

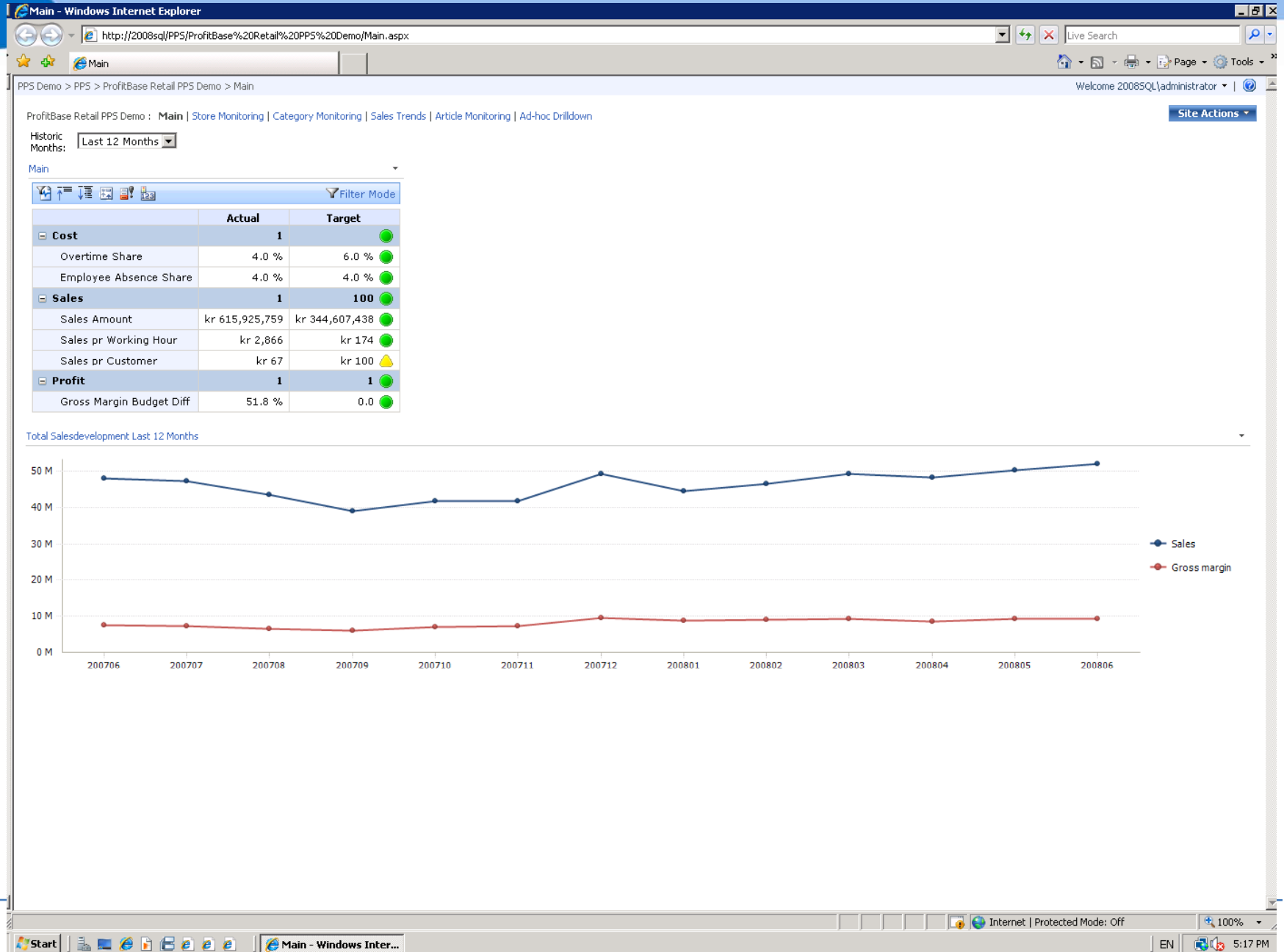


# Retail Business Intelligence

Dashboard Examples



# Monitor Key Business Metrics



# Store Monitoring

Store Monitoring - Windows Internet Explorer

http://2008sql/PP5/ProfitBase%20Retail%20PPS%20Demo/Store%20Monitoring.aspx

Store Monitoring

PPS Demo > PPS > ProfitBase Retail PPS Demo > Store Monitoring

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ProfitBase Retail PPS Demo : Main | **Store Monitoring** | Category Monitoring | Sales Trends | Article Monitoring | Ad-hoc Drilldown

