



Report Builder

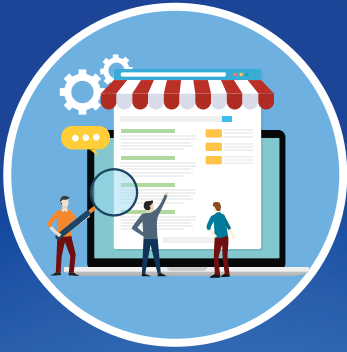
Create multi-dimensional reports rapidly

Grow your business with the ability to generate insights that go beyond descriptive or explanatory to help predict future behaviors. Use basket-level data to evolve from a product-specific focus to a customer-centric one, allowing for loyalty data to measure your customers' behavior and make real-time decisions that directly impact the customer experience.

- Quantify lost revenue by zero exceptions and under-performance by store, category, item, and brand
- Measure the revenue lift, full store impact, and return on investment
- Identify the strongest affinities between products by month, time of day and day of week
- Assess how and what various customer segments shop for
- Guided insights in seconds for marketing, merchandising, and operations



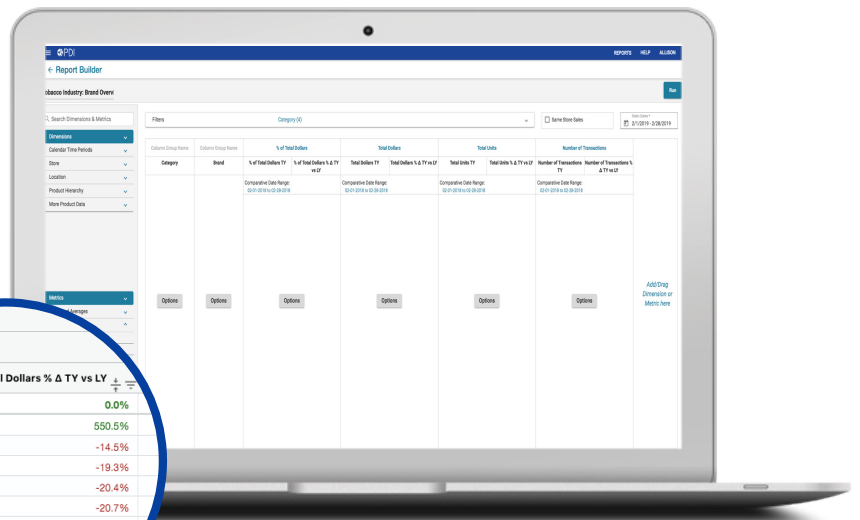
Create multi-dimensional reports that help drive sales decisions.



Within seconds, analyze sales drivers, including average price, sales, units, number of baskets and average items per basket.

The tools and expertise you need to measure effectiveness

- Use drag-and-drop features to reorganize columns - before or after reports run
- Manipulate columns to view data in a meaningful way for your specific business
- Drill-down to specific rows to further analyze sales data dimensions



Dollars TY	% of Total Dollars	% Δ TY vs LY
100.0%		0.0%
19.4%		550.5%
7.2%		-14.5%
6.8%		-19.3%
5.2%		-20.4%
4.5%		-20.7%
4.0%		-24.9%
3.8%		9.3%
3.3%		-12.0%
3.3%		