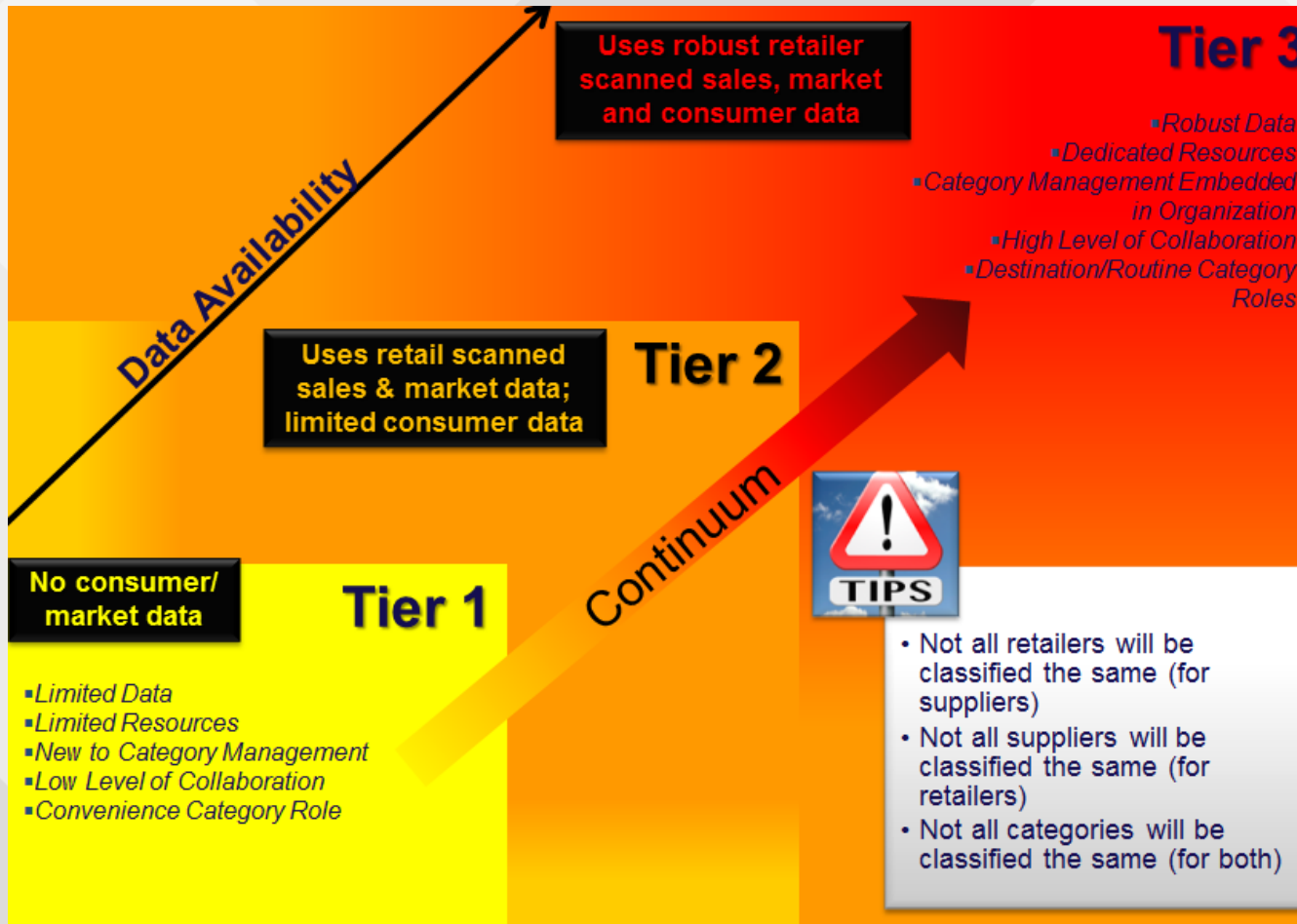# Category Management / Analytics Can Be Done On Limited Data!

(we can teach you how - check out our Category Management on Limited Data Accredited Course)

The category management continuum is important to consider in a limited data environment.

Data Availability

Uses robust retailer scanned sales, market and consumer data

Tier 3

- Robust Data
- Dedicated Resources
- Category Management Embedded in Organization
- High Level of Collaboration
- Destination/Routine Category Roles

Uses retail scanned sales & market data; limited consumer data

Tier 2

Continuum

No consumer/market data

Tier 1

- Limited Data
- Limited Resources
- New to Category Management
- Low Level of Collaboration
- Convenience Category Role

TIPS

- Not all retailers will be classified the same (for suppliers)
- Not all suppliers will be classified the same (for retailers)
- Not all categories will be classified the same (for both)

Tier 1 is the most basic solution, and is suitable when there is limited data, skills, resources, and/or catman experience; low levels of retailer-supplier collaboration; or low priority of the category. There is a heavy reliance on ad-hoc research and on retailer POS data (with limited market information). But you can "do" category management!

Tier 2 is the intermediate solution, which builds upon the Tier 1 solution with more fact-based analysis using a combination of market level, household panel and retailer data.

Tier 3 is the most advanced level of Catman, with access to a robust data set, dedicated resources and a high level of collaboration.

Data is a key enabler of Catman. Limited data allows you to complete Tier 1 category management, but you can't move to higher level tiers without a higher level of data, as it is a key success factor for Tier 2 and 3 Category Management.