

Bright Insights for eCommerce

Actionable market intelligence for global brands, retailers, analysts, and investors.

Insights for every part of an eCommerce business

Answer mission-critical questions at the brand, category & unit, **powered by AI**, specially designed for retail.

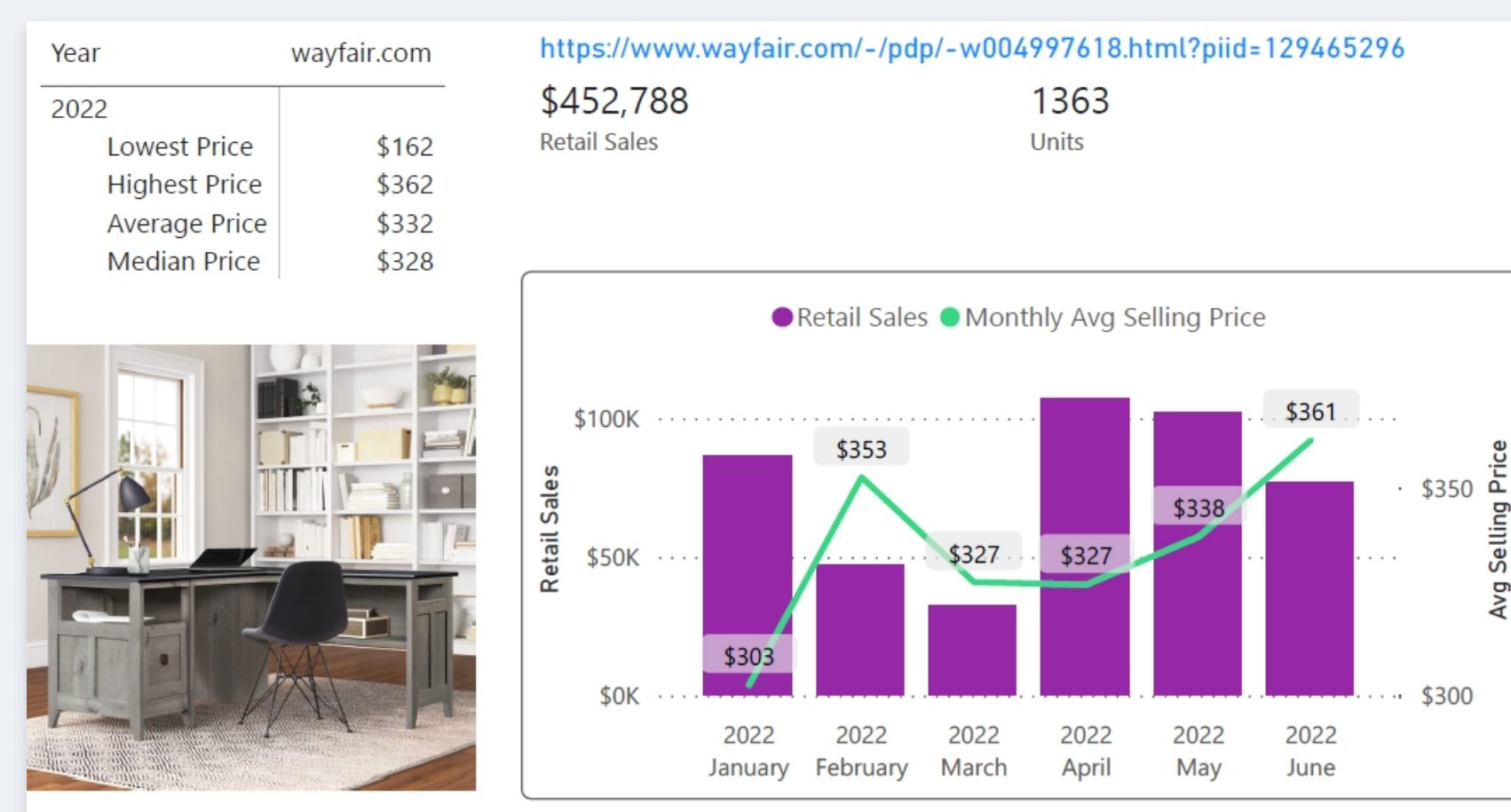
Compare your sales and market share with your competitors

Identify your category share and growth opportunities



Tighten your assortment & increase your product margin

Measure your pricing against product category benchmarks to determine when to update pricing and whether to discontinue an item



