

How do I make better, faster decisions?

The need

Navigating through uncertain times requires decision-making based on fast intelligence, not guesswork. But businesses are being inundated with data/projections and need an easier way to access, analyse and act on the most relevant information.

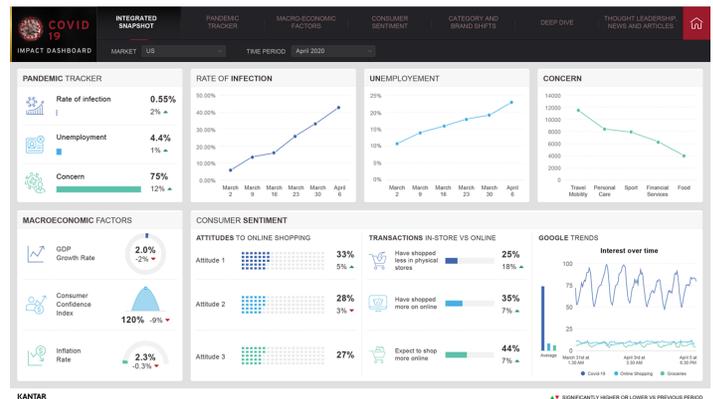
Businesses must prioritise the most relevant indicators and structure them in one place to help prioritize actions across investment, manufacturing, innovation, channels and communication.

Our approach

Kantar Analytics can bring together the right signals and metrics to track how the world is developing, including:

- **Pandemic & Governmental actions:** Including disease progression and forecasts;
- **Macroeconomic and Consumer sentiment:** Macroeconomic data from public sources integrated with Kantar human and cultural insights from survey, search, social etc;
- **Category and Brand shifts:** Sales data, category forecasts and brand trackers to provide deep insights into how consumer attitudes, behaviours and expectations are evolving; and
- **Thought leadership:** Curated news articles and Kantar thought leadership.

The dashboard solution has a ready to deploy standard version which is based on publicly available data sources. Additional builds will be possible based on specific business requirements.



Benefit for your business

- Presents key business information and Covid-19 related metrics in a structured framework that is easy to consume and enables decision making
- Updates metrics and data sets at regular intervals
- Quickly deploys a standard version with ability to customise
- Can include Kantar data sources such as Worldpanel, Covid-19 Barometer and search/social insights
- Supports integration of relevant first party or syndicated data

Our approach remains fully flexible and agile – balancing completeness and good design with a strong emphasis upon speed.