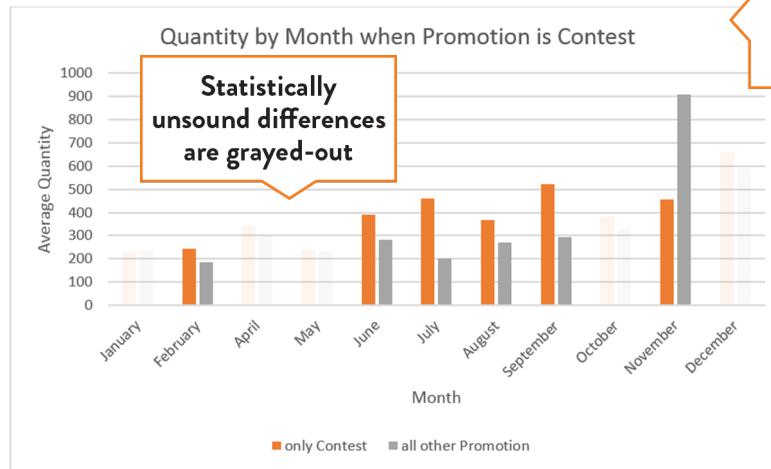


# Explain Every Insight As A Human Analyst Would

- November has lower than average Quantity when Promotion is Contest



Story in Word,  
PowerPoint,  
HTML

Statistically  
unsound differences  
are grayed-out

But, you should also be aware of the case when Promotion is Contest because the Quantity demonstrated a different pattern in this case. If you compare the two graphs, you will see for example: November: 449.9 Units lower than its baseline of 908; July: 256.7 Units higher than its baseline of 202.6; September: 229.3 Units higher than its baseline of 293.3.

Simple explanation of the  
key insight in the graph

BeyondCore for Office

BeyondCORE

Guide Logout

Recommendations

Add

Promotion: Display and Coupon have higher than average Quantity when Month is November

Add

Store: Smith and Co. and Spears have higher than average Quantity when Item is Computers

Add

Promotion: Coupon and Display have lower than average Quantity when Month is April

