

MARKET SHARE METRICS 2

DESCRIPTION:

This module covers decomposition of market share, share of penetration, usage index, share of requirements, brand and category penetration, brand development index (BDI), and category development index (CDI).

Tutorial: 13 slides
Problem Sets: 4 problem sets; 23 questions
Average Time: 88 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Market Share Metrics 2 / Problem Set ID: 1044

All-over Shampoo is a leading brand in the company's western sales region. Of the **741,000** households in the region, **500,000** purchase the shampoo category. Among this group, **245,000** households purchased All-over shampoo. Households that bought All-over brand shampoo purchased **595,000** bottles of All-over. Those same households purchased **904,000** bottles of shampoo in total. The average consumption of households that bought any brand of shampoo was **2.9** 20oz bottles. However, All-over is targeted at heavy users.

What is the Unit Share of Requirements (%) for All-over shampoo?

  percent

PS1 **1** **2** **3** **4** **5** **6**

SUBMIT ANSWER

EXIT

Problem Sets **0** **4** **Total Questions** **0** **23**

