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The benefits of dunnhumby Category Management. With smarter Category Management you can: Understand what matters most to Customers; Improve decision making across assortment, merchandising, private label and Price & Promotion; Optimise category investment to drive efficient growth; Boost category performance and grow sales
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Coop Norge is the country's leading consumer co-operative retail business within grocery, general merchandise and DIY, established in 1906 and now with more than 1,200 stores. Parallel to the growth of their customer base are the growing expectations for seamless, relevant and personalised customer experiences.

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Retail is a highly competitive environment and it attracts highly competitive individuals. Unsurprisingly, we would all like to be the best at everything - but we can't afford to be. We have to make choices. As Marcel Corstjens of INSEAD says... "The problem is that most retailers are afraid of being bad at anything and try to hide it if they are. ... You cannot have the best promotions ...

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RE-INVENTING CATEGORY MANAGEMENT

Coop Norge Case Study - dunnhumby Category Management - Dunnhumby

This first-to-market solution combines dunnhumby's unique customer data science analytics with JDA's leading category

management capabilities for a first-of-its-kind offering that will enable retailers to increase customer loyalty, return on inventory and space, and deliver a superior customer experience.

To address the increasingly customer-centric environment, JDA Software Group, Inc. is partnering with dunnhumby, a consumer science company, to combine deep customer insights with actionable merchandising strategies and decisions. This partnership combines consumer insights via dunnhumby with JDA's space and category execution solutions to deliver a one-stop insight and execution capability.

Category Management is the process of managing retail business that merchandise category outputs rather than the contribution of individual brands or models. Under category management retailer's efforts (promotional, pricing and display) are grouped into categories with the objectives of measuring their financial and marketing performance separately.

Client Director - Category Management & General Merchandise, Tesco UK dunnhumby. Feb 2020 - Present 9 months. Capability Director - Category Management, UK&I

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dunnhumby - Whole Foods Market Selects dunnhumby to Help ...

An end-to-end toolkit supported by dunnhumby Consultancy that helps you build and execute powerful category plans across the broadest range of marketing levers, including assortment, price, promotions, innovation, and own-label. Our approach supports each stage in the category management process. Together we will select the strategic and CHICAGO, IL: February 8, 2017 - dunnhumby, a leading global customer science com-

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