Add

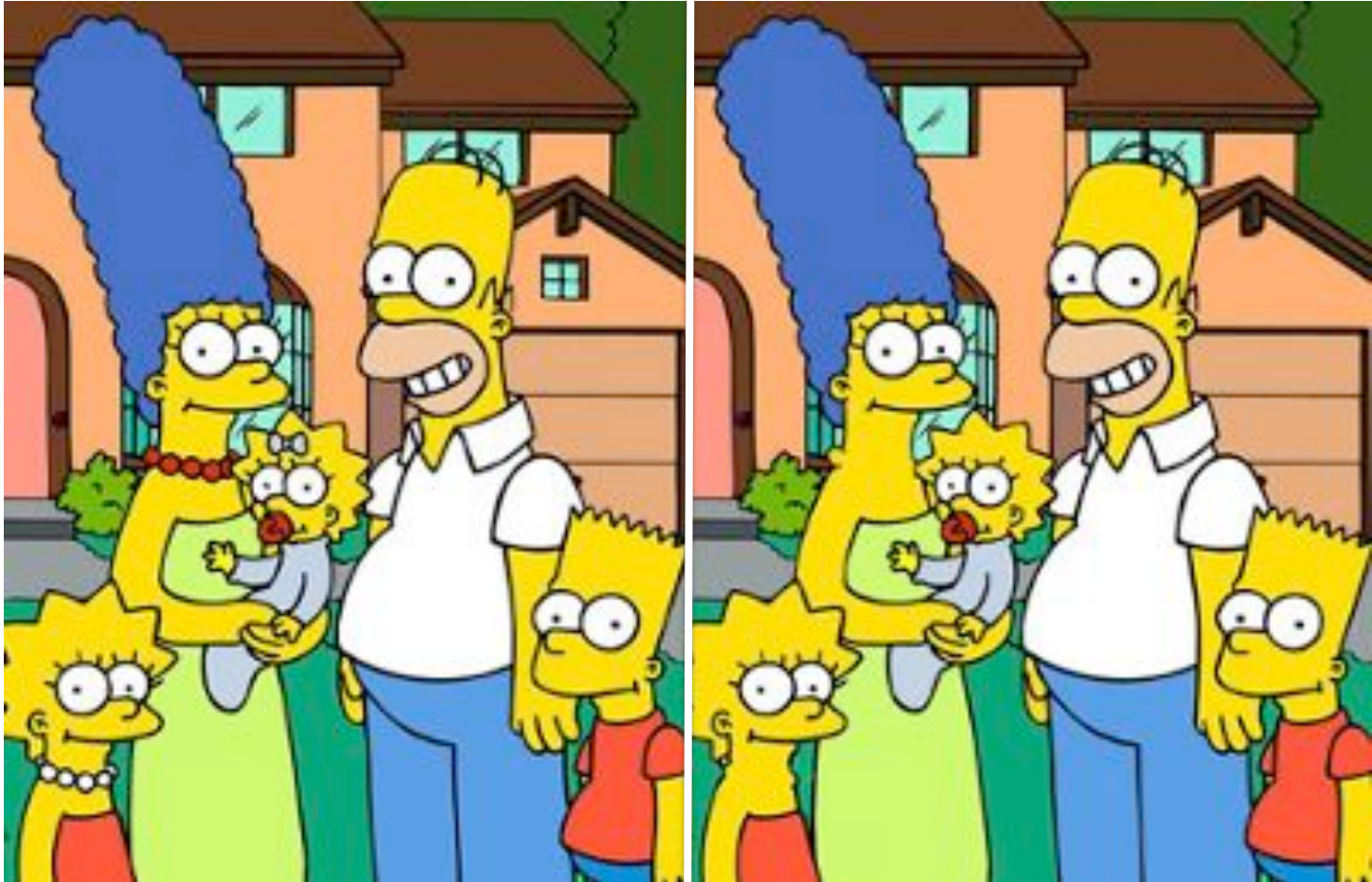
Month: November and December have lower than average Quantity when Store is WaySafe

Add

Month: April has higher than average Quantity when Discount is 0%

Select a variable (or variables) to receive targeted recommendations.

# Do you Dashboard? Spot the Difference!



Collaborative Marketing to Supercharge Profitable Growth Summit



TPM-TPO and Advanced Analytics are Bigger in Dallas!