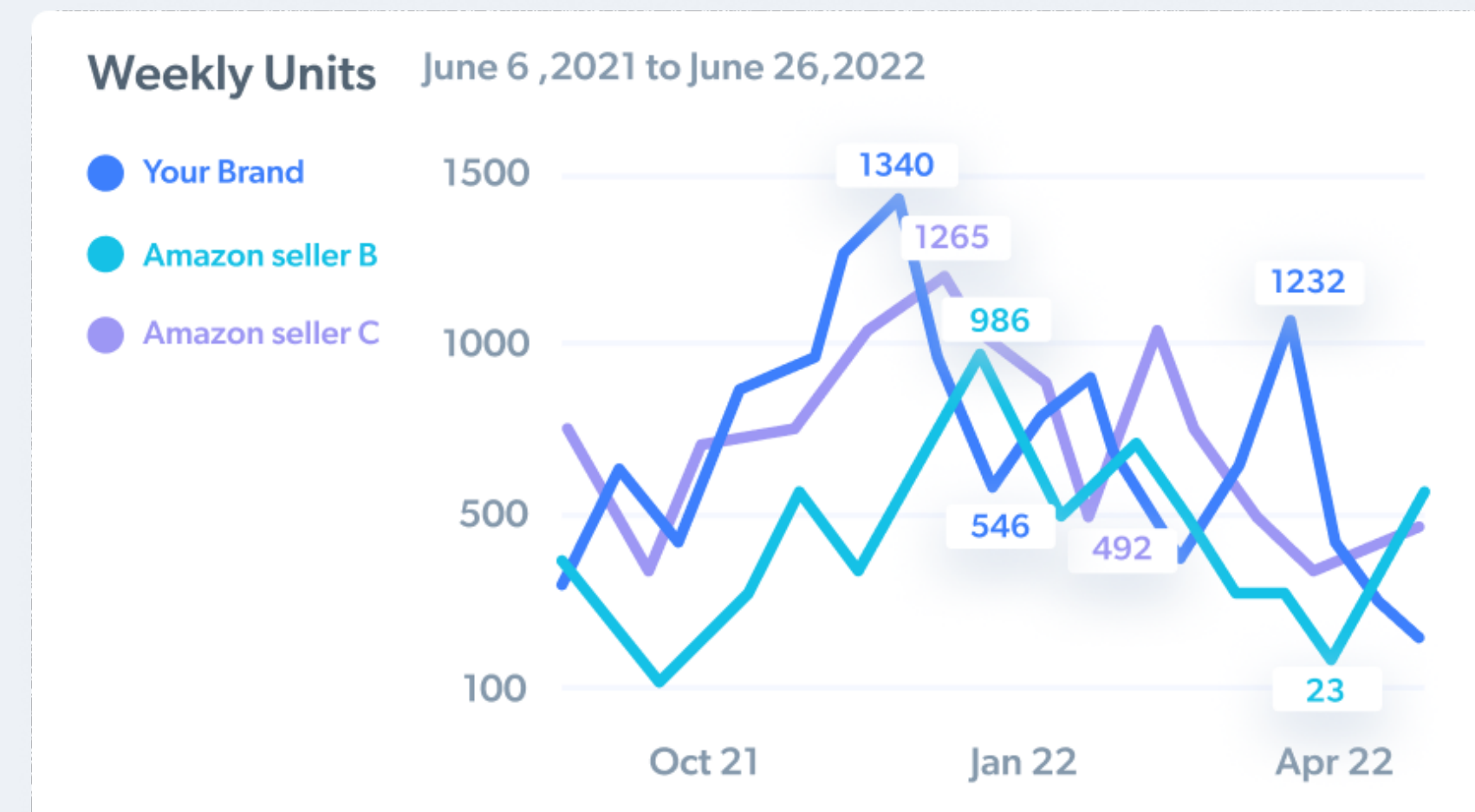
Automate daily eCommerce tasks to save time & resources

Track category trends across retailers to manage your inventory, optimize budget, and allocation

| Supplier | Department | Category | Total Category sales | Total Category Sales Diff |
|-------------|------------------|-----------|----------------------|---------------------------|
| TSH | Home furnitures | TV Stands | \$37,790,000 | ▲+5% |
| TSH | Home furnitures | TV Stands | \$1,790,000 | ▲+5% |
| TSH | Home furnitures | TV Stands | \$790,000 | ▲+5% |
| TSH | Patio furnitures | Chairs | \$590,000 | ▲+5% |
| TK Classics | Home furnitures | TV Stands | \$12,790,000 | ▼-54% |
| TK Classics | Home furnitures | Cahirs | \$90,000 | ▼-54% |
| TK Classics | Home furnitures | TV Stands | \$12,790,000 | ▼-54% |
| TK Classics | Home furnitures | Cahirs | \$90,000 | ▼-54% |

