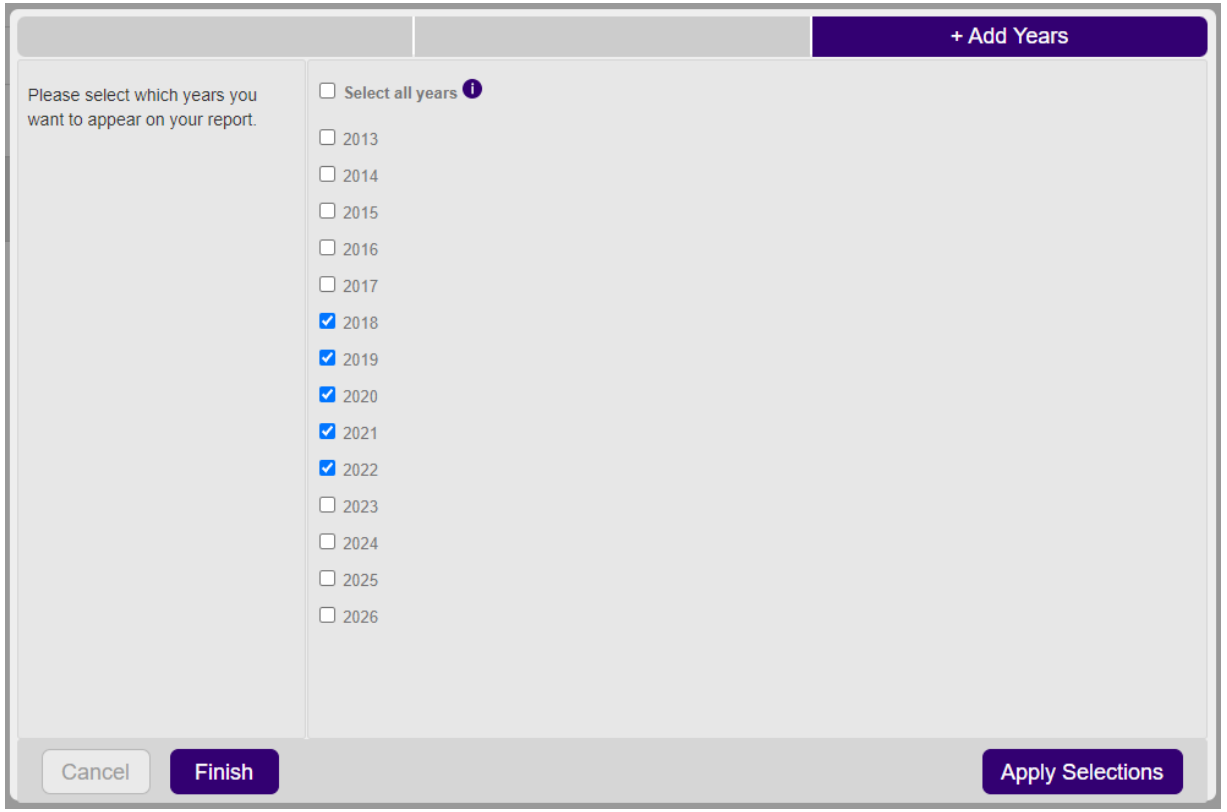
Adding years to your query

Simple.

Just click on the years that you're interested in.

Click Apply Selections and then Finish.

(We advance this data window by a year, every year)



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Running your query

As you select your query criteria, the relevant boxes will turn purple.

The text box will summarise your query so far.

(go back and adjust your selections if you need to)

When they're all purple, the Generate Report button also turns purple; click it to run your query.