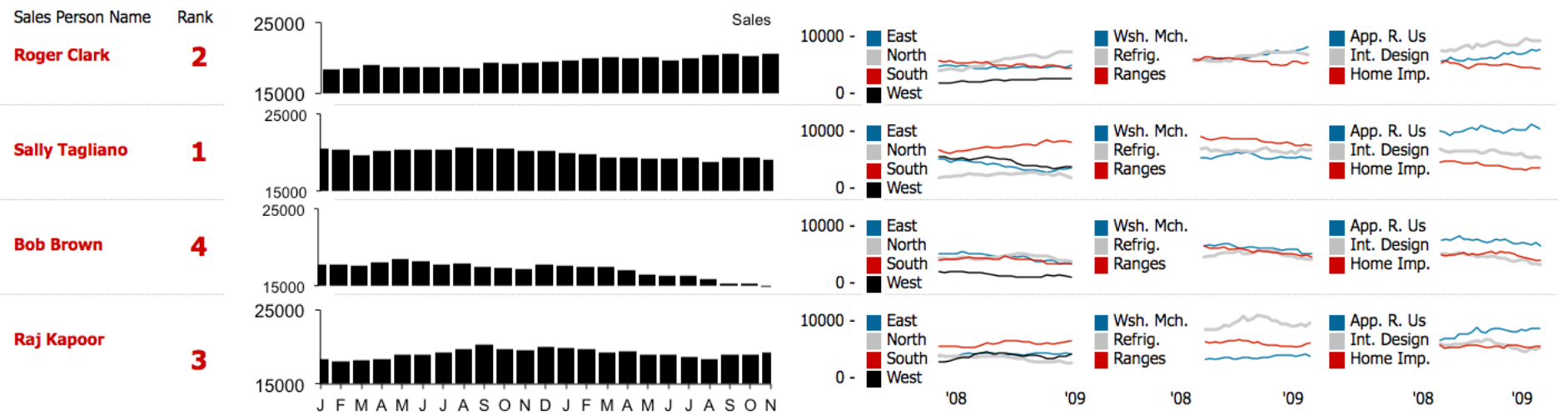
November 4-6, 2015

Keywords: ROI, RETAILERS, MARKETING, COLLABORATION, PROMOTIONS, OPTIMIZATION, MERCHANDISING, ANALYTICS, RELEVANCE, CUSTOMER, PRELING

# Sales Dashboard 2008-09

Vicktrolux Appliances - November 2009

## Sales (2008-09)



## Sales Mix by Sales Person (2008-09)

	All (in \$ 000's)	Region				Product			Customer		
		East	North	South	West	Wash Mch.	Refrig.	Ranges	App. R Us	Int. Design	Home Imp.
Roger Clark	447.6	26%	30%	28%	17%	35%	34%	31%	33%	40%	27%
Sally Tagliano	456.9	23%	17%	35%	25%	29%	32%	39%	46%	31%	23%
Bob Brown	394.1	29%	29%	27%	16%	36%	31%	33%	41%	29%	30%
Raj Kapoor	440.0	24%	21%	31%	23%	23%	45%	32%	39%	31%	30%

Collaborative Marketing to Supercharge Profitable Growth Summit



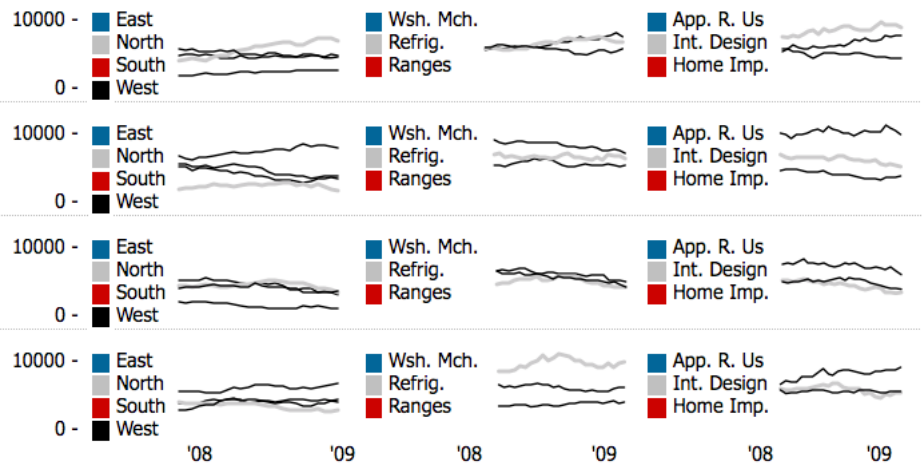
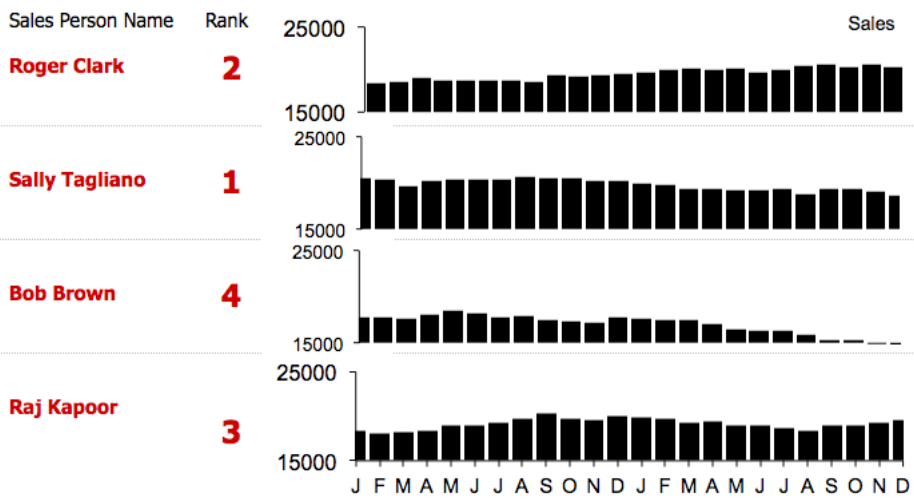

