



Geographic Market Data Tutorial

1.

Select a Time Period

Please note that multiple time periods can be selected to combine quarters and/or months

Parameters

Time Period

- 2012
 - 4th Quarter 2012
 - 3rd Quarter 2012
 - 2nd Quarter 2012
 - 1st Quarter 2012
- 2011
 - 4th Quarter 2011
 - 3rd Quarter 2011

Territory

Category

Manufacturer

Brand

[Clear All Parameter Selections](#)

Show map data for:

Include my Distributor-Specific Data

Do Not Include Distributor-Specific Data

View Market Share in:

Dollars

Units

2.

Select a Territory

Total US or any company-specific sales territory or region can be selected

The screenshot shows a 'Parameters' panel with several sections: 'Time Period', 'Territory', 'Category', 'Manufacturer', and 'Brand'. The 'Territory' section is expanded, showing a list of territories with checkboxes. The following territories are selected:

- Total US
- Atlanta Metro
- Atlanta-Sandy Springs-Gainesville, GA-A
- Boston-Worcester-Manchester, MA-RI-N
- Charlotte-Gastonia-Salisbury, NC-SC
- Chicago Metro
- Chicago-Naperville-Michigan City, IL-IN'

Below the 'Territory' section are sections for 'Category', 'Manufacturer', and 'Brand'. At the bottom right of the panel is a link that says 'Clear All Parameter Selections'. Below the panel, there is a section for 'Show map data for:' with a radio button selected for 'Include my Distributor-Specific Data'.

3.

Select a Category

Categories can be combined as with gloves and masks here

The screenshot shows a 'Parameters' panel with sections for 'Time Period', 'Territory', 'Category', 'Manufacturer', and 'Brand'. The 'Category' section is expanded, showing a tree view of categories with checkboxes. The following categories are selected:

- 12 Impression
- 13 Handpieces
- 14 Infection Control
 - 01 Sterilants/Disinfectants
 - 02 Barriers
 - 01 Gloves
 - 02 Masks
 - 03 Garments

Below the 'Category' section are sections for 'Manufacturer' and 'Brand'. At the bottom right of the panel is a link that says 'Clear All Parameter Selections'. Below the panel, there is a section for 'View Market Share in:' with radio buttons for 'Dollars' (selected) and 'Units'. At the bottom right is a button labeled 'Update Map'.

4.

View the Map

Choose dollars or units here and then click the Update Map button

Parameters

Time Period

Territory

Category

- 12 Impression
- 13 Handpieces
- 14 Infection Control
 - 01 Sterilants/Disinfectants
 - 02 Barriers
 - 01 Gloves
 - 02 Masks
 - 03 Garments

Manufacturer

Brand

Clear All Parameter Selections

View Market Share in:

Dollars

Units

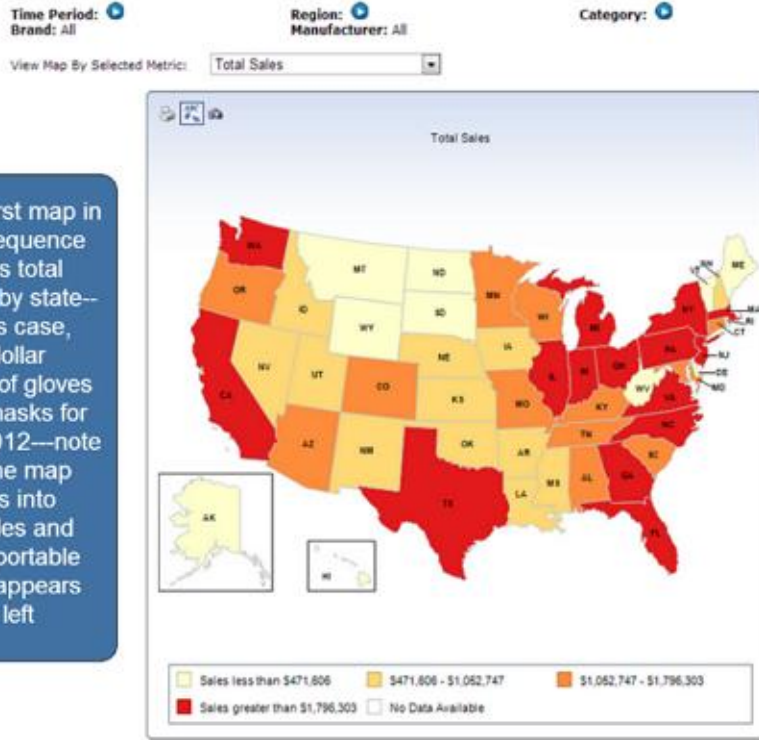
Update Map

5.

