

## Product Sheet: Kaiasm Demand Radar

Nowcasting the current lockdown and the eventual recovery.

*Kaiasm tracks the needs for goods and services that people express on search engines, and groups the millions of ways those needs are expressed into hundreds of thousands of discrete interrelated categories, subcategories and product types that people are asking for. If you understand everything people need, **you change things**. Kaiasm has created **the single best source of data about demand for goods and services in the world**. Ten years in the building. Proven with major retailers and public sector bodies. Now available to all.*

Our **Demand Radar** pinpoints, week by week, the most powerful explanatory causes of change in demand for these customer needs. It undertakes a component analysis of every one of those hundreds of thousands of objects of demand, identifying families of aggregated positive and negative change. And then it tells you what just happened in demand, last month, last week, yesterday, in a way that is easy to understand.

A Demand Radar tells you whether a shift in demand at the end of March is best explained by a general aggregation of small shifts across all of kitchen appliances, or better explained by a sudden spike in expressed need for 'small chest freezers' and all its subtypes (it was). It tells you that over the last 4 weeks demand for compost bins was responsible for 10% of all growth in 'kitchens' demand (it was). And that lets you track, anticipate, inventory, merchandise and promote key product areas as the green shoots of recovery appear.

A **Whole Market Demand Radar** would include all analysed customer goals, within the 20,000 routinely tracked by Kaiasm, that are relevant to a category of interest.

A **Retailer-specific Demand Radar**, such as the example over the page focused on Homebase, compares the market demand with the subset of customer needs supportable by the retailer's ranged products (or, if the retailer under study is the client, their planned range) and any other areas of strategic interest.

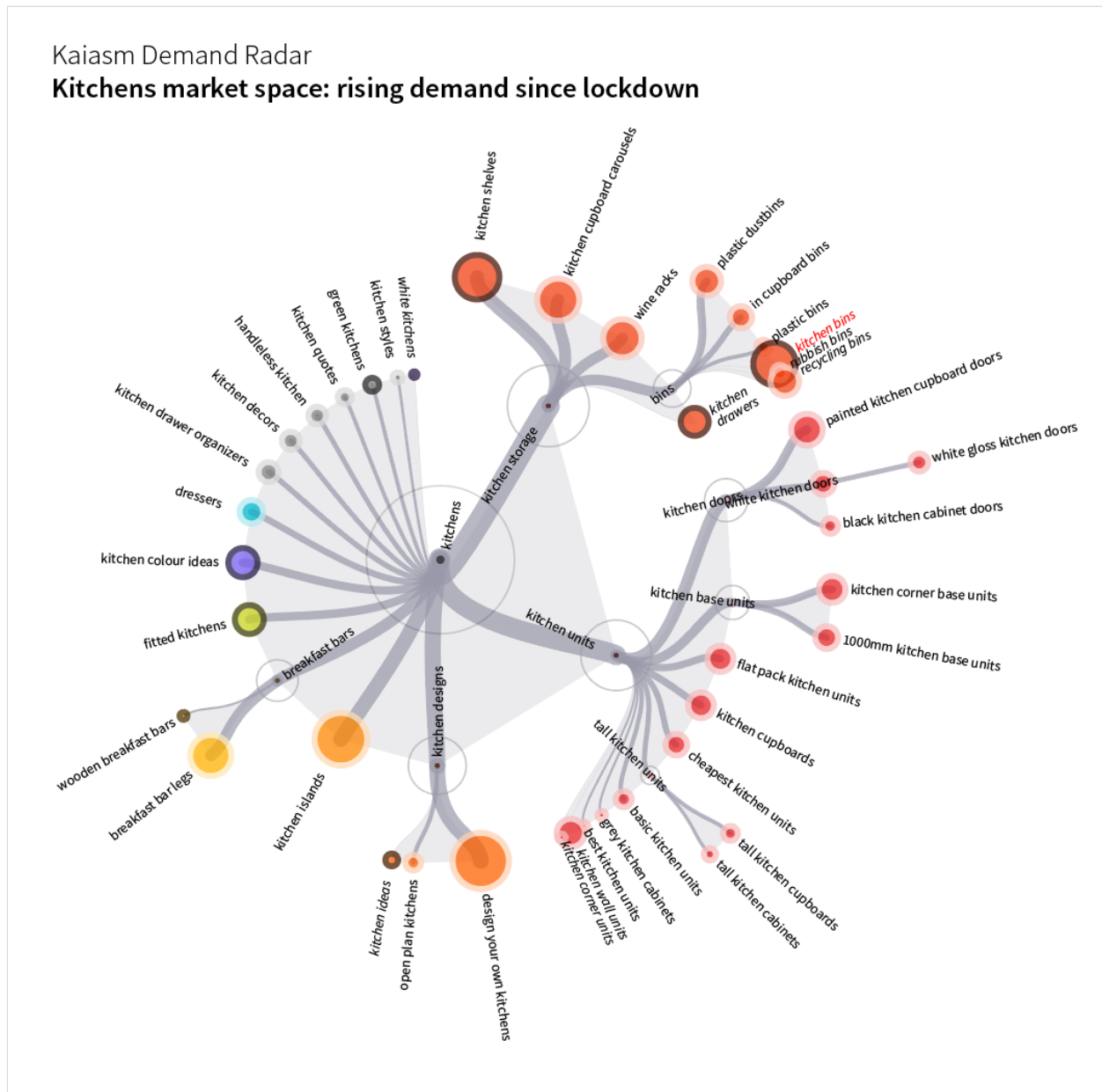
It combines elegantly with the [Kaiasm Market Leaderboard](#) to show which market competitors are benefiting from recent shifts in demand.

Kaiasm tracks the following markets: *homewares, furniture, lighting and heating, kitchen and bathroom, appliances, painting and decorating, tools and building maintenance, outdoor and garden*. Kaiasm is actively developing equivalent market insight into the following main categories: *pets, mother and baby, clothing, cosmetics and toiletries*.

See over the page for an example of the Demand Radar in action.

## Example: a Retailer-Specific Demand Radar

This is a Kaiasm Demand Radar for the Kitchen market (you could do this for any market), overlaid with category data from homebase. Here we can see that over the four weeks since lockdown in the UK, demand is up for kitchen storage (specifically shelves, carousels and wine racks) and kitchen bins. Demand is also up from people looking to design their own kitchens, and extend their useful space inexpensively via kitchen islands. Dark outlines on the circles show those areas that Homebase is supporting (this can be done for any retailer). A simple click into each will show the main market leaders benefiting from the increase in demand.



### Other uses

Note that the Kaiasm methodology - identifying the simplest way to explain change in a complex hierarchical system, can be used in many other contexts. We have other visualisations to understand and act on

- All change in a large system
- All changes in rate of flow (physical or informational) through a large system
- All opportunity for change in a large system, sized by value

Please contact us for more details.