

# Sales Analytics 1.9

*Release Info*

## Table of content

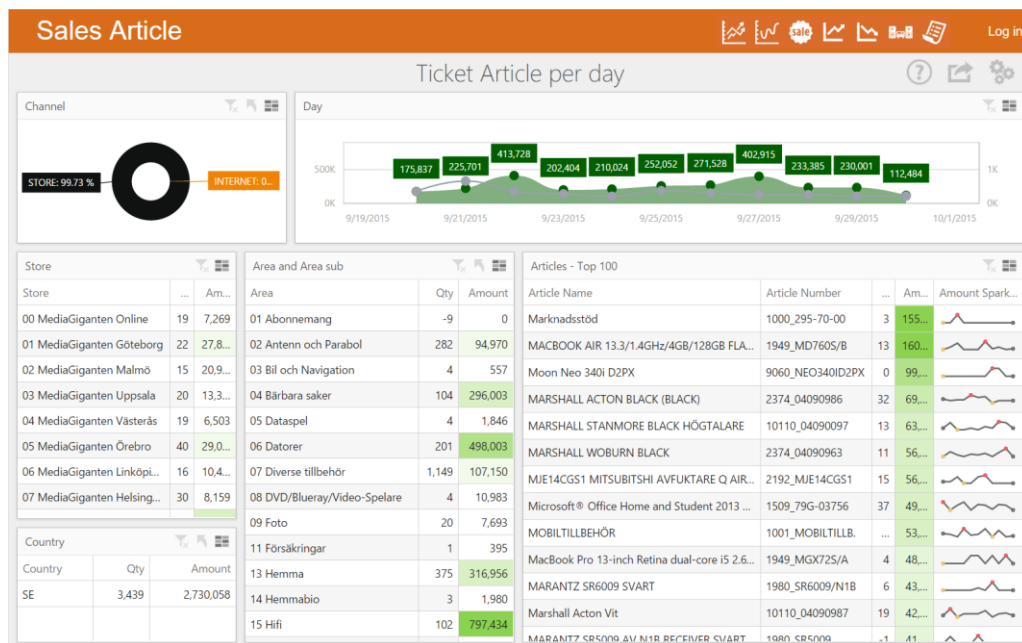
1.	Sales Analytics 1.9 – Release Info .....	3
2.	GADD Software Platform.....	4
2.1.	Dashboard Server .....	4
2.2.	Uploader.....	4
2.3.	Salesboard .....	4
2.4.	From Data to Display .....	4
3.	Sales Analytics .....	5
3.1.	Sales Analytics Express.....	6
3.2.	Extend with Additional Business Modules.....	6
3.3.	Customizing Sales Analytics.....	6
4.	Additional Business Modules.....	6
4.1.	Web Traffic Business Module .....	6
4.2.	Customer Business Module .....	7
4.2.1.	Relation to other modules .....	7
4.3.	Marketing Business Module.....	7
4.3.1.	Relation to other modules .....	8
5.	Customizing Sales Analytics.....	8
5.1.	Customizing Portals, Dashboards and Business Modules .....	8
5.2.	Customization using Enterprise Features.....	8

# 1. Sales Analytics 1.9 – Release Info

This is a release document for Sales Analytics 1.9. Sales Analytics is a product for analyzing sales, using receipt and order information, customer information, email marketing information and web statistics.

The advantages with Sales Analytics are e.g.:

- ✓ It is easy to get started with Sales Analytics Express, an out-of-the-box version of Sales Analytics including basic functionality for sales and sales affinity analysis.
- ✓ Sales Analytics can be extended using additional Business Modules.
- ✓ Sales Analytics can be customized both regarding the design of Business Modules and dashboards as well as Enterprise Features.
- ✓ Sales Analytics can be used as a stand-alone solution or integrated with a company's existing solution.
- ✓ Sales Analytics is developed on GADD Software Platform using the latest Microsoft Technology.
- ✓ Interfaces for retrieving data are included.
- ✓ Pre-defined dashboards are included.
- ✓ Tool for building dashboards is included.

