

PDI Data Services

Refocus your lens with novel insights into a once opaque market

You know you need data to drive your business forward, but how do you make the most of your budget? The answer is to focus on data that will create the most transparency in your market.

PDI is the only data provider with a rich store of transaction, fuel pricing, and first-party data specific to the convenience retail market.

Evaluate brand performance and competitive dynamics specific to CPG manufacturers, track key product trends and market share shifts to identify growth opportunities and risks, and assess broad industry trends and market conditions to contextualize sector-wide performance and investment potential.



Site and Shopper Attributes



Sales Performance in Detail

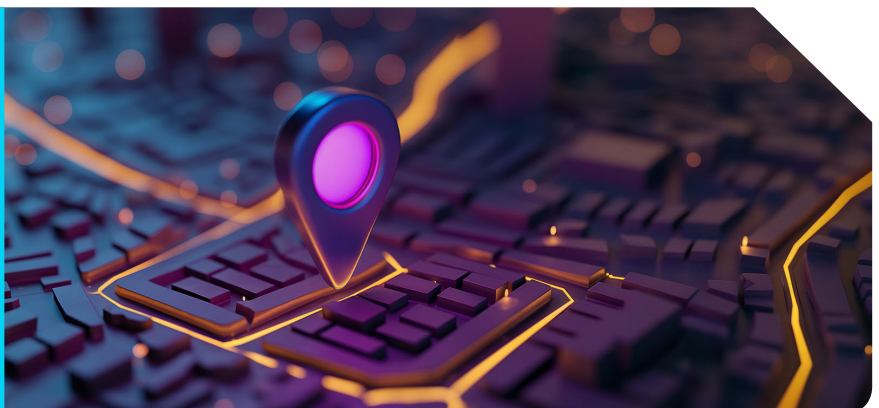


First-Party Data Insights



Marketing Optimization

100,000+ locations
25+ million shoppers
Decades of insight





The convenience retail channel accounts for 16% of all CPG sales in the U.S.

- NielsenIQ

Strengthen your position with granular insights into all facets of the convenience retail industry

Base your strategy on market-specific insights: analyze top-selling and emerging product categories across locations and demographics

Market more effectively: analyze purchases to determine sales affinities for targeted promotions and bundling strategies.

Enhance your competitive advantage: strengthen your position with granular insights into all facets of the convenience retail industry to drive pricing, promotions, and product offerings

Improve operational efficiency: track product movement to optimize ordering and reduce shrinkage and optimize employee scheduling based on historical sales data and expected customer traffic patterns

Reduce costs: minimize stockout and overstock situations, leading to optimized inventory costs and improved sales.

Innovate: drive product innovation with granular insights into SKU level data to understand the latest trends in new product offerings.