



Why Measure?

The meaning of measuring - according to us!

Why, where, what, who and how? What is all this fuss about measuring really about? We are proud to be the competitive newcomer on the BI market, offering powerful, easy-to-use and affordable solutions for measuring and analyzing data. And, as we see it, there are many reasons why measure!

Why?

Decisions and actions we take have consequences. Only if we know what the consequences are, we can improve. We need the information to be available, up-to-date, easy to understand and coherent.

Where?

We meet the customer in the store, on Internet, via ads, member mailing, newsletters, at delivery, customer service etc. We want to meet him or her again and leave a good experience behind.

What?

Knowing the amount of sales and the customer purchase patterns offers possibilities to increase the sales. Analyzing purchase patterns require information about all steps in the sales process.

Other things of interest are e.g.; What effect did the advertisement have? What conversion and gross profit do we have? Are we successful at add-on sales and increasing average ticket value? What conversion rate and add-on sales do we have on specific products?

Who?

Operational information needed for the daily operations should be available easily and quickly on any device via web dashboards and reports. It should be instant and give a fair amount of analysis possibilities via e.g. filtering and drill-down. Information should also be available for more advance ad-hoc analysis.

How?

With GADD Sales Analytics! Sales Analytics is our powerful solution emerged from many years of experience using best practice from a large multinational retail company and technology from Microsoft.

Sales Analytics can be used as is out-of-the-box, extended with modules and customized for any business requirements. Interfaces for retrieving data are included in the solution.