



Consumer intelligence, made simple.

Learn what people need, choose, and buy - so your next decision is a little clearer.

1 Start with a question.

A shopper buys less cereal. Was it the price, a new habit, or an empty shelf? A receipt tells you what was bought. People and other clues can help explain why.

2 Know which view you need.

Consumer intelligence looks at the wider market, including people who do not buy from you. **Customer intelligence** looks at people who already buy from you.

3 Try a small example.

Imagine a \$100 grocery budget. If \$20 goes to one store, that store gets 20% of your grocery spending. This is called **share of wallet**. It is different from the store's part of the whole market.

The \$100 budget is a made-up teaching example, not a survey finding. A group average does not describe every family.



Three words worth knowing

1 **Basket analysis**

Finding items that people often buy together. Example: bread and peanut butter in the same basket.

2 **Forecast**

An estimate of what may happen next. Example: a shop plans for more umbrella sales when rain is expected. A forecast can be wrong.

3 **API**

A way for one computer program to ask another for information. Example: an app asks for this site's learning topics.

Before you trust a number, ask:

Who made it? What does it measure? Which place and year does it cover? Who might be missing? What can it **not** tell us?

Your next step

Pick one question. Find the right clues. Try a small change. Check what happened. Keep people involved, even when AI helps.

Read the original research brief, download the 12-term glossary, or send a data request at **nationalconsumerintelligence.com/data**.

Based on the core learning ideas in From Data to Consumer Foresight, by Christopher C. Herring for Consumer Magazine (October 18, 2026). Educational resource. No consumer observation dataset is included. Questions: Chris@Consumer.info.