TPM-TPO and Advanced Analytics are Bigger in Dallas!

November 4-6, 2015

# Sales Dashboard 2008-09

Vicktrolux Appliances - December 2009

## Sales (2008-09)



## Sales Mix by Sales Person (2008-09)

Sales Person	All (in \$ 000's)	Region				Product			Customer		
		East	North	South	West	Wash Mch.	Refrig.	Ranges	App. R Us	Int. Design	Home Imp.
Roger Clark	467.8	26%	30%	27%	17%	35%	34%	31%	33%	40%	27%
Sally Tagliano	475.6	23%	17%	35%	25%	29%	33%	39%	46%	31%	23%
Bob Brown	408.6	29%	29%	27%	16%	36%	31%	33%	41%	29%	30%
Raj Kapoor	459.6	24%	21%	31%	23%	23%	45%	32%	40%	31%	30%

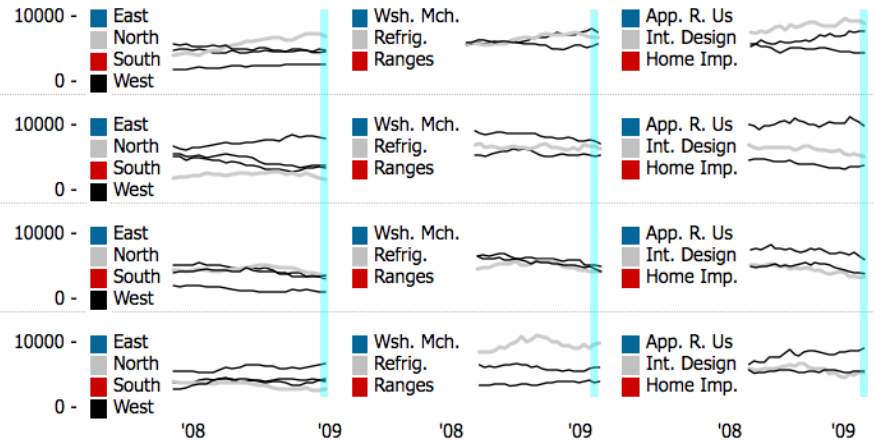
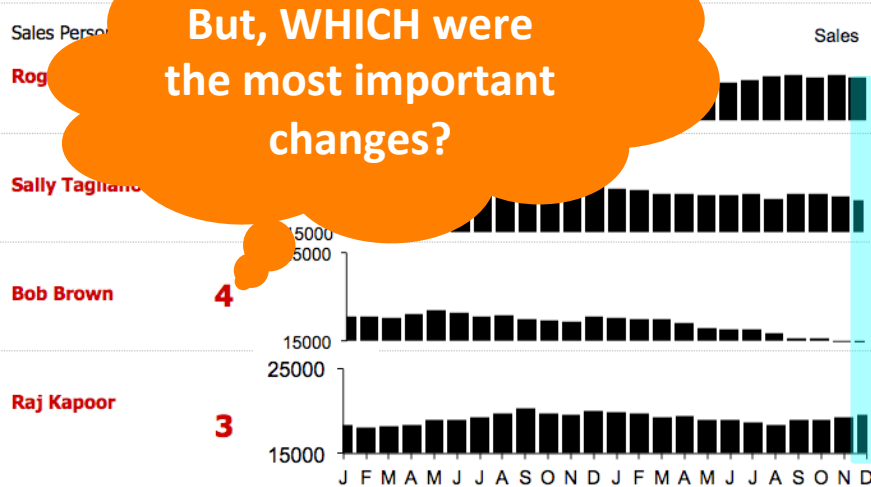
# What Changed From November to December

