

# How well are your sales shaping up?

## *Boost your sales management with Annata's Sales Analytics.*

Analytical applications enables analysts, managers, and executives to gain insight into data through fast, consistent, interactive access to a wide variety of possible views of information. The OLAP sales analysis from Annata transforms raw data so that it reflects the real dimensionality of the enterprise as understood by the user.











Annata offers a standard report-pack that comes with the sales analysis. The included reports allow managers to analyze sales and margins down to specific product groups and products, customers, sales reps, stores and time dimensions. With this analysis, it is easy to follow sales trends over time, create forecasts and get a comprehensive overview of sales goals.

### Do you recognise the following statements?

- It is often difficult to get a clear overview of business performance, saleswise.
- It is hard to find out which products are selling and which not and for what reasons.
- It is time-consuming to spot out if margins are increasing / decreasing on certain product categories.
- The business systems record all transactions but they don't really provide feedback that informs managers about the state of affairs.
- The business system is not used to change data into ready-to-use business information that managers can use for daily decision making.

#### Key customers - month

Year - month - date 2009 

Row Labels	Values	1. Quantity	2. Sales price	5. Net sales	7. Margin	8. Margin %	3. Discount
Viðskiptavinur A		43.418	78.130.700	66.337.954	17.516.020	26,40%	11.792.746
Viðskiptavinur B		21.975	18.202.373	15.578.007	2.871.846	18,44%	2.624.367
Viðskiptavinur C		20.699	24.655.488	23.110.068	5.028.560	21,76%	1.545.420
Viðskiptavinur D		18.946	2.364.363	2.146.215	599.650	27,94%	218.147
Viðskiptavinur E		14.832	19.619.022	16.887.720	4.347.670	25,74%	2.731.301
Viðskiptavinur F		14.617	10.680.013	8.816.676	3.267.211	37,06%	1.863.337
Viðskiptavinur G		11.825	18.208.088	14.494.384	4.773.043	32,93%	3.713.705
Viðskiptavinur H		11.794	11.683.752	10.795.853	2.631.369	24,37%	887.899
Viðskiptavinur I		11.693	11.964.661	10.924.161	2.474.120	22,65%	1.040.501
Viðskiptavinur J		11.237	18.276.357	14.853.166	5.020.608	33,80%	3.423.191

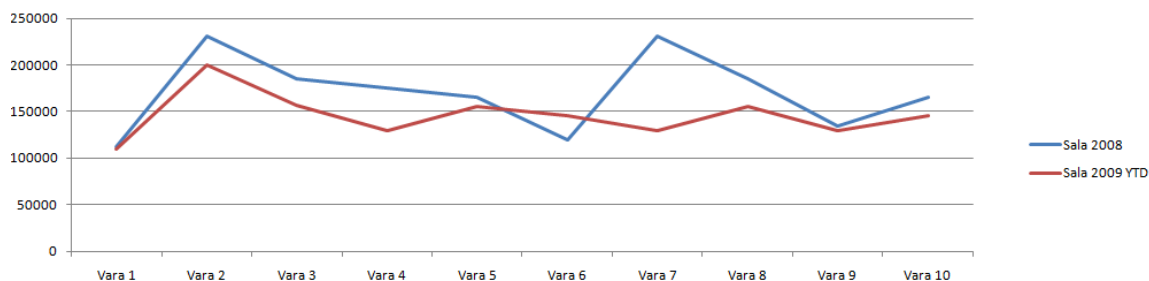
While Analytical applications have the ability to answer "who?" and "what?" questions, it is their ability to answer "what if?" and "why?" that really empowers users. It drives decision-making about future actions. With the Sales analytics, you can evaluate the likely impact on profit and sales of different trade-offs between sales volume and one or more profit factors such as price or COGS.

The main goal of Sales analytics is to determine to which extent a sales force has met its sales objectives (measured in volume, amount or percentages) within a specified timeframe. With that information, managers can take clever business decisions that have positive impacts on the company's bottom line.

## Annata's Sales analytics enables decision-making about future actions!

- Save time and money. With the Sales analytics you can drag & drop dimensions and measures directly from the cube into your report, apply filters, slice & dice and break data down to lower levels.
- Effects of sales- and marketing campaigns will be visible and easy to analyse.
- Marketing- and sales efforts will be more focused. The Annata Sales Analytics will help you to capitalize on new opportunities and economize in stock level and overhead sales costs.
- Better forecasting, easier to follow up- or down swings, cleverer purchasing.

Sales progress by month



## Retail analytics, basket analytics, inventory analytics

Annata offers a range of analytical applications that consist of a cube and report pack:

- **Retail analysis.** This is an extension of the sales analysis and tailor-made for retail business. Follow your sales by store, outlet-point and website; compare sales by register and help managers to identify possible margin problems. See which products do best in each store; whether emphasis lays on volume, turnover or margin. Store managers get insight in best-selling products, top-selling times during the day, week and month; by register and compared to other stores. The analysis also offers a basket analysis, which shows the composition of each purchase; average turnover per purchase, average margin per purchase and more measures that show buyer behaviour.
- **Inventory analysis.** Current and historic inventory levels, balances, turnover of inventory, storage time of stock.
- Annata also offers a financial analysis, customer analysis, purchase analysis and time registration analysis.

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## More information:

Please visit our website at [www.annata.co.uk](http://www.annata.co.uk)