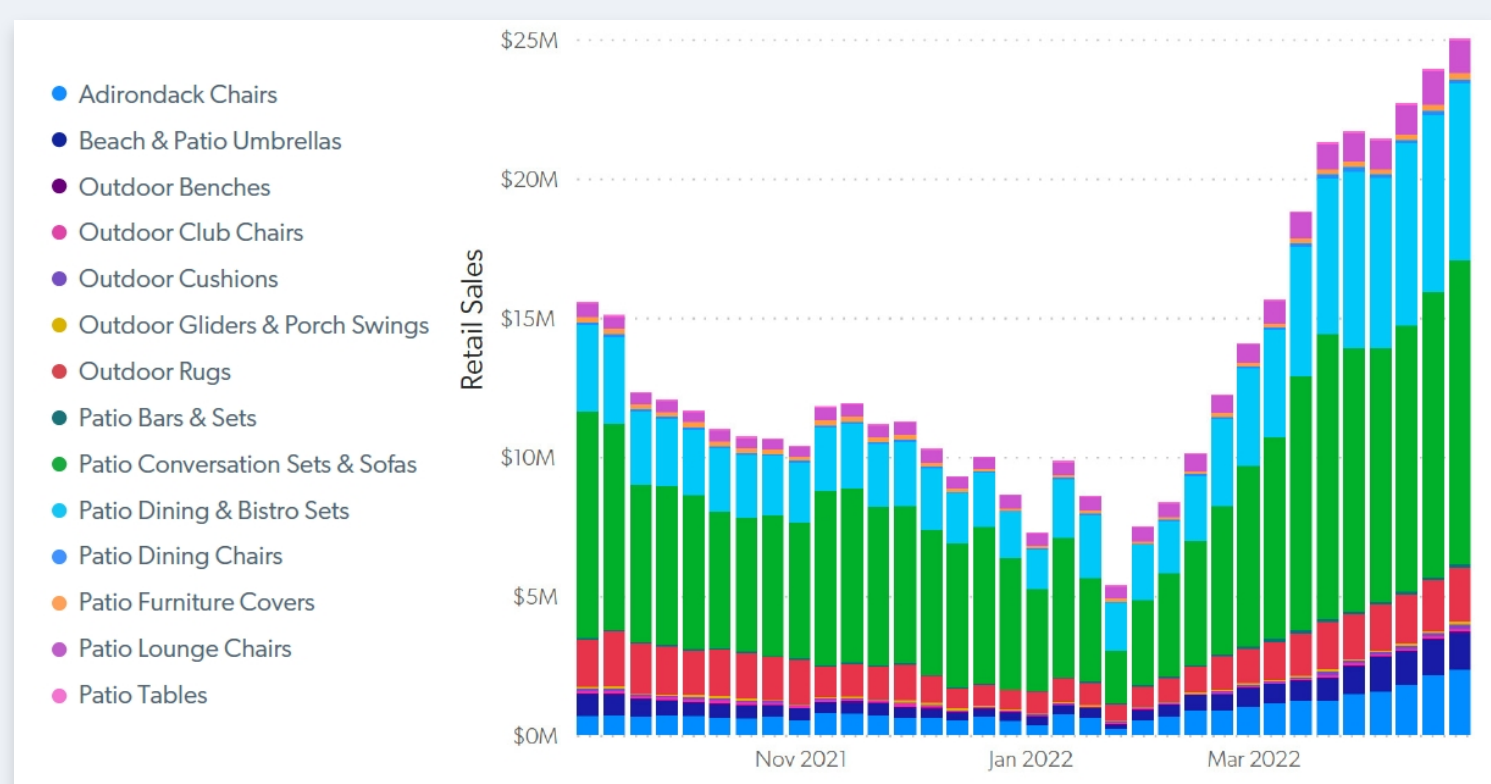
Optimize marketing promotions and campaigns

Increase Marketing ROI and improve strategy across retailers and categories through market share trends and seasonal category size comparisons



Perfect your assortment

Compare your assortment against what's selling right now to identify key product catalog gaps & segmentize by product families, price tiers, and product features (like color, size, etc.)



Visit [Bright Data's website](#) to learn more about Bright Insights.



Our privacy practices fully comply with data protection laws, including the new EU data protection regulatory framework, GDPR, and the California Consumer Privacy Act of 2018 (CCPA).

For more information, visit [Bright Data's website](#).

bright data

sales@brightdata.com

+1-888-538-9205