## Sales Dashboard 2008-09

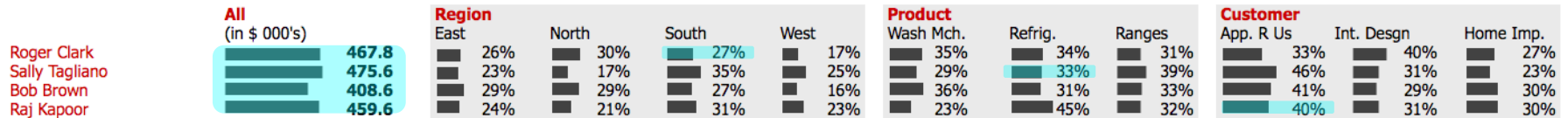
Vicktrolux Appliances - December 2009

But, WHICH were the most important changes?

### Sales (2008-09)



### Sales Mix by Sales Person (2008-09)



# Leading Global Manufacturer

Objective: Optimize Working Capital by improving Payables Terms and Spend Management

## Working Capital Management



Daily\_AP\_manu  
Payable Amount

Month of 5/1/2015 12:00 AM - 6/1/2015 12:00 AM

Report Run On: 5/1/2015 12:00 AM  
Showing Current Month and Previous 4 Months

Total Payable Amount:  
3,480,000,000

↑ 15.2%



Average Payable Amount:  
43,400

↑ 35.4%



Transactions:  
80,112

↓ 14.9%



### Top Changes in Total Payable Amount

Rank	Category	Amount	Change	Percentage
1.	Vendor: Other	526,000,000	↑	21.5%
2.	Payment_Terms: DUE UPON ...	235,000,000	↑	75.5%
3.	Payment_Terms: NET 60 DAYS	137,000,000	↑	32.5%
4.	Plant: Plant 2	130,000,000	↑	14.2%
5.	Plant: Plant 99	113,000,000	↑	1100%

Amount payable upon receipt actually increased by \$235M

Amount payable in 60 days increased just \$137M

The average amount paid by Plant 99 is fluctuating wildly but it is driven by outliers (not a statistical trend)

Number of invoices payable upon receipt decreased 5.6%

Number of invoices due in 60 days increased by 191%



# Understand Why Your KPI Changed

## Customer Purchases



Store-Data-Export  
Average Revenue

Day of 9/29/2015 - 9/30/2015

Report Run On: 10/1/15 3:23 AM  
Compared to previous 7 days.

Total Revenue: 16,432,683

↑ 15.18%



Average Revenue / Purchases

↓ 5.32%



Purchases

↑ 21.66%



### Top Changes in Total Revenue

Coupon: Yes	↑ 2,173,223.45
Product: Cereal	↑ 2,139,020.12
State: Texas	↑ 554,830.00
State: California	↑ 313,190.30
Product: Soda	↑ 293,100.12

### Average Revenue / Purchases

2.60	↓ 9.80%
2.40	↓ 5.34%
2.44	↑ 0.12%
2.40	
2.38	

### Transactions

5,222,012	↑ 31.97%
6,832,003	↑ 21.52%
922,200	↑ 32.85%
870,980	↑ 25.50%
872,976	↑ 23.13%

Grayed-out if the pattern is not Statistically sound

Sort by: Total Impact

1/2



## With Traditional Dashboards People Have To:

- ✓ Find the right questions
- ✓ Test for statistical soundness
- ✓ Check for hidden causes
- ✓ Repeat every week/month