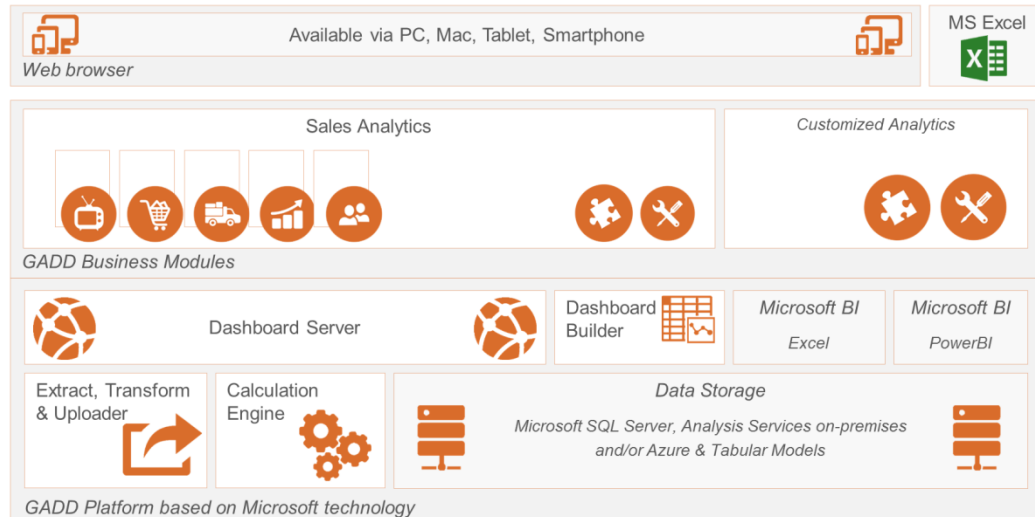


Dashboard in Sales Analytics.

## 2. GADD Software Platform

GADD Software Platform includes tools for uploading, consolidating and calculating data, building and publishing dashboards on the web as well as on a salesboard. Our tools are developed based on firsthand experience using best practice and with Microsoft technology customized to excellence.

The platform can be used as is or and also customized to meet specific business requirements. The tools are generic and can be connected to any data source; SQL Server, Oracle, MySQL, PostgreSQL, MS Access, MS Excel and CSV file.



GADD Software Platform.

### 2.1. Dashboard Server

Dashboard Server includes tools for publishing dashboards on the web so that information reaches out to all without complex local installations and expensive user licenses.

### 2.2. Uploader

Uploader is used to load data into GADD Data Storage. Uploader supports the ETL (Extract-Transform-Load) and data loaded into GADD Data Storage can be transformed regarding e.g. change of data type, data wash and calculations according to business rules.

### 2.3. Salesboard

Salesboard includes tools for creating a series of dashboards presented in intervals with continuously updated real-time data, for example on a TV screen in the staff canteen.

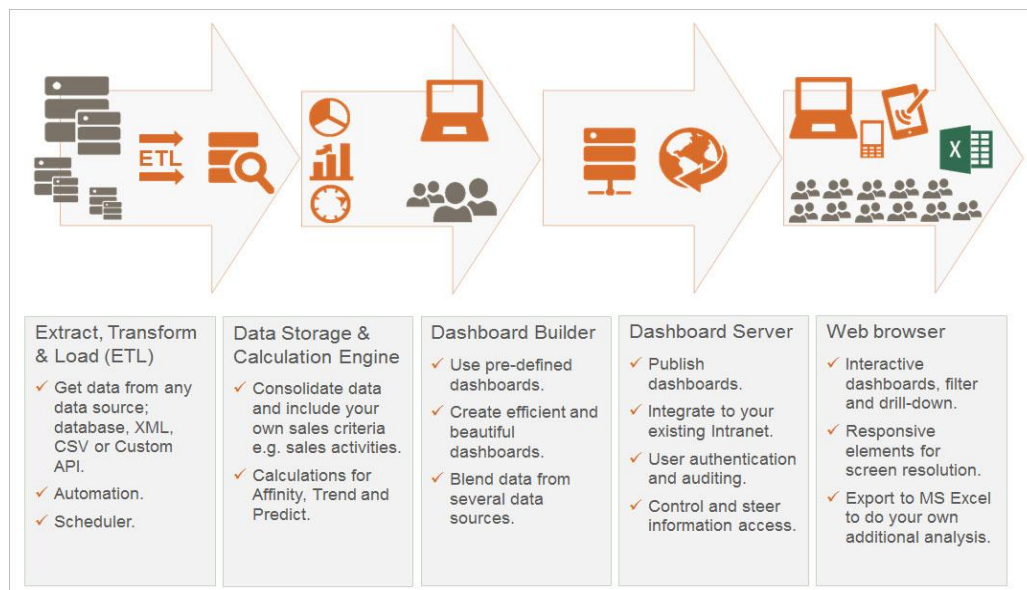
### 2.4. From Data to Display

The process “from data to display” can be explained by the following five steps also described in the illustration below.

