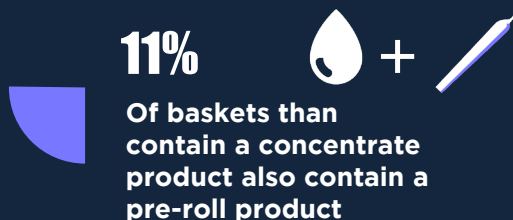


# MANAGE YOUR ASSORTMENT

## With BDSA's Basket Analytics

Understanding category dynamics is key to managing your assortment across categories.

For example, in Colorado...



# 32%

Of baskets in Colorado in Q4 2020 contained a concentrate product

If you are a retailer...

- Identify the right assortment and have the right products on hand.
- Maximize cross-category promotion and shelving opportunity

If you are a manufacturer...

- Identify white space and innovation opportunities for expansion
- Develop strategies for cross-promotion and partnership equity/awareness-building