

HIGH-LEVEL DASHBOARD VISIBILITY OF YOUR BUSINESS WITH COMPREHENSIVE KPIs

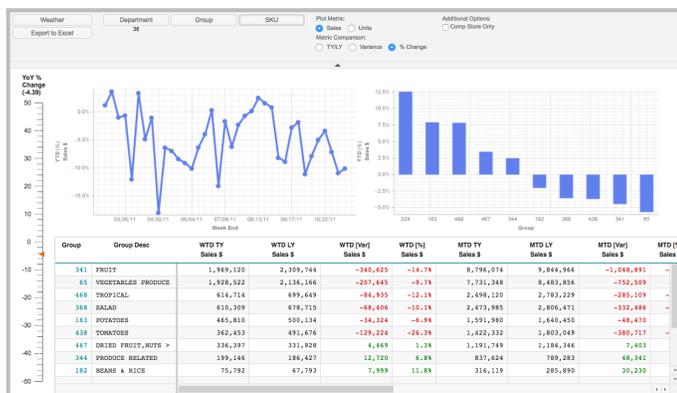
Get a snapshot of your business with this intuitive, user-friendly tool that allows you to drill down by SKU and business metrics

Retailers and consumer goods manufacturers rely on reporting tools to view and measure their category and business performance, often using multiple daily reports to track a range of business KPIs. The challenge, however, is accessing not just a high-level snapshot of the business, but also having the functionality and flexibility to drill down to drivers of performance – all within a single, clean and comprehensive dashboard.

INTRODUCING THE CATEGORY MANAGER DASHBOARD

To address the need for both high-level views of the business and drillable capabilities, 1010data developed the Category Manager Dashboard, a powerful tool for line-of-business users and executive leaders alike. This dashboard is available via the 1010data Consumer Insights Platform application, which provides an extensive suite of reports and scorecards for the retail and consumer goods manufacturing industries.

The Category Manager Dashboard is uniquely designed to provide a high-level snapshot of sales performance across categories, while also allowing the user to drill into specific areas for further, more detailed analysis. Sales metrics are plotted across multiple periods and product hierarchy levels. Timeframes align with the retailer's fiscal calendar and are designed to support multiple time views within a single grid view: whether weekly, monthly, quarterly or yearly.



INTUITIVE & INTERACTIVE DASHBOARD

The Category Manager Dashboard provides:

- ◆ **High-Level Category Snapshots:** View your business at a high level to quickly identify performance, trends and changes in category or sales performance.
- ◆ **Customization:** Easily toggle between various time periods, \$ sales, unit sales, % change, or variance vs. previous year. Drill down up or down the Product Hierarchy to product or SKU levels.
- ◆ **Charts, Tables and Graphs:** Visually highlight category, product or SKU-level trends via easy-to-understand, interactive and presentation-ready charts, tables and graphs.
- ◆ **Power to Combine Multiple Time Periods:** View multiple YoY time periods in a single grid: week-to-date (WTD), month-to-date (MTD), quarter-to-date (QTD) or year-to-date (YTD).
- ◆ **Comp Store View:** Sort metrics by “Comp Store Only” view to assess your business in an “apples to apples” format.
- ◆ **Integration of Third Party Data:** Overlay weather data to identify and understand correlations between weather and category, or product-level performance.

