FACTORY DATA

Market Expert

exploring market potential

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

Do you have the range of products most demanded by the market?

Risks of a non-optimal assortment planning management:

Fast-moving products are **not available**

Potential lost sales

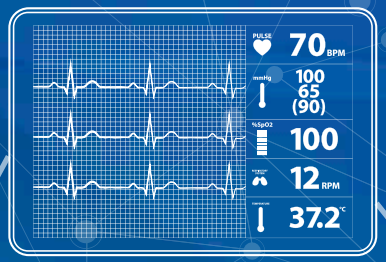
Products with **very low demand** are added into the warehouse

Potential obsoletes

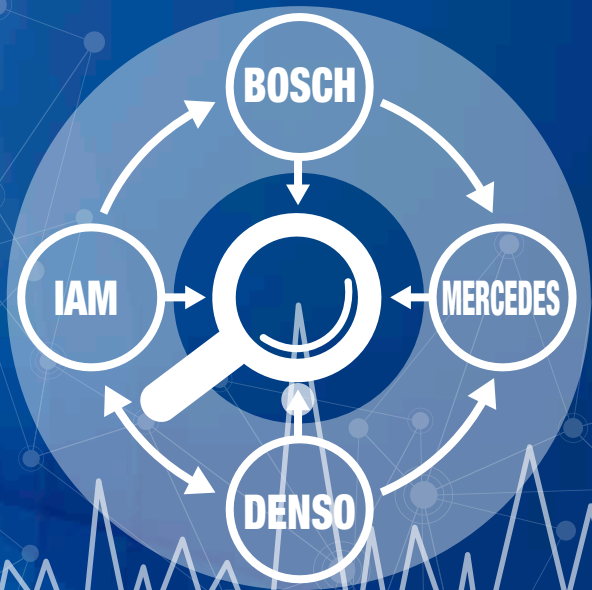
How can companies improve the assortment planning management?

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

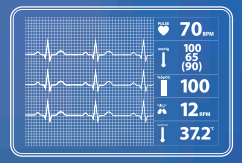
Market Expert intelligently **combines** demand data with the most complete information on automotive parts, to help you tailor an **optimal product range**.

marketexpert

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

Screenshots examples

+ customer service level

Exploring market potential!

+ sales

+ profitability

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