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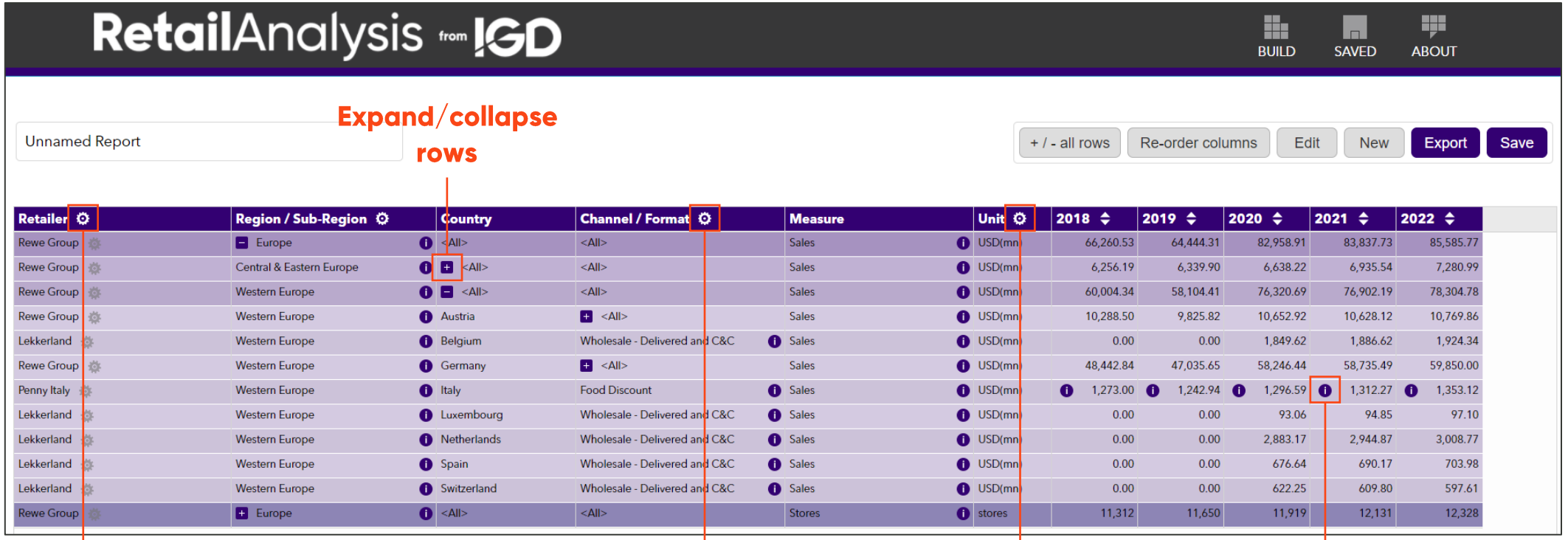
The grid view



Retailer	Region / Sub-Region	Country	Channel / Format	Measure	Unit	2018	2019	2020	2021	2022
Rewe Group	Europe	<All>	<All>	Sales	USD(mn)	66,260.53	64,444.31	82,958.91	83,837.73	85,585.77
Rewe Group	Central & Eastern Europe	<All>	<All>	Sales	USD(mn)	6,256.19	6,339.90	6,638.22	6,935.54	7,280.99
Rewe Group	Western Europe	<All>	<All>	Sales	USD(mn)	60,004.34	58,104.41	76,320.69	76,902.19	78,304.78
Rewe Group	Western Europe	Austria	<All>	Sales	USD(mn)	10,288.50	9,825.82	10,652.92	10,628.12	10,769.86
Lekkerland	Western Europe	Belgium	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	1,849.62	1,886.62	1,924.34
Rewe Group	Western Europe	Germany	<All>	Sales	USD(mn)	48,442.84	47,035.65	58,246.44	58,735.49	59,850.00
Penny Italy	Western Europe	Italy	Food Discount	Sales	USD(mn)	1,273.00	1,242.94	1,296.59	1,312.27	1,353.12
Lekkerland	Western Europe	Luxembourg	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	93.06	94.85	97.10
Lekkerland	Western Europe	Netherlands	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	2,883.17	2,944.87	3,008.77
Lekkerland	Western Europe	Spain	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	676.64	690.17	703.98
Lekkerland	Western Europe	Switzerland	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	622.25	609.80	597.61
Rewe Group	Europe	<All>	<All>	Stores	stores	11,312	11,650	11,919	12,131	12,328

Include/exclude franchises and closed formats

Show/don't show formats as well as channels

Change currency (default is USD) **or space units** (default is m^2)

Show the format's banner (eg "Penny")

