



What is it?

NielsenIQ Shelf Architect is NielsenIQ's new cloud-based application that offers a single solution for your complete assortment and space needs by combining three category management actions: category structures, assortment and space planning.

How it works?

NielsenIQ's best-in-class models quantify the incremental value of products to a category, and predict sales performance at both the product and category level. The simple user interface integrates assortment recommendations into automatically generated planograms.

NielsenIQ Shelf Architect

Realize category growth

One end-to-end assortment and merchandising solution

Key benefits

- Identify opportunities for expansion and contraction
- Increase efficiencies with a simplified process
- Encourage strategic relationships with retailer partners



Assortment recommendations are only theoretical until they are merchandised in planograms. Separating these activities can lead to unrealized performance opportunity.



For more information about NielsenIQ Shelf Architect, contact your NielsenIQ representative.