Map Data

State	Total Sales
AK	\$342,000.73
AL	\$1,343,879.78
AR	\$716,329.60
AZ	\$1,667,883.09
CA	\$8,379,891.73
CO	\$1,666,937.04
CT	\$1,200,367.33
DC	\$239,952.14
DE	\$258,777.06
FL	\$4,516,984.88
GA	\$2,573,940.78
HI	\$347,246.74
IA	\$985,785.33
ID	\$521,618.43
IL	\$3,508,660.35
IN	\$1,826,366.07
KS	\$908,839.72
KY	\$1,072,170.06
LA	\$1,021,296.68
MA	\$2,468,964.62
MD	\$1,726,890.59
ME	\$471,604.93
MI	\$2,994,157.06
MN	\$1,796,301.75
MO	\$1,535,082.94
MS	\$421,416.77
MT	\$233,497.78
NC	\$3,199,278.36
ND	\$203,337.78
NE	\$534,068.49
NH	\$564,179.12
NJ	\$2,249,202.63
NM	\$609,283.15
NV	\$630,469.08
NY	\$4,939,281.68
OH	\$3,142,876.02
OK	\$1,032,746.10
OR	\$1,488,462.51
PA	\$3,563,466.06
RI	\$324,770.86
SC	\$1,307,314.02
SD	\$271,015.90
TN	\$1,652,086.03
TX	\$4,071,187.63
UT	\$704,253.33
VA	\$2,539,047.49
VT	\$231,719.16
WA	\$2,672,269.99
WI	\$1,712,660.93
WV	\$412,386.40
WY	\$168,360.85

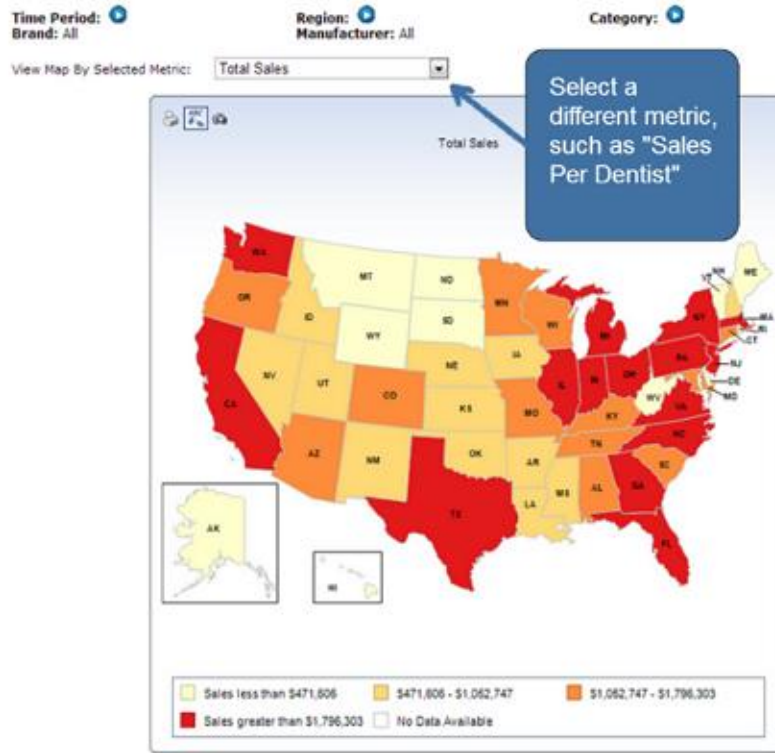
The first map in any sequence reveals total sales by state—in this case, total dollar sales of gloves and masks for 3Q 2012—note that the map divides into quartiles and an exportable table appears at the left



6.

