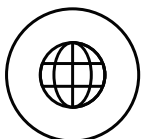# dunnhumby Shop

Put the Customer at the centre of every decision

dunnhumby Shop empowers you to make confident, data-led decisions that improves the Customer experience and grows sales. A web-based business tool for easy, self-serve access to a vast range of Customer insights relevant to both retailers and brand owners.

For retailer category and buying teams and for brand owners

COVERAGE
Customer and sales data

REPORTS
Simple, efficient, relevant

CONSULTANCY
Support when needed

dunnhumby

How dunnhumby Shop helps you

Powered by best-in-class science and granular data from nearly one billion shoppers across the globe, Shop provides on-demand answers to your business questions, ensuring you always have the insight you need to offer the products, prices and media that your Customers want.

Retailers

Retailers use dunnhumby Shop to understand their Customers' behaviour and category trends to drive loyalty and growth strategy.

Brand owners

Brand owners have access to the same platform to optimise their products, their innovation strategy and all aspects of category management.

What are the benefits?

- Retailers have key category insights at their fingertips, with a suite of reports available to monitor and act upon performance trends at all levels of the hierarchy.

  - SKU level detail enables granular, flexible analysis

  - Opportunities can be actioned with speed and precision

- Brand owners have access to the relevant data and insights for their categories and products.

- Retailers and brand owners have a shared view, leading to effective collaboration and decision-making.

Together, this provides the framework for a transformative working relationship for the direct benefit of your mutual Customers. We always put the Customer First in your decision-making.

How effective is it?

I am a dunnhumby dunnhumby Shop convert with the ability to trend and see clear drivers behind performance by being able to click on info you want to learn more about. Some of the more challenging questions on my category review I've been able to break down really simply.
Commercial Manager
TESCO

Consultancy support from a dedicated team who understand my business agenda as well as the retail category perspective, makes dunnhumby Shop a quality insight tool as opposed to just another data source.
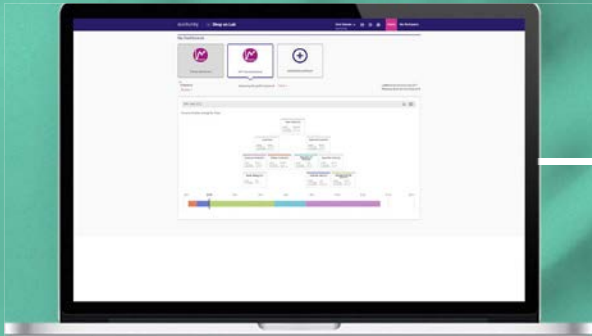**Global Customer Marketing Manager**
Reckitt Benckiser

Suppliers who use Customer insight from dunnhumby Shop in addition to market data in their presentations are way more credible than the ones that don't.
Category Manager H&B
COOP Norge
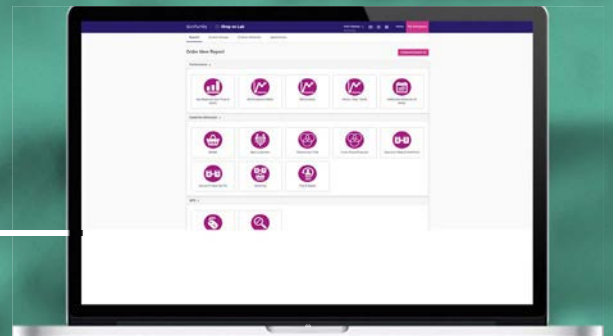
How it works

1

Dashboard

dunnhumby Shop features a customisable and dynamic home page that reflects the responsibilities of the user.

Once configured, this dashboard updates automatically and delivers data right on your homepage.
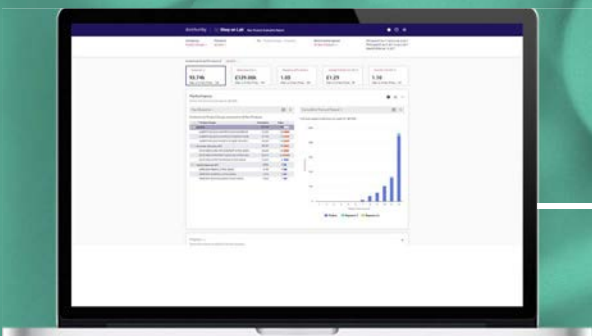
2

Run a new report

You choose from a series of report options configured to your requirements.

3

View your report

Get all your insights in one place using relevant visualisation formats, giving access to more granular data and in-depth analysis.

dunnhumby

THE WORLD'S FIRST
CUSTOMER DATA SCIENCE PLATFORM

THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Connect with us to start the conversation
dunnhumby.com