Measures for StoreMonitor: SalesGrowthYear YMD: 200804

StoreMonitor

Legend:

- (7092) AnytimeStore Kaisers
- (7112) AnytimeStore Anytime City
- (7012) AnytimeStore Tallin
- (7052) AnytimeStore Lier
- (7042) AnytimeStore Goteborg
- (542) SuperStore Sollien

StoreMonitor Grid

Retail Organization	This period	This period last year	Diff year / prev %	YTD	YTD last year	Diff YTD this year & prev %
(7092) AnytimeStore Kaisers	1,317,659.66			4,754,619.46		
(7112) AnytimeStore Anytime City	944,910.21			3,538,923.23		
(7012) AnytimeStore Tallin	725,218.27			3,496,277.46		
(7052) AnytimeStore Lier	718,185.43			3,213,845.59		
(7042) AnytimeStore Goteborg	632,759.89			2,587,922.49		
(542) SuperStore Sollien	618,053.68	1,615,401.56	1.38	1,966,291.56	6,154,812.28	1.32
(7102) AnytimeStore Mezzoforte	537,566.42			2,051,494.37		
(7122) AnytimeStore Anytime Oslo	513,783.81			2,091,678.87		
(7062) AnytimeStore Forrest	402,535.80			1,853,163.27		
(282) SuperStore Sandnes City	252,368.59	517,013.96	1.49	821,321.72	2,529,607.09	1.32
(232) SuperStore Voss	187,464.89	1,079,318.73	1.17	443,221.32	4,278,741.65	1.10
(852) SuperStore Lillevollen	175,153.53	1,100,798.97	1.16	527,243.79	4,455,229.20	1.12
(472) SuperStore Alta City	120,228.54	980,395.44	1.12	174,471.82	3,974,341.95	1.04
(192) SuperStore Bergen City	108,044.89	738,764.13	1.15	401,023.73	3,115,125.32	1.13
(392) SuperStore City Center	99,906.45	831,570.98	1.12	20,646.05	3,544,087.46	1.01
(362) SuperStore Dovre	83,960.40	141,482.78	1.59	664,820.48	141,482.78	5.70
(222) SuperStore Molde City	83,614.13	979,952.97	1.09	193,261.03	4,226,818.92	1.05
(822) SuperStore Amfi City	79,968.29	906,788.73	1.09	254,272.83	3,340,995.22	1.08
(242) SuperStore Winterfall	66,447.63	1,060,388.69	1.06	119,449.73	3,940,809.78	1.03
(182) SuperStore Oslo Holmenkollen	52,644.26	1,077,340.64	1.05	476,986.70	3,541,076.96	1.13
(622) SuperStore Barfals	47,147.19			47,147.19		

Done

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Store Monitoring - Wi...

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# Various KPI's to select from

Store Monitoring - Windows Internet Explorer

http://2008sql/PPS/ProfitBase%20Retail%20PPS%20Demo/Store%20Monitoring.aspx

Store Monitoring

PPS Demo > PPS > ProfitBase Retail PPS Demo > Store Monitoring

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ProfitBase Retail PPS Demo : Main | **Store Monitoring** | Category Monitoring | Sales Trends | Article Monitoring | Ad-hoc Drilldown

Measures for StoreMonitor: SalesGrowthYear YMD: 200804

StoreMonitor

- Item qty
- Sales
- Sales VAT
- SalesEC
- Gross margin
- Diff Grossmargin Budget %
- Diff Sales Budget %
- Gross Margin incl Prognostics
- Gross Margin incl Prognostics %
- Gross Margin Budget
- Gross margin %**
- Gross margin prognostics
- Gross margin prognostics %
- Gross margin YTD
- No of Stores
- Sales incl prognostics
- Salestrend week
- SalesGrowthYear
- SalesGrowthPeriod
- Sales prognostics
- Sales normal
- Sales
- SalesViewYTD
- Prognostics %

