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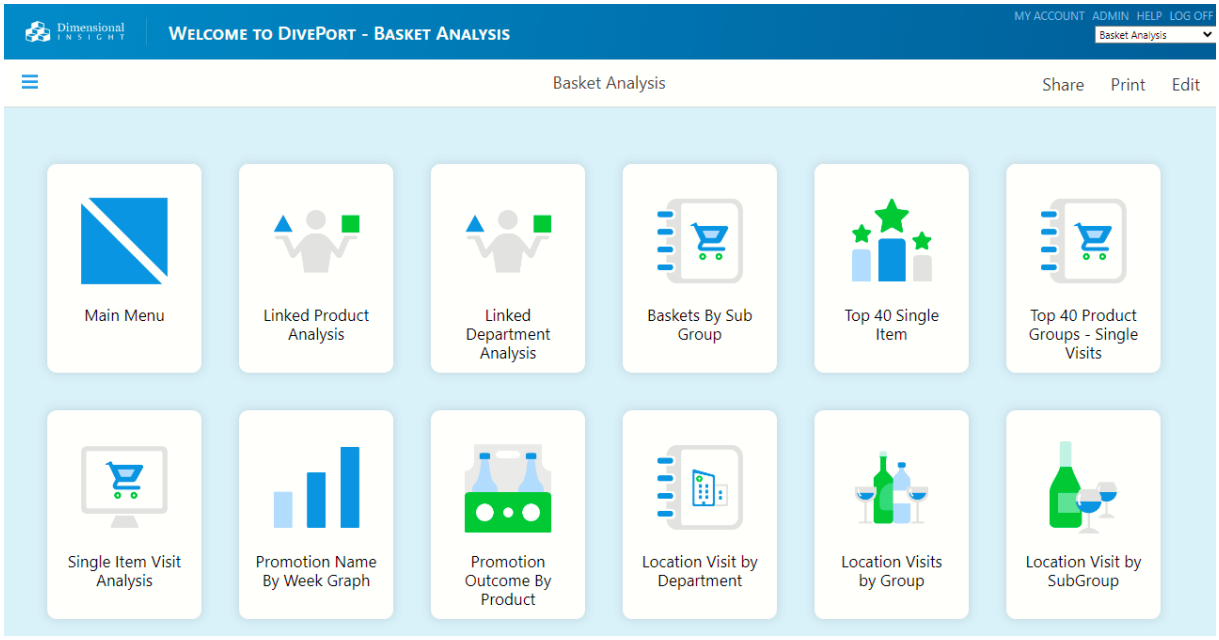
BASKET ANALYSIS



IMMEDIATE INSIGHTS INTO YOUR CUSTOMER PURCHASING PATTERNS

Using your recent sales data OBIS Basket Analysis module delivers valuable insights about the profitability of baskets, helping you plan your marketing strategies.

We show your top products by revenue and the products that are most frequently purchased with them that deliver the most profit.

Find out which products are most frequently "single item baskets" so you can put steps in place to increase "linked item" sales.

Use the filters to see overall company information or more detail within stores, departments or subgroups.

Find out what time of day brings you most profit with which product combinations.

Compare stores to see if some products are being side-lined.

Discover the outcomes of promotions.

Use the powerful ad-hoc diving capability to investigate what's happening at individual product level.

Retail is in the detail!

Primary Product	No Of Visits	Primary Revenue	Primary Profit	Primary Profit %	Single Item Basket	% Single Item Baskets	Avg Primary Revenue Per Visit	Avg Linked Revenue Per Visit	Avg Primary Profit Per Visit	Avg Linked Profit Per Visit
Margarine - 8 oz. Tub	935	12,643,052	334,327	2.64	301	32.19	13521.98	11110.33	357.57	719.92
Sherbert - Orange - Quart	755	4,150,710	648,375	15.62	273	36.16	5497.63	11878.53	858.77	801.82
Butter, Unsalted - Stick - 1 Pound	723	10,102,868	308,276	3.05	270	37.34	13973.54	10511.67	426.39	716.31
Whole Milk Quart	755	7,065,445	243,545	3.45	269	35.63	9358.21	11079.60	322.58	772.63
Margarine - 16 oz. Tub	762	10,876,927	332,648	3.06	264	34.65	14274.18	11301.29	436.55	738.28
Sherbert - Lemon - Half-Gallon	763	4,205,213	669,138	15.91	263	34.47	5511.42	11547.93	876.98	818.51
Brie 12 oz.	732	6,772,238	249,040	3.68	262	35.79	9251.69	11226.55	340.22	779.39
Margarine - Stick - 1-Pound	755	10,531,700	281,502	2.67	262	34.70	13949.27	11482.74	372.85	763.60