1. GADD Uploader for Extract, Transform & Load (ETL)
2. GADD Data Storage & Calculation Engine
3. GADD Dashboard Builder
4. GADD Dashboard Server
5. Web Browser

The ETL is important to establish efficient interfaces towards the data sources where the data is retrieved. When the data source changes the adjustment is done in the ETL.

interfaces. The ETL interface makes it possible to get data from any type of data source. E.g. databases, CSV, Excel, XML and customized API's.



From Data to Display.

### 3. Sales Analytics

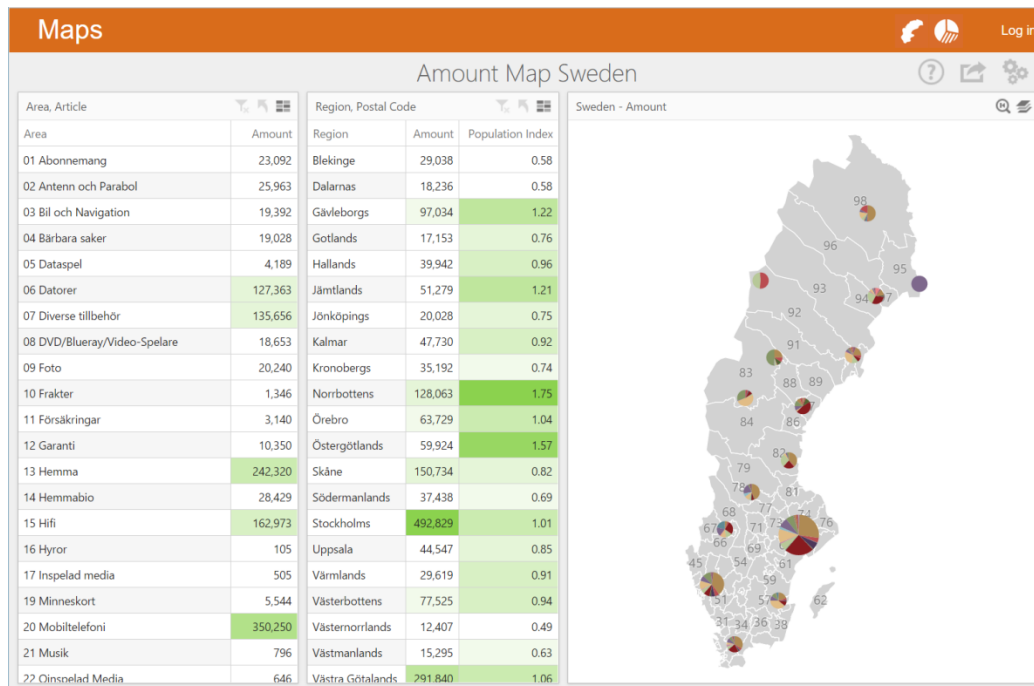
Sales Analytics consists of several modules, aggregated to meet the demands for analyzing sales, e.g.:

- ✓ Sales per unit, business area, product area, article, day, week and month
- ✓ Compare sales between units, weeks and time of day etc
- ✓ Trend analysis, complete ticket information and average ticket
- ✓ Analysis on own defined KPI:s or pre-defined standard KPI:s
- ✓ Follow up activity articles, e.g. campaigns
- ✓ Sales Affinity (Basket Analysis), e.g. customer purchase patterns, cross sales, add-on sales and strikes

Sales Analytics includes functionality for analyzing sales and display the result in web dashboards. The result can be presented in different dimensions and on different detail levels using different navigation possibilities, e.g. drill down and filtering. If postal code is available sales can be visualized on maps, e.g. static area, pie, bubble shape maps and high resolution streaming. The dashboards and maps can be used on any device, PC, laptop, tablet, smartphone and salesboard.

The Sales Analytics solution can be made even more complete by extending it with additional business modules for:

- ✓ E-mail marketing, e.g. opened email, clicked links and bounce rate
- ✓ Web statistics, e.g.: visits, visitors, checkouts, search words and product displays
- ✓ Customer information, e.g. geographic location, customer category, age group, gender and marketing category



Dashboard with static area and pie map.

### 3.1. Sales Analytics Express

Sales Analytics Express includes a selection of functionality for analyzing sales and sales affinity, and is an easy way to get started. Sales Analytics Express includes the Main Startup Package, readymade dashboards and interfaces for retrieving data.

