



Market Expert

exploring market potential

Demand-driven platform for product analysis & assortment planning
for automotive aftermarket parts



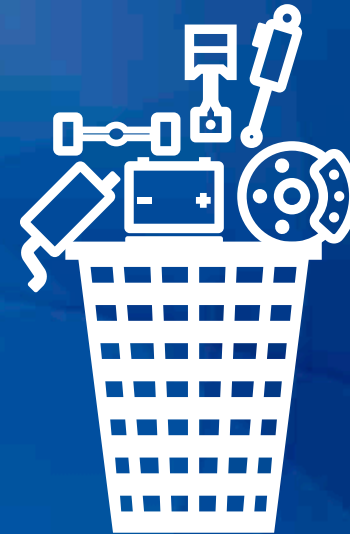
Risks of a non-optimal assortment planning management:

Fast-moving products are **not available**



Potential lost sales

Products with **very low demand** are added into the warehouse

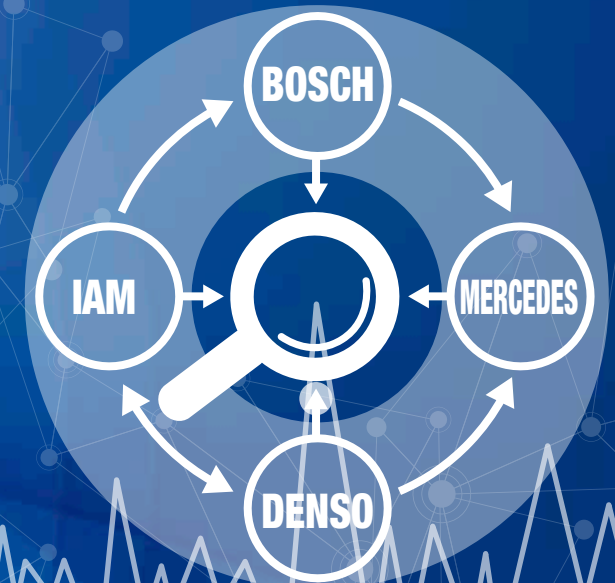


Potential obsoletes

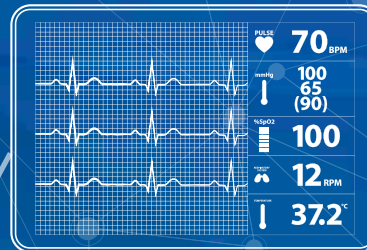


How can companies improve the assortment planning management?

Currently, 94% of B2B buyers and 14% of B2C, search for information online at some point in the buying process through e-catalogs, thus generating demand data which can be analyzed.



Electronic catalogs



Real-time demand data gathering

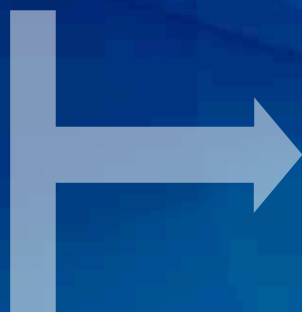
Grouped demand analysis

Market Expert intelligently **combines** demand data with the most complete information on automotive parts, to help you tailor an **optimal product range**.

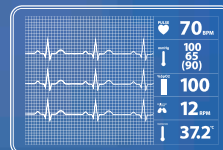
Main features



Market demand



My product range



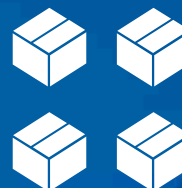
Real-time demand visualization and analysis (*).



Detailed analysis of demand, providers and B2C web prices for any product.



Coverage analysis of a product range based on market demand.



Most demanded products not found on a product range.

Benefits

Companies that use Market Expert presents the following improvements:



Demand coverage



Obsolete stock




Market overview and understanding

A3074
 Technical specifications: voltage: 12, Amperes: 150
 OI/OEM: TG15C022 Define OI/OEM

Applications: [GMA76] [PMS100] [TMR...]

Status: I base this unit on my range

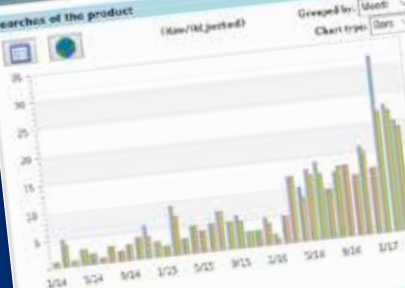
Notes:



Demanded Online info B2C info

Searches of the product (Raw/Filtered)

Grouped by: Most
 Chart type: Bars



Demand distribution


The most searched reference numbers linked to the product

Supplier name	Ref. number	2014	2015	2016	2017
PSA	0246478282	10.0%	22.0%	12.3%	12.8%
BOSCH	0 986 047 300	12.4%	10.4%	11.3%	7.7%
PSA	5705AL	9.5%	8.3%	13.8%	2.7%
VALEO	TG15C022	8.1%	11.1%	12.9%	5.1%
LUCAAS	LRAC2228	7.6%	5.6%	18.8%	20.2%
HC-PARTS / MELLA	CA167418	6.7%	6.0%	7.7%	12.8%
BOSCH	0 124 525 034	4.8%	6.9%	6.2%	0.0%
VALEO	2542794A	3.3%	2.1%	0.2%	0.0%
PSA	5705EW	2.9%	3.8%	1.5%	7.7%
VALEO	433472	12.8%	11.5%	15.4%	7.7%
OTHERS					

Market demand analysis of the product

Demanded from:	01-2014
Demand to:	03-2017
Article 2014 Rank:	181 (0.218 %) [A]
Article 2015 Rank:	144 (0.224 %) [A]
Article 2016 Rank:	181 (0.248 %) [A]
Article 112M Rank:	66 (0.189 %) [A]

Demand tendency



Market Expert

Dashboard Product search Product rankings

Reference numbers Returns mapped on the system Returns with an OE/OEM defined

2583 2444 1508

Analyzed searches (Raw/Filtered)



Total: 170K Avg/Heath: 0524

Demand coverage



Covered: 85.04% Cards used: 3518
 Not covered: 14.96% Cards needed: 3300

Most searched: 51096 7

Best tendency: A3074 TG15C022

Worst tendency: 0 124 425 006

Best now: 92191 0 001 169 208

Top lost sale: [100+] AF11190 37200-4X002



Simulate e-catalog search

E-catalog last search activity

Time	Date	Search	User	IP
9:07:00	05/01/2018	06RA130	USR001	165.44.31.1
9:08:50	05/01/2018	5114850	USR002	33.20.501.23
9:10:30	05/01/2018	0001109057	USR001	165.44.31.1
9:10:58	05/01/2018	0001109057	USR001	165.44.31.1

Initial time: 9:00:00 05/01/2018
 NP of searches: 3
 NP of searches x hour: 18


Time	Date	Search	User	IP
9:10:58	05/01/2018	0001109057	USR001	165.44.31.1

Country: Spain City: Unknown

Identified product(s) found: Starter motor BOSCH

Related product(s) found: SO215 0 001 109 057

Product type: Starter motor
 Technical specifications: Voltage: 12, kW: 1.8, Rotations: --->
 Applications: [DMV-7 Sens (2001-)]



Product 112M Rank: 286 (0.074 %)

BEST TENDENCY

PRODUCT COVERED

+ customer service level



Exploring market potential!

+ profitability

+ sales





FACTORY DATA

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