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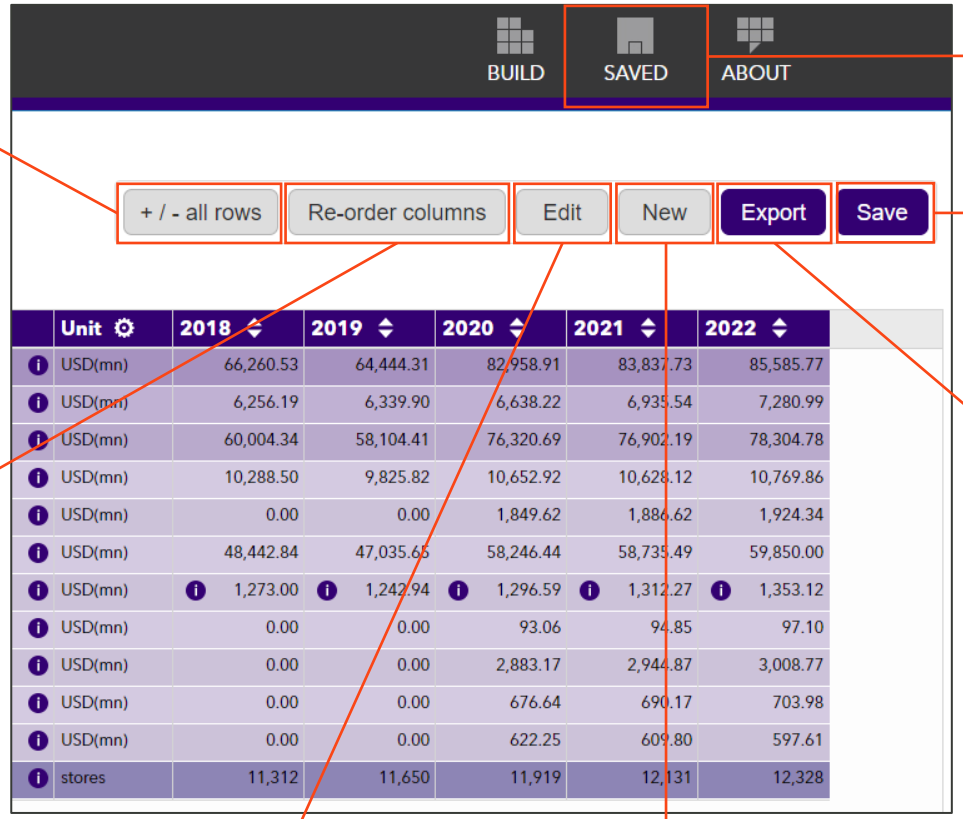
Grid view controls

Expand/collapse all rows

Restructure the view to sort by, for example, Country within Format, vs Format within Country



Retrieve a saved query

Save your query to use again

Export your results to Excel

Make a change

Start a new query

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Re-ordering report columns

The default is to present the data by retailer, then country, then format.

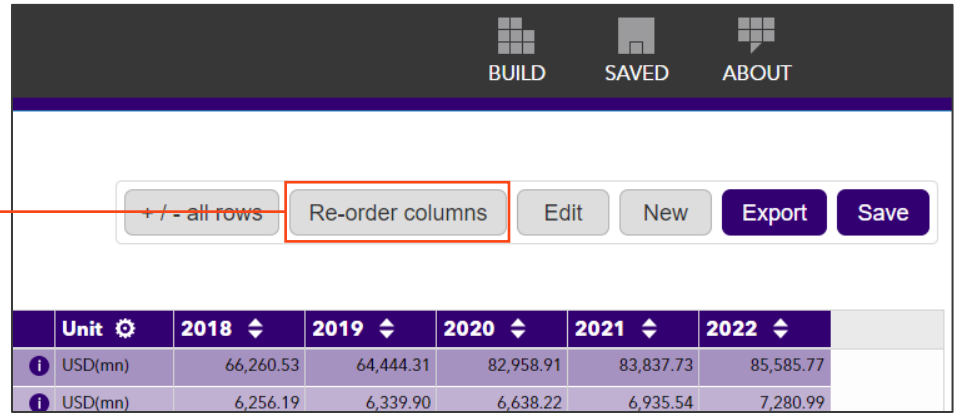
Use this button to remove or re-order the table columns.

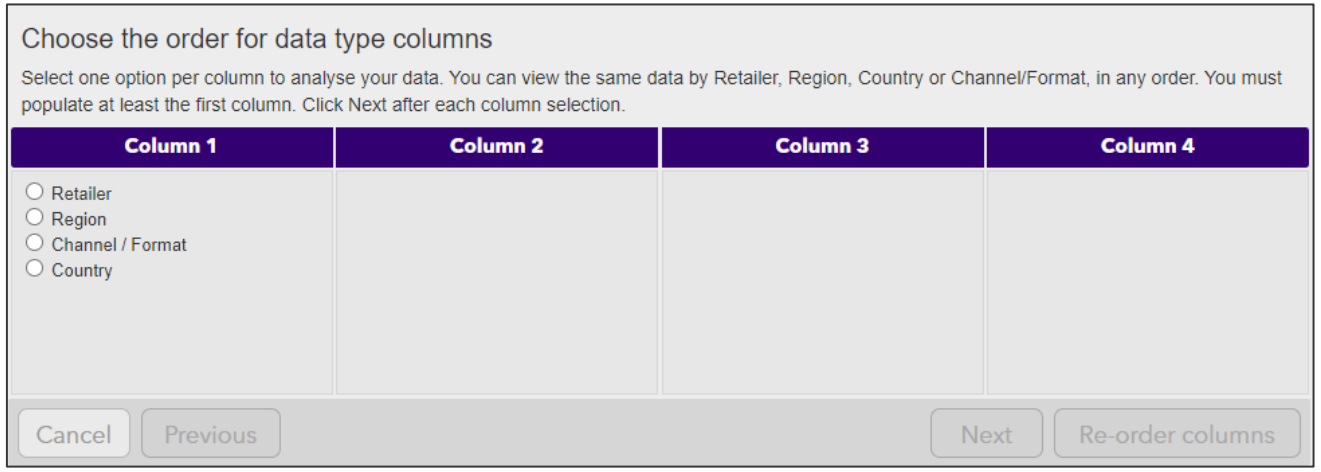
For example:

Remove the Format column if you just want the total sales per retailer.

