

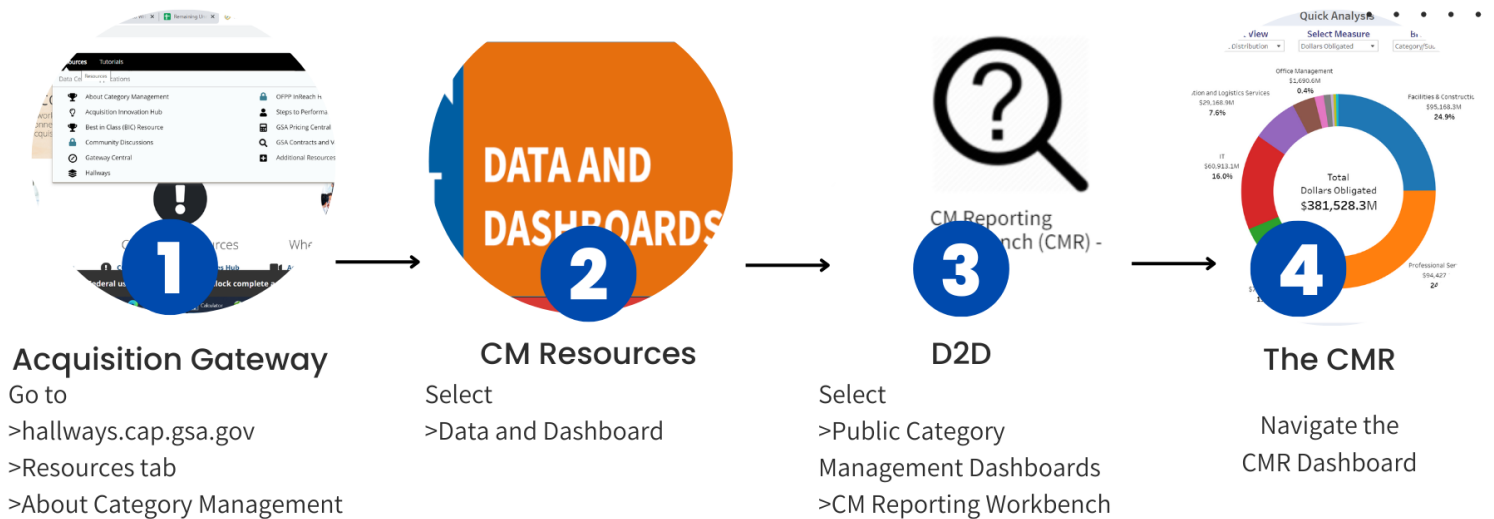


# Free Market Research Using Category Management (CM) Tools

GSA – Federal Acquisition Service

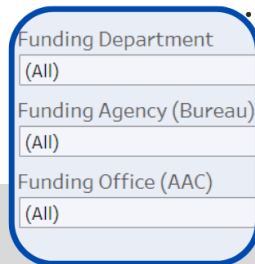
# Access

## Access The CMR



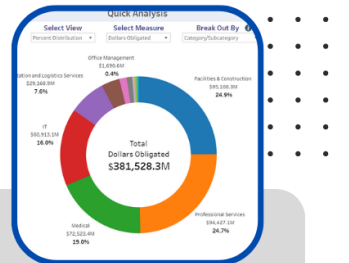
# The CMR

## Key features



### Filtering

Each page has filters that allow you to drill down on the data with ease and direction.



