

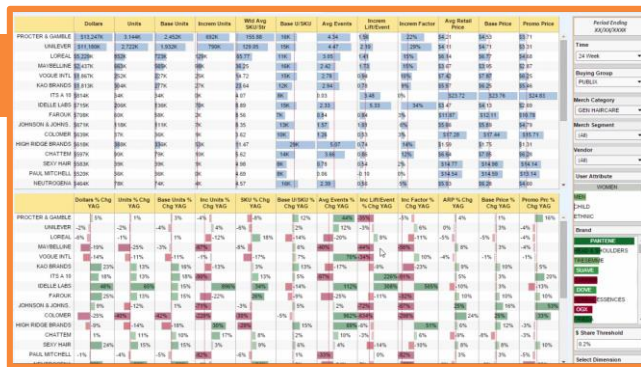
Driving productivity and intelligent business decisions through intuitive, affordable analytics.



Sales Drivers

Get a granular view of your business with the sales drivers metrics dashboard

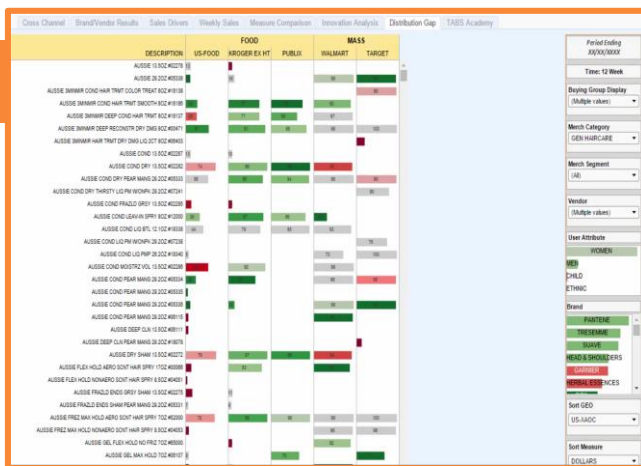
- Understand why sales velocity is up or down
- Investigate individual promotions behind your sales to better determine precisely what's working and what's not
- Understand how your promotions affect sales trends



Measure Comparison

Metrics for performing a real comparison between your brands and those of your competitors.

- Compare Brands, Vendors, Categories, etc.
- Get an easy, at a glance view as to how your sales lifts compare with the competition



Advanced Metrics That Answer "Why"

Innovation Analysis:

- Drilldown on both new and existing products to understand how each is contributing to your sales

Distribution Gap Analysis:

- Identify opportunities to improve your offerings at specific retailers
- Find which products to keep and which ones to pull from your assortment