StoreMonitor Grid

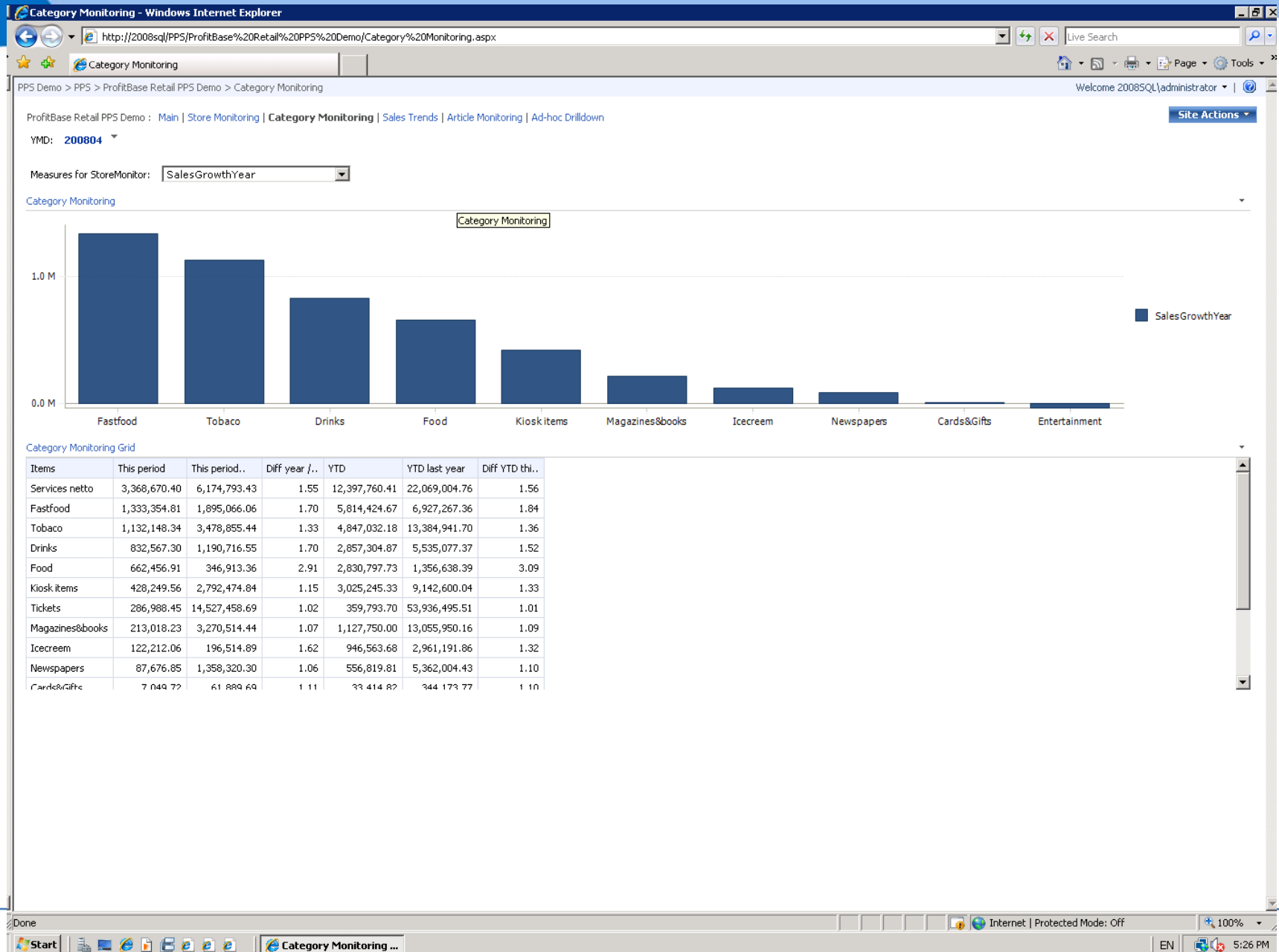
Retail Organization	Total No. of Stores	is period last year	Diff year / prev %	YTD	YTD last year	Diff YTD this year & prev %
(7092) AnytimeStore Standard				4,754,619.46		
(7112) AnytimeStore Campaign				3,538,923.23		
(7012) AnytimeStore Sales-spread / Item groups				3,496,277.46		
(7052) AnytimeStore Lier	718,185.43			3,213,845.59		
(7042) AnytimeStore Goteborg	632,759.89			2,587,922.49		
(542) SuperStore Sollien	618,053.68	1,615,401.56	1.38	1,966,291.56	6,154,812.28	1.32
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(622) SuperStore Barfalls	47,147.19			47,147.19		

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# Monitor Product Categories by Sales, Sales Growth, etc.