Map Data

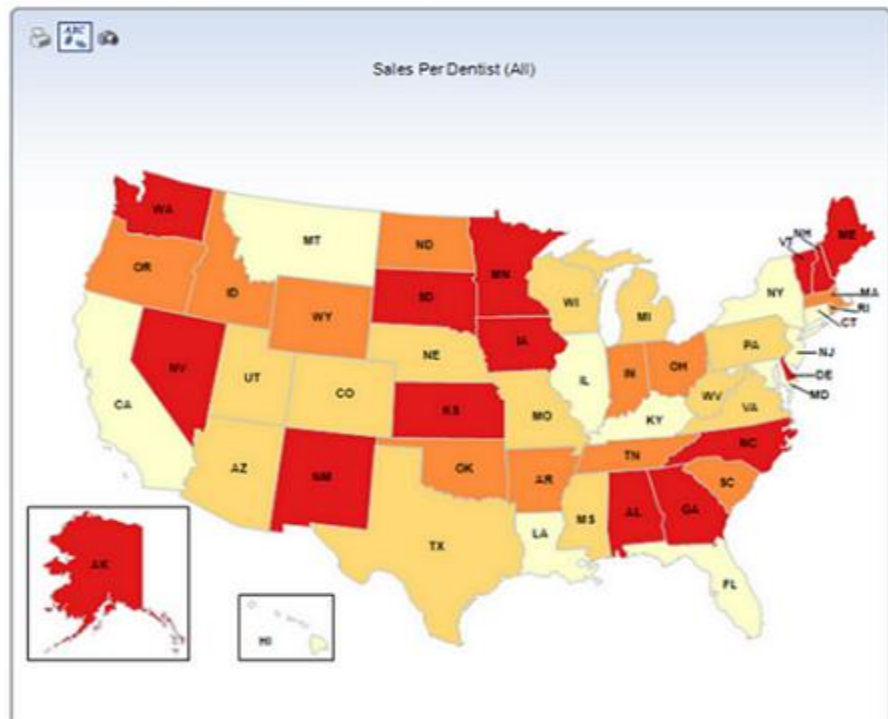
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7.

View Map By Selected Metric: Sales Per Dentist (All)

Note that on a sales per dentist basis, states like Maine, North Carolina, and Kansas achieve especially high sales of masks and gloves



8.

Time Period: Region:
Brand: All Manufacturer:
View Map By Selected Metric: **Market Share**

Market Share

To view market share by geographic region or state...
- Select the "Market Share" metric

Time Period

Territory

Category

Manufacturer

- PLASDENT CORPORATION
- PREVENTIVE CARE
- Private Label
- PRO ADVANTAGE
- REGENT MEDICAL
- RICHMOND DENTAL
- SEMPERMED
- SEPTODONT
- SHAMROCK DENTAL/SMC
- SUPERMAX

Brand

[Clear All Parameter Selections](#)

View Market Share in:

Dollars

Units

9.

Time Period: Region:
Brand: All Manufacturer:
View Map By Selected Metric: Market Share

Market Share

To view market share by geographic region or state...
- Select the "Market Share" metric
- Select a Manufacturer

Time Period

Territory

Category

Manufacturer

- PLASDENT CORPORATION
- PREVENTIVE CARE
- Private Label
- PRO ADVANTAGE
- REGENT MEDICAL
- RICHMOND DENTAL
- SEMPERMED
- SEPTODONT
- SHAMROCK DENTAL/SMC
- SUPERMAX

