

THE RELATIONSHIP BETWEEN MARKET SHARE AND PREFERENCE

THE CLIENT CHALLENGE

Our client, a global leader in B2B and B2C electronics, wanted to better understand the relationship between their market share and the preference results in their brand survey.

THE GEMSEEK APPROACH

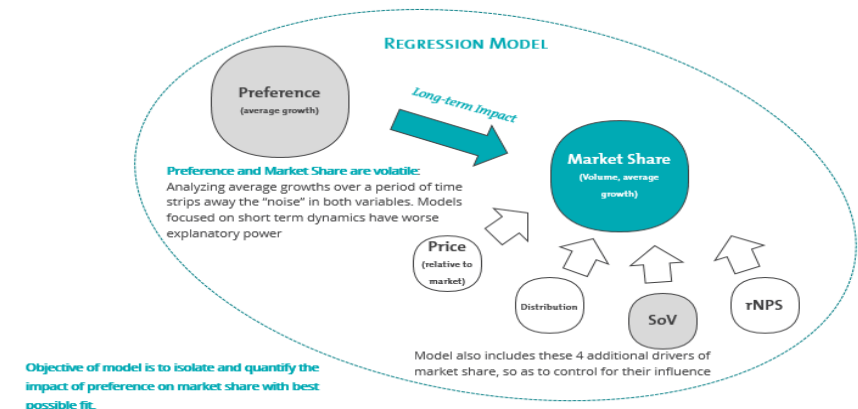
We aggregated all data sources, including brand tracking data and market share data into a single database. Our modelling was split into two main components:

- **Preference to market share** - how large is the impact of brand preference considering other variables, which drive market share
- **Drivers of brand preference** - which are the drivers of brand preference and how can the client leverage them

Our aim was to isolate and quantify the impact of brand preference on market share with the best possible fit. We tested multiple models using a variety of metrics including Awareness, Distribution, Brand Image, Usage, Advertising, Promotion, Share of Voice, Price and others. We chose a combination of modeling techniques (Conditional Random Forest, Conditional Decision Tree Modeling and Supplementary Linear Regressions) to identify the relevant variables and the relationships between them.

THE DELIVERABLES

Our final model presented to the client included not only the variables that drive the relationship between market share and preference but also recommendations on how to improve on those metrics in order to drive sustainable long-term growth.



6 STEP APPROACH TO APPROACH COMPLEX MULTILAYERED RELATIONSHIP BETWEEN PREFERENCE AND ITS DRIVERS