### 3.2. Extend with Additional Business Modules

It is easy to extend the Sales Analytics solution by adding relevant Business Modules.

For example by adding the Web Traffic, Customer and Marketing Modules, and consolidate data from these modules with your sales data on receipt and order level in Sales Analytics, you get a complete picture of your company's sales.

### 3.3. Customizing Sales Analytics

Sales Analytics can be customized regarding the design of Business Modules and dashboards. The extent of customization can vary from small adjustments in a dashboard to major changes in a Business Module.

The GADD Software Platform as well as the Business Modules can also be extended using Enterprise Features to meet specific business requirements, e.g. login and security.

## 4. Additional Business Modules

In order to extend your Sales Analytics solution there are additional Business Modules.

### 4.1. Web Traffic Business Module

With the Web Traffic Module you can integrate sales information to enable analysis of consolidated information.

Relevant web traffic information is e.g.:

- ✓ Main metrics e.g. visits, visitors, checkouts, bounces and cart views
- ✓ Search words enabling analysis of what products the customer is searching for
- ✓ Product displays on article level are analysis of e.g. article display on relation with sales of the article
- ✓ Delivery days enabling analysis of what delivery day information is given to customers depending on customer delivery postal code

## 4.2. Customer Business Module

The Customer Module enables analysis of customers, e.g.g club members, purchase patterns on both non-personalized and personalized and level.

Non-personalized analysis:

- ✓ Which products?
- ✓ What purchase frequency?
- ✓ Average purchase amount?
- ✓ Relation of on-line and cash & carry?
- ✓ Geographic location e.g. postal codes
- ✓ Customer type e.g. private and business
- ✓ Marketing category e.g. newsletter frequency or other marketing activities
- ✓ Age group
- ✓ Gender

Personalized analysis:

- ✓ Analyze information about customer's purchase patterns in order to distribute personalized offers via e.g. newsletters.

### 4.2.1. Relation to other modules

This module is used together with Sales Analytics and can also be integrated with the Marketing Business Module and GADD Maps.

## 4.3. Marketing Business Module

The Marketing Module focuses on e-mails, e.g. newsletter and campaigns. Both non-personalized and personalized levels are available.

Email e.g. newsletter is identified using following main attributes:

- ✓ Subject
- ✓ Customer category
- ✓ Date sent

Examples of email communication statistics:

- ✓ Delivery info
- ✓ Emails opened or not opened
- ✓ Clicked links in email
- ✓ Un-subscriptions
- ✓ Bounces

#### 4.3.1. Relation to other modules

This module is used together with the Sales Analytics modules and can also be integrated with the Customer and Web Traffic Business Modules.

For full functionality the Customer module is needed. This will make it possible to follow up the result of sales on article and customer level of a newsletter and/or campaign.

## 5. Customizing Sales Analytics

---

One of the advantages using Sales Analytics is the many possibilities of customization. The customization can be applied on everything from small details to more complex technical issues.

### 5.1. Customizing Portals, Dashboards and Business Modules

Sales Analytics can be customized to match the company's requirements in several ways, e.g.:

- ✓ The dashboard portal can be designed according to the company's graphical profile
- ✓ The dashboard portal can be integrated in the company's intranet
- ✓ Dashboards can be added and changed in order to meet new demands
- ✓ Relevant Business Rules can be implemented
- ✓ Branch specific data can be added

### 5.2. Customization using Enterprise Features

GADD Software Platform and Business Modules can be extended using Enterprise Features. Enterprise Features can be used as is and also customized to meet specific business requirements. You will experience easy integration, advanced customization and quick implementation.

GADD integration components form an essential part of our Enterprise Features and are open to integrate to your existing environment and solutions. GADD Uploader is one important component used for data exchange and ETL (Extract, Transform and Load).

The main Enterprise Features are:

- ✓ User authentication – Login, user groups, AD integration
- ✓ User dashboard access – Dashboards, Dashboard content
- ✓ Auditing – User and dashboard usage statistics
- ✓ Collaboration – Data and dashboard sharing, explanations and notifications:
  - ✓ GADD Alert sends mail or sms based on business critical performance indicators
  - ✓ GADD Annotation takes input from users and explain figures in dashboards
- ✓ Integration – Any data sources and files, SQL Analysis Services, DW, legacy API
- ✓ Customization – Business rules, Intranet, Graphical profile