Competitive Basket Management

Competitive Basket Management allows you to create your user-defined category based on individual brands that you wish to analyze competitively. Unlike *Category Management* where you are forced to stick to SDM defined sub-categories, *Competitive Basket Management* allows you to define your custom categories as they are most meaningful to you.

To begin, click on the green '**+**' sign to the right of the screen. This will create an empty box for naming your custom competitive basket. From the DPMSS sub-categories drop-down (right under your new custom category), select the respective sub-segments (one at a time) from which you would like to pull your competitive brands. Identify and select all of the brands from the DPMSS category segments that you would like to include in your custom competitive basket, and move them over to the right in order to fill your basket. Once you have selected those brands and saved your custom category, you can begin running reports by navigating to the "**Reports**" tab and selecting "**Total Sales by Competitive Basket.**" You can then select your desired time period(s) and custom category and hit "**generate report**".

It's important to note that market share values when running reports based on your user-defined custom categories are not tied to the market shares of a brand within SDM's standard categories. The brand market shares you will see when running custom competitive basket reports are based only on the sum of the brands you've selected. For standard DPMSS category manufacture/brand market shares, you must run such reports from the "**Reports**" tab drop-down menu other options.

It is also important that you regularly check our published "Report Change' document to make sure there are no brand/manufacturer/category changes that may have an impact on your Competitive Baskets. Competitive baskets are created and maintained entirely by you, the data user. SDM is not responsible for keeping your basket definitions updated—this is your analysis tool. In addition to checking the Report Changes, you may also want to consider a regular review of your baskets to identify whether you need to add any new brands or remove old, less relevant brands, etc.

We hope these customization features will serve you well in fulfilling your data analysis needs.

Please contact SDM directly (201-635-9020) if you have any questions about using Competitive Basket Management.