Brand

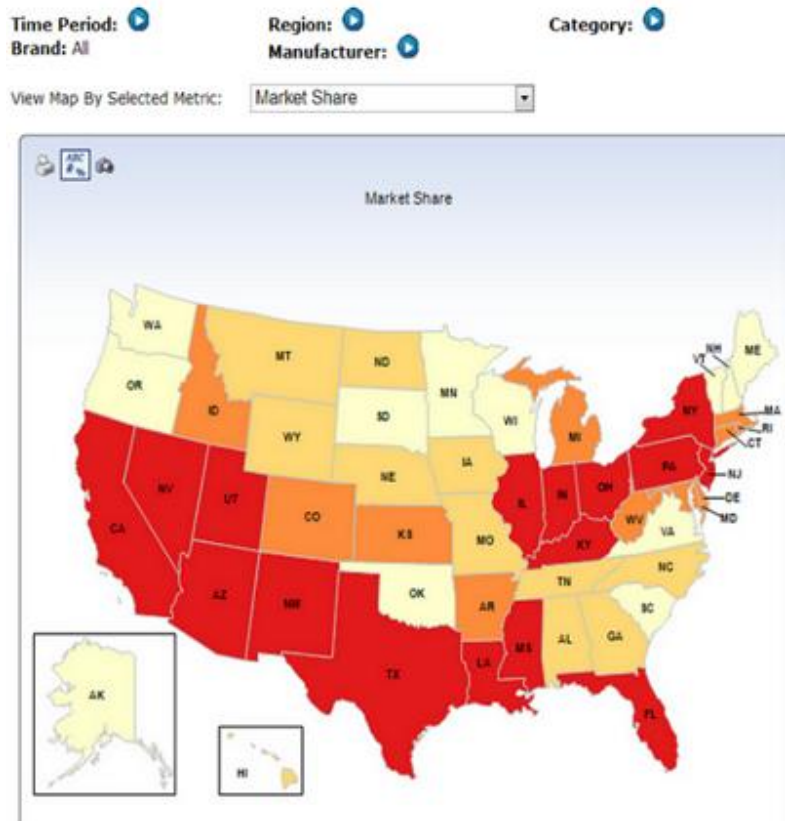
[Clear All Parameter Selections](#)

View Market Share in:

Dollars

Units

10.



Time Period

Territory

Category

Manufacturer

- PLASDENT CORPORATION

View Market Share in:

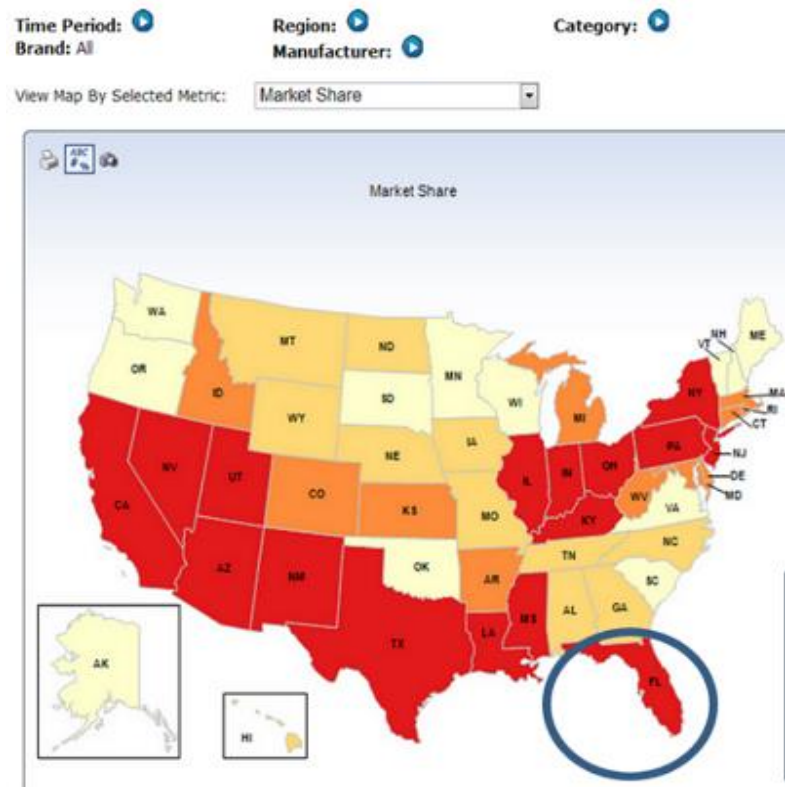
Dollars

Units

Map and table now show the Private Label share of Masks and Gloves for each state.

Note high shares in CA, AZ and low shares in WA, OR

11.



Time Period

Territory

Category

Manufacturer

- PLASDENT CORPORATION
- PREVENTIVE CARE
- Private Label
- PRO ADVANTAGE
- REGENT MEDICAL
- RICHMOND DENTAL
- SEMPERMED
- SEPTODONT
- SHAMROCK DENTAL/SMC
- SUPERMAX

Brand

View Market Share in:

Dollars

Click on Florida to view shares by three digit zipcode. This can also be done for company-specific sales territories.

12.

