



quantium

checkout

# It is critical for today's successful CPG businesses to leverage data and technology to truly understand their customers and adapt to win.

Up to now, retail analytics has largely focused on customer experience. Major opportunities exist to bring data to the heart of decision-making to foster a customer-centric business, making organizations more responsive to the people they serve.

Starting from the point of purchase and working back through the chain across all core decisions, data points can highlight many areas where value is left on the table.



## What is Q.Checkout?

Q.Checkout is a world class insights tool that allows you to understand your customers at an unparalleled level, by performing in-depth analysis of category, brand and product performance. The tool explores trends and develops insights to gain a competitive advantage through understanding customer behaviour.



## Benefits

- **Understand your category like never before**
  - Identify the key metrics that are driving category performance
  - Understand how category performance is shifting over time
  - Identify whether your category or brand performance is being driven by new customers, switching, or increased existing customer spend
- **Get to know your customer**
  - Understand your key customer segments
  - Create your own bespoke segments and monitor performance over time
  - Optimize the category product mix and identify opportunities for NPD
  - Enhance your media targeting capabilities
- **Optimise your assortment**
  - Identify your best and worst performing products within your assortment across a variety of performance metrics, including customer loyalty
  - Understand different customer needs, identify assortment gaps and layout opportunities
  - Measure the performance of recent product launches
- **Enhance your promotional strategy**
  - Understand how promotions drive category performance
  - Measure your promotional performance by customer type
  - Understand how promotions have performed across specific stores and seasons

## Q.Checkout features

- **Accessible from anywhere:** Our web-based platform can be accessed from anywhere, giving you customer insights at your desk or on-the-go
- **Insight ready:** Pre-defined reports to answer key business questions, that are intuitive and simple to use
- **Common language:** Eliminate ambiguity, and collaborate better with your suppliers. Q.Checkout can be a common source of truth of customer behaviour between retailer and supplier

## About Quantum

- **Quantum offers a 16 year track record** of innovation in data science. We combine the best of human and artificial intelligence to power possibilities for individuals, organizations and society
- We work with iconic brands in over 20 countries, partnering on their greatest challenges and **unlocking transformational opportunities** through data
- Understand product and market performance like never before. Q.Checkout gives you a **consistent view of your performance** across your business
- Full access to data for your product categories. **Robust and real time analytics**, driving decisions with confidence



For further information  
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