# Track Sales by Period, Geography or Stores

Sales Trends - Windows Internet Explorer

http://2008sql/PPS/ProfitBase%20Retail%20PPS%20Demo/Sales%20Trends.aspx

PPS Demo > PPS > ProfitBase Retail PPS Demo > Sales Trends

ProfitBase Retail PPS Demo : [Main](#) | [Store Monitoring](#) | [Category Monitoring](#) | **Sales Trends** | [Article Monitoring](#) | [Ad-hoc Drilldown](#)

Periods for Misc Trends: Last 12 months (pr month) | Last 7 days (pr day) | Last 14 days (pr day) | Last 30 days (pr day) | Last 12 months (pr month) | Last 24 months (pr month)

Mesasures for Miscellaneous T: Gross margin

Week: 200709 Weekdays: Tue

Miscellaneous Trends

Year	COGS	Item qty	Sales	Gross margin
200706	40M	1M	48M	8M
200707	40M	1M	47M	7M
200708	36M	1M	43M	6M
200709	32M	1M	38M	6M
200710	34M	1M	41M	7M
200711	34M	1M	41M	7M
200712	39M	1M	49M	9M
200801	35M	1M	44M	8M
200802	36M	1M	46M	8M
200803	39M	1M	48M	9M
200804	38M	1M	47M	8M
200805	40M	1M	49M	9M
200806	42M	1M	51M	9M

Sales pr Weekday

Region	Sales
(0) Svalbard	150K
(1) North	190K
(2) West	195K
(3) South-West	150K
(4) South	370K
(5) East	160K
(6) North-East	90K
(7) Middle-East	440K
(8) Middle-We	440K

Single Month: 2007

Organisation: All Retail-Stores, (1) North

Sales vs Budget

Month	Sales	Sales Budget
200701	42M	50M
200702	41M	48M
200703	42M	50M
200704	43M	51M
200705	48M	52M
200706	48M	52M
200707	48M	52M
200708	43M	58M
200709	39M	48M
200710	41M	50M
200711	41M	48M
200712	48M	45M

Start | Sales Trends - Windo... | Internet | Protected Mode: Off | 100% | 5:28 PM

# Track Sales by Articles

Article Monitoring - Windows Internet Explorer

http://2008sql/PPS/ProfitBase%20Retail%20PPS%20Demo/Article%20Monitoring.aspx

Article Monitoring

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ProfitBase Retail PPS Demo : Main | Store Monitoring | Category Monitoring | Sales Trends | **Article Monitoring** | Ad-hoc Drilldown

YMD: 200804

Items: **Article sales , Entertainment , Fastfood , Food , Icecream**

Vendors: **Aune Forlag AS (14501)**

Article Monitoring

Items	Sales	Gross margin	Gross margin %
All Items	1,095,691,443.39	194,138,893.29	17.72%
Other	16.00	8.00	50.00%
Test (88)	16.00	8.00	50.00%
Services	643,943,328.49	27,550,011.31	4.28%
Lottery	40,435,371.59	3,043,611.03	7.53%
Lotto Services	37,440,569.66	1,169,300.00	3.12%
Telecards	53,874,504.57	7,879,993.84	14.63%
Services nettn	176,314,462.97	13,867,056.16	7.86%
Tickets	335,662,724.70	1,552,735.16	0.46%
Provisions	215,695.00	37,315.12	17.30%
Article sales	451,748,098.90	166,588,873.98	36.88%
UNKNOWN (0)	640.00	11,629.00	1817.03%
Newspapers	31,121,262.95	5,909,561.74	18.99%
Icecream	18,624,235.44	9,952,765.52	53.44%
Magazines&books	81,236,082.98	20,597,562.82	25.36%
Kiosk items	70,215,745.46	33,719,241.22	48.02%
Tobaco	100,501,403.34	25,864,356.14	25.74%
Fastfood	64,529,601.67	31,254,321.22	48.43%
Drinks	42,699,906.43	25,119,292.48	58.83%
Entertainment	19,955,936.71	5,691,895.67	28.52%
Cards&Gifts	2,350,286.25	1,324,823.83	56.37%
Food	20,512,997.67	7,143,424.34	34.82%

Article sales  
 Cards&Gifts  
 Drinks  
 Entertainment  
 Fastfood  
 Food  
 Icecream  
 Kiosk items  
 Magazines&books  
 Newspapers  
 Tobaco  
 UNKNOWN (0)  
 Select All

Apply Cancel

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