Or move the Country column to the left to see retailers within each country.

Use this feature to manipulate your data before exporting





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Exported data

from IGD

Export to excel

The exported file isn't structured; be careful when interpreting the Totals.

The Totals rows are totals of the element to the left of the <All> tag.

- Remove the Totals rows if you plan to pivot the data
- Including the Grocery Market Size for a country allows you to calculate a retailer's market share
  - Don't forget to filter out any non-grocery formats
  - Market sizes are given in billions

Total sales of all Rewe Group's sales in Austria

	A	B	C	D	E	F	G	H	I	J
1	Parent	Retailer	Country	Channel	Format	Measure	Unit	Total	2020	2021
2	Rewe Group	Rewe Group	<All>	<All>	<All>	Sales	USD(mn)	Total	82958.91	83837.73
3	Rewe Group	Rewe Group	Austria	<All>	<All>	Sales	USD(mn)	Total	10652.92	10628.12
4	Rewe Group	Adeg	Austria	Convenience	Convenience & Forecourt	Sales	USD(mn)		883.43	885.22
5	Rewe Group	Penny Austria	Austria	Discount	Food Discount	Sales	USD(mn)		997.38	1024.02
6	Rewe Group	Bipa	Austria	Drugstores	Drugstores & Pharmacies	Sales	USD(mn)		779.1	786.93
7	Rewe Group	Adeg	Austria	Hypermarkets	Compact Hypermarket	Sales	USD(mn)		53.06	53.17
8	Rewe Group	Billa Austria	Austria	Online - Grocery Retail	Online - Grocery	Sales	USD(mn)		22.39	24.63
9	Rewe Group	Rewe Group	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)	Total	7714.86	7646.46
10	Rewe Group	Merkur	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		799.47	800.25
11	Rewe Group	Billa Austria	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		6915.39	6846.21
12	Rewe Group	Rewe Group	Austria	Wholesale & Foodservice	<All>	Sales	USD(mn)	Total	202.7	207.69
13	Rewe Group	Adeg	Austria	Wholesale & Foodservice	Cash & Carry (incl. Members' club)	Sales	USD(mn)		64.92	67.16
14	Rewe Group	Lekkerland	Austria	Wholesale & Foodservice	Wholesale - Delivered and C&C	Sales	USD(mn)		137.78	140.53
15	Rewe Group	Lekkerland	Belgium	Wholesale & Foodservice	Wholesale - Delivered and C&C	Sales	USD(mn)		1849.62	1886.62
16	Rewe Group	Billa Bulgaria	Bulgaria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		312.53	329.66
17	Rewe Group	Billa Croatia	Croatia	Drugstores	Drugstores & Pharmacies	Sales	USD(mn)		27.98	28.99
18	Rewe Group	Rewe Group	Czech Republic	<All>	<All>	Sales	USD(mn)	Total	2930.8	2996.17
19	Rewe Group	Penny Czech Republic	Czech Republic	Discount	Food Discount	Sales	USD(mn)		1557.3	1600.73
20	Rewe Group	Billa Czech Republic	Czech Republic	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		1373.5	1395.44
21	Rewe Group	Rewe Group	Germany	<All>	<All>	Sales	USD(mn)	Total	58246.44	58735.49
22	Rewe Group	Rewe Supermarkets Germany	Germany	Convenience	Convenience & Forecourt	Sales	USD(mn)		315.33	312.2
23	Rewe Group	Penny Germany	Germany	Discount	Food Discount	Sales	USD(mn)		8709.45	8927.28

Total of Rewe Group's Wholesale sales in Austria

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More information

from IGD

Methodology

retailanalysis.igd.com/data/help/methodology

Here you'll find definitions of

- Measures
- Formats
- Market share
- ...and more

AskIGD

Email us at

AskIGD@igd.com

...and let us know how we can help.

Reports

At retailanalysis.igd.com/data you'll find a wide variety of pre-built reports and data-driven content at these levels

- Retailer
- Country
- Region
- Global
- Channel

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