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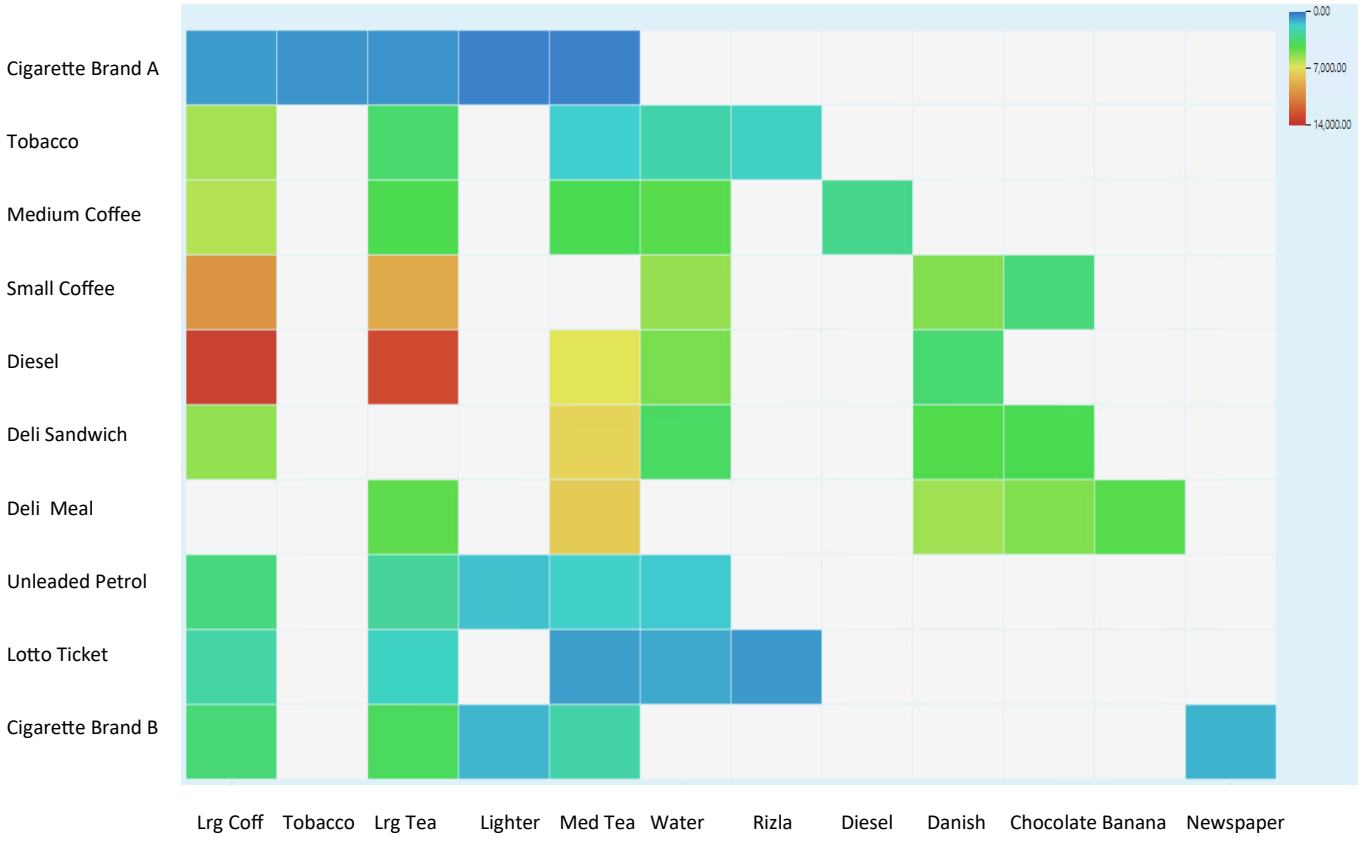
BASKET ANALYSIS

SOME OF THE KEY INSIGHTS IN OBIS BASKET ANALYSIS

- Ad-hoc diving within a Basket Analysis data-set for detailed investigations
- Top Stores, Departments, Groups, Products by Primary Revenue & Profit
- Top Stores, Departments, Groups, Products by Linked Revenue & Profit
- Footfall by Day and Time of Day Linked to Revenue and Profit
- Analysis showing Single Item Baskets
- Analysis showing basket contents and promotions
- The ability to compare top products and linked items by Store
- Indications about where baskets could be increased in contents

TOP 10 PRODUCTS BY PRIMARY REVENUE & THEIR TOP 5 LINKED PRODUCTS BY LINKED PROFIT



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About Dynamic Business Informatics

DBI is a leading developer of integrated business intelligence and performance management solutions using the Diver Platform. Our mission is to make organisational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.

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