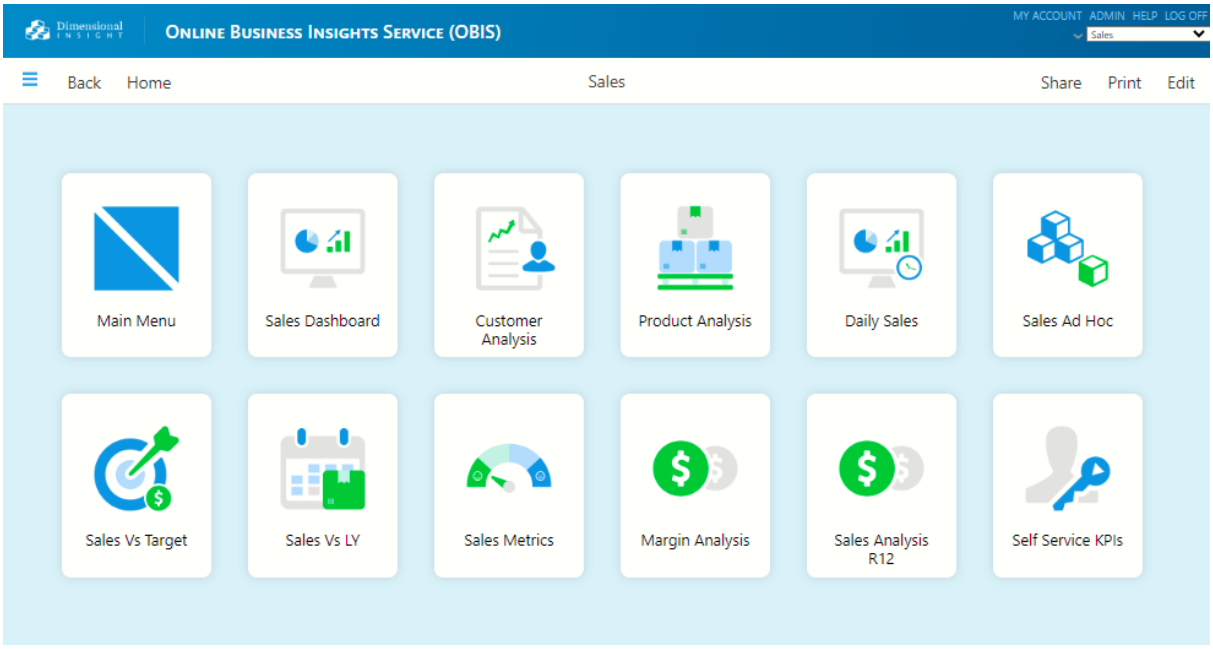
oBIs
Online Business Insights Service

SALES



SALES, MARGINS, TARGETS ANALYSIS EXPRESSED IN CONTEXT OF TIME

The Sales submenu offers a range of analysis from multiple perspectives. An overview dashboard delivers top level MTD and YTD sales and margin reports, charts and indicators, with more in-depth analysis available from a click-through to deep dives on your sales data.

We typically work with your data down to transaction and item level.

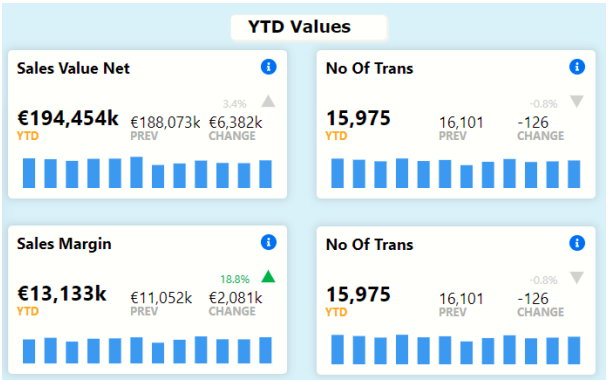
There are filters on each page allowing you to focus on different locations, date ranges and product levels.

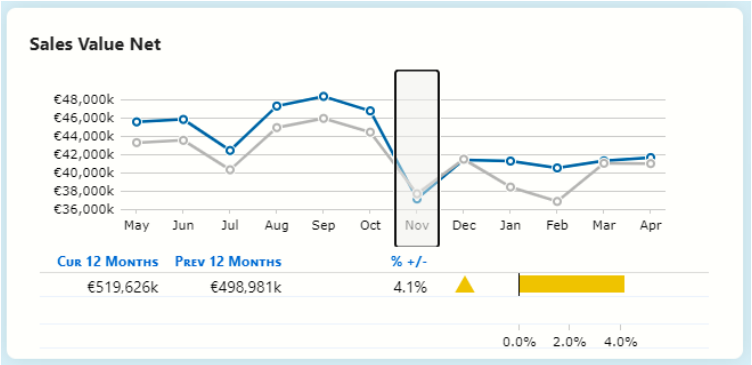
OBIS can bring in your budget or target data, which is often held outside of your ERP system, and apply it seamlessly to your actuals.

Sales v Target analysis is a critical way of tracking your progress towards goals.

