

Mastering tactical business decision making with GfK's weekly data



How Lenovo uses Weekly POS data to adjust forecasts and promotions rapidly, and maximize crucial sales periods



With its products sold in more than 180 markets, Lenovo is one of the world's largest personal computer (PC) vendors.

The challenge

The company operates in a fluid, fast-moving and highly competitive marketplace. The PC market is increasingly driven by promotions, product launches and seasonal sales activities. As product life cycles shorten, consumer behavior is becoming increasingly volatile and unpredictable, making campaign planning ever-more challenging.

The approach

Lenovo's UK Consumer PC team rely on GfK's Weekly Point of Sales Tracking data to evaluate their campaign performance, evaluate and guide launches, and maximize seasonal sales activities. Lenovo not only has access to their own sell-out data, but for their competitors too, across all channels, right down to SKU level.

The outcome

Andrew Line, Head of Consumer VP & Visuals 4P, Lenovo, explains how Lenovo has come to rely upon the Weekly POS data:

"GfK's weekly data helps us to make key business decisions with full confidence and agility. With weekly data, we are better informed to adjust forecasts and promotions rapidly and to plan for crucial sales periods. It allows us to act based on what feels like live data, capturing the core of our fluid and fast-moving market. Overall, weekly data gives us increased visibility to plan our business."