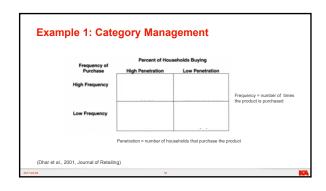
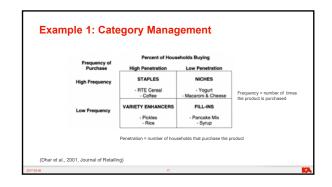
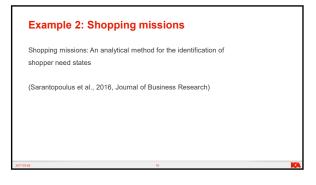


## Example 1: Category Management Penetration = number of households that purchase the product Frequency = number of times the product is purchased (Dhar et al., 2001, Journal of Retailing)

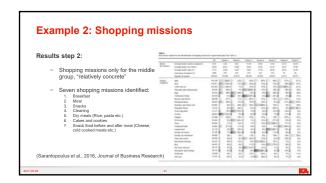














Limitations with this data

- Consumers do not always use their toyalty card when they shop. Cannot track all their purchases
- Cannot track consumers purchases outside the company
- Not allowed to save data for more than 2 years. Cannot follow
- The consumers one type great the period data
- Do not have information about all individuals in the household. Can only track the behavior of the individuals individuals value and using a loyalty card
- Do not have information about all products that are sold in our stores.
- Cannot identify all products that consumers buy
- Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fruit and Vegetables. Meat. Eleval de 1,01 for charge 3 13-digit beroote (Fr

