



# iVend Analytics

Proactive Decision Making for Successful Retailing

New York | Mexico | Panama | Nairobi | London | Dubai | New Delhi | Singapore | Sydney

## Product Benefits

- Promotion & brand selection
- Accelerated Purchasing
- Increased Sales Volume
- Point Earn & Burn initiative
- Store choice and price image

iVend Analytics has built a comprehensive series of sophisticated sculpting and optimized Dashboards to provide detailed insight into essential business functions such as:

- Pricing and promotion management
- What-if Analysis
- Markdowns
- Customized Category Management
- Special price definition
- Gross profit highlights
- Market basket analysis
- Customer segmentation

## iVend Analytics

iVend Analytics is a set of pre-packaged, shrink-wrapped Business Intelligence dashboards for the Retail Industry. iVend Analytics seamlessly integrates into iVend Retail and leverages transactional data of the retail environment to generate context-specific detailed insight which is functional & actionable. Retail specific intuitive dashboards provide strategic and tactical insights for faster and effective decision-making. iVend Analytics runs on any browser, iPhone/iPad or any Android device

## Core Performance Illustrator – Dashboards

iVend Analytics has been developed keeping in mind the Retail Business and the application comes with ready to use dashboards for analyzing - Stores, Customers, Products, Promotions, Affinities and many more. These ready to use dashboards integrate seamlessly with iVend Retail data significantly reducing the time required to start reaping their benefits. In-memory processing and associative search, make iVend Analytics extremely agile application and decrease its response time.

### Static Illustration Sales figures

- Year to date
- Month to date
- Week to date
- Day wise sales figures

### Comparative Static Data

- Previous Vs. Current MTD net sales
- Previous WTD sales
- Net Sales
- Sales trends



- ### Benefits of Dashboard
- Dynamic & Static View sales performance using predefined industry best practice KPI
  - Monitor & drill down associative search for precise analysis
  - Reporting templates & dashboards tailored to individual stores, products & roles
  - Comparative analysis of historical & current data

Your Business is BI ready If You Have Data That is

Diverse

Dynamic

Dense

One of the these

## What does the CXO wants to know?

- Insights to fine tune the strategy
- Insights to take tactical decisions

## Real time data on any platform

- Browser based
- Mobile based

## Collaboration

The CXO would like to discuss the dashboard with his team while on the move



### Store Analysis

- Net Sales Vs Transactions
- Transactions on POS
- Store wise Net Sales analysis
- Average sales transactions/store
- Month on Month Analysis
- Top performers & bottom performers

### Customer level analysis

- Company & Individual Contribution
- Sales trend of each time
- Calculation of basket size from generated revenue
- Customer Type Vs. Net Sales Trends
- Transactions Vs. Salesman

### Product analysis

- Product wise contribution in total sales
- Product store wise net sales
- ABC analysis by products
- Upsells & gift certificates
- Special categorization for lost Sales
- Newly Introduced & Non Moving Product Indicators

### Inventory Snapshot

- In Stock & available Stock
- Actual Stock display keeping aside committed stock
- Reorder Alert basis average weekly, Net quantity Vs. Available quantity
- Shrinkage details based on Actual stock take to ascertain pilferage

### Payment Analysis

- Store wise & trend analysis by various payment modes

### Promotions

- Promotional Sales Vs. Overall sales Analysis
- Statistics by Promotion Type

### Sales Persons

- Top Performers
- Trend Analysis
- Individual Contribution

### Attribute Analysis

- Attribute & sub attribute analysis for Matrix Child Products
- Trend Analysis

### Side by Side Analysis

- Product Group /product-comparison by adhoc groups

### Affinity Analysis

- What sells more with what
- Strategic Insight to determine promotions and combos

### Comparative Sales Analysis

- Net sales Growth Comparison for Store, Product group, product Drill-down



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