In order to add time series context we ideally ask for data covering a 104 rolling week period or longer.

Data is uploaded automatically through the OBIS upload process and refreshed frequently.





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oBIs SALES

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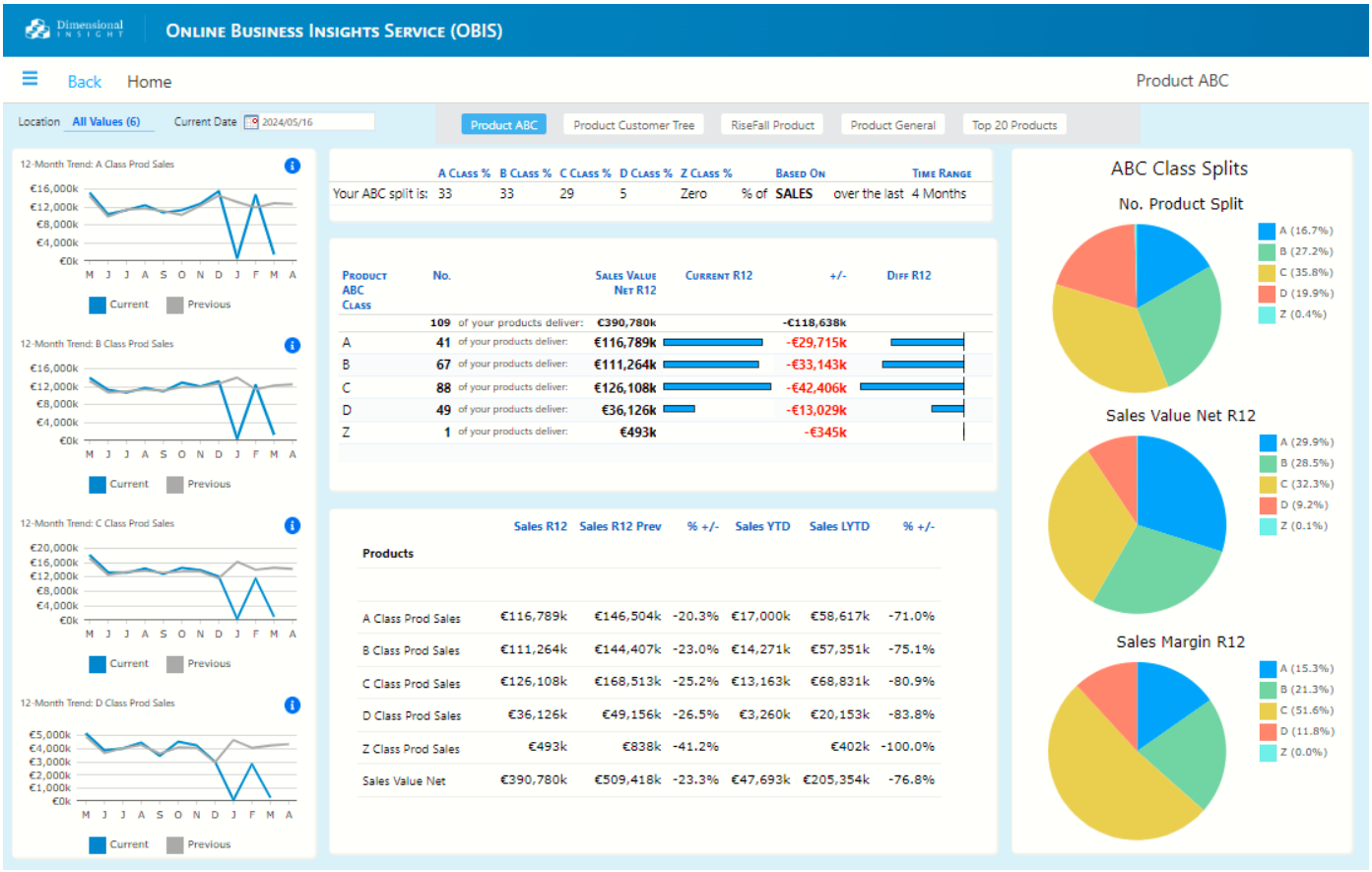
CUSTOMER AND PRODUCT ANALYSIS



We know that your success is highly dependent on a thorough understanding of both your customer base and your product performance. For this reason we dedicate a range of reports to each of these crucial aspects of your business analysis.

Profiling your customers and products in a unique way that dynamically categorises each one in terms of the sales delivered to you over a selected period of time, and grouping into 5 classes, immediately highlights which products and customers deliver the most revenue and which deliver little or nothing.

This process helps you re-evaluate where to focus your efforts to maximise sales and minimise costs. You can set the parameters for the length of the classification period to suit your needs.

To give you as much detail as possible we map your stores and classifications, like region or size. We map your product classifications including Department, Product Group and Sub-Group plus Customer Names, account details and any Customer Type classifications.

Dynamic Business Informatics

14 Mellifont Avenue, Dun Laoghaire, Dublin, A96 P8W6.

Tel: +353 -1-230-2022 or +353-67-43309

Email: diversupport@dbinform.com Web: www.dbinform.com

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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