

# Sector Intelligence

Track consumer spending, transactions, and basket size for over 135 sectors, industries, and sub-industries at a macro-level, refreshed daily, available on a quarterly, monthly, and weekly year-over-year basis



## MONITOR

Sector Trends on a 6-Day Lag Updated Daily



## MEASURE

Impact by Industry and Catch Inflection Points



## COMPARE

Performance by Quarter, Month, Week and Day

### HIGH LEVEL INSIGHT

What are quarter-to-date sector trends and how does that compare to the prior year?

Get sales, transaction and basket size summaries on a quarterly, monthly and weekly YoY basis.

SALES_INDEX_YoY	12/19	09/19	06/19
Gas/ Convenience	-4.93%	-7.51%	-3.84%
Grocery	-0.97%	-1.88%	-3.24%
Health	-12.66%	-10.03%	-11.60%
Pharmacy	-4.75%	-6.41%	-5.46%

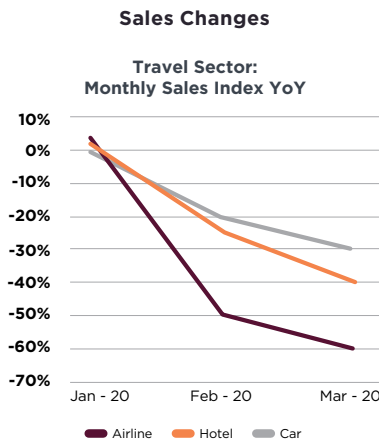
SALES_INDEX_YoY	03/19	12/18	09/18
Gas/ Convenience	-4.98%	3.29%	11.93%
Grocery	-4.92%	-2.75%	-2.35%
Health	-8.49%	-5.82%	-6.40%
Pharmacy	-7.06%	-8.18%	-8.45%

Retail\_General Merchandise & Grocery\_

### ANALYZE FLUCTUATIONS IN CONSUMER SPEND

How do I examine the industries I care about most?

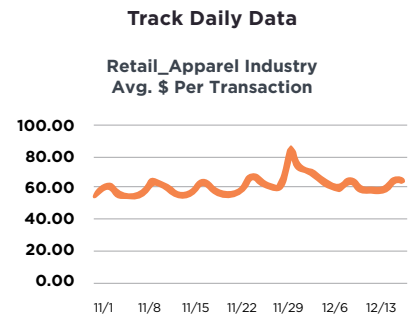
Track changes in consumer spending habits with capability to drill down to selected industries for detailed analysis.



### DEEP DIVE INTO INDUSTRY DATA

How do I get the most detailed information on a given industry?

Get daily granularity of data for enhanced analysis and the ability to determine composition for each industry to know which companies are included.



Reports Available: Sales Index, Transactions, and Average Transaction Values on a Daily Basis

## HIGHLIGHTS

**MILLIONS**

**OF US CONSUMERS' CREDIT &  
DEBIT CARD TRANSACTIONS**

**3000<sup>+</sup>**

**BRANDS & MERCHANTS  
INCLUDED**

**135**

**PROPRIETARY SECTORS**

The Sector product enables users to see inflection points across many and/or within one sector as consumer behavior changes.

## USE CASES

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### MONITOR MACRO TRENDS

High level sector data to monitor the macro environment.

### IDENTIFY INFLECTIONS POINTS

Identify industries that are gaining strength or start to weaken.  
See inflections on a near-real time basis.

### ANALYZE SELECTED INDUSTRIES

Daily data available to determine performance on a granular basis for sales, transactions and basket size.

1010data's Market Intelligence reports empower retailers and manufacturers to anticipate and respond to changing consumer preferences with granular-level insights on purchasing behavior, both in-store and online.

We monitor the spending patterns of tens of millions of U.S. consumers dating back to 2011, which enables our clients to longitudinally understand trends and changes over time that result in quality decision-making to maximize returns.

**1010DATA**

For more than 20 years, 1010data has helped financial, retail and consumer goods customers monitor shifts in consumer demand and market conditions and rapidly respond with highly-targeted strategies. The 1010data Insights Platform combines market intelligence, data management, granular enterprise analytics, and collaboration capabilities to empower better business outcomes. More than 900 of the world's foremost companies partner with 1010data to power smarter decisions. To learn more, visit [1010data.com](https://1010data.com).