



AUTOINSIGHT

DEVELOPER OF AUTOBIZIGHT

Unleash Business Data with AutoBizight Analytics Tool

Speakers:

Alvin Lam – Solution Manager

Harry Chui – Associate Data Analyst

Company Background



Professional Service

We will offer customized big data service which would be a scope-based or T&M project.



Retailers

F&B

Developer

Government

AUTOINSIGHT

Professional
Service



Subscribed
Solution



Templated Sales & Customer Behavior
Dashboards



Subscribed Solution

We will offer a self-serve analytic service via a cloud platform which helps the clients to start their data analytics journey quickly in a cost-effective way.



圖必勝

AutoBizight

Improve
Business
Insights ?

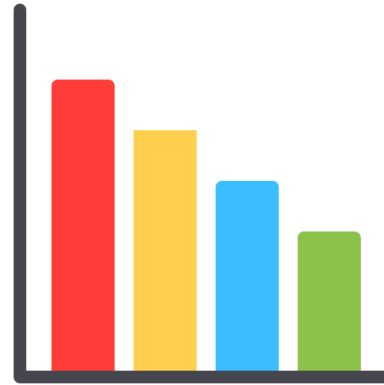


**Performance Monitoring?
Sales / Marketing / Product /
Customer Analysis?
Customer Segmentation?
Profit Optimisation?
Location and Timing?**

Which Chart to Use ?



- Sum of Proportion ✓
- Part-to-Whole Relationship ✓
- There's a relatively large segment ✓
- Avoid a lot of slices
- Hard to read with similar proportion



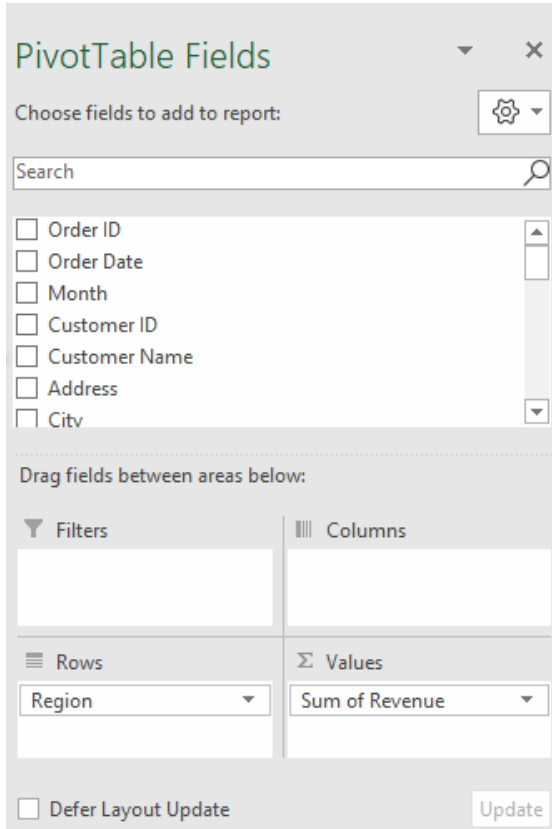
- Identify Trends ✓
- Comparison of Categories ✓
- Illustrate Important Change ✓
- Avoid too much categories
- Do Not Show Interrelated Relationship



- Identify Trends ✓
- Track Changes ✓
- Compare lots of