### Visuals

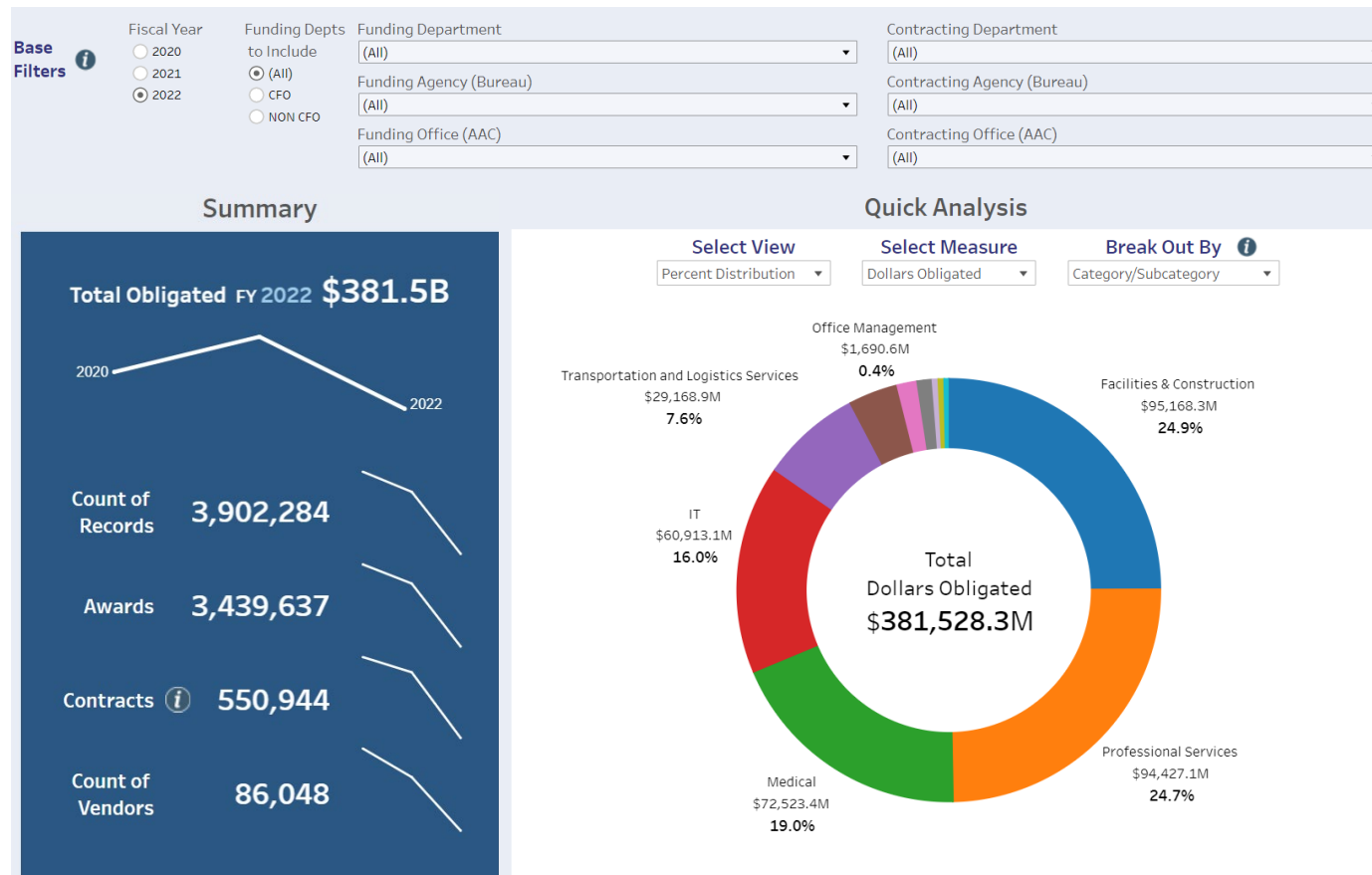
Visuals adjust and change based on your filters, making it easy to understand the data.



### Specifics

There is a host of boards to choose from based on specific research needs.

# The Quick Analysis Tool



• The home page of the CMR has a quick analysis tool that looks like this (full view not shown)

• First, use the filters at the top. Level 1 Category or Funding Department are good ones to start with

• Then, see how the graphs below adjust. For further analysis, change the “Break Out By” filter

• Try to identify funding departments and categories that align with your business.



# Choose a Report

Awards Exploration	Contract Inventory Exploration
Top-N Analysis	Obligation Tier Slicer
SUM Contracts YoY	Small Business - OSB Delta
Tier 0 Duplicative Contracts	Vendor Management

Give Feedback

- The CMR home page shows the reports available for use. Start with the Top-N Analysis, Awards Exploration, and Contract Inventory Exploration.
- The Top-N Analysis shows the top “things” based on your filter. Such as, top vendors in Professional Services.
- The Awards Exploration Tool analyzes detailed information about awards. Download the data for free.
- The Contract Inventory Exploration is an aggregated view of major contracts, who uses

# Helpful Notes

- “Level 1 Category” (and Level 2 - 3) are used to align government spend to business markets (i.e. IT, Professional Services, or Facilities & Construction). Use the categories to analyze your market.
- “Funding Department” is the federal department awarding the contract and purchasing the products/services. Funding Agency and Office are sub-organizations within a Funding Department. Ex:  
Department>Agency>Office / DOJ>FBI>Washington D.C. Office
- Tiers are designations given to contracts based on requirements they meet. Agencies have policies to reach targets based on Tiers. Knowing what Tier your contract is can help you strategize.
- You can download the data by clicking the download button at the bottom right corner of each page. Click download > Crosstab > AET Data Results > CSV format. Some pages have different options, but focus on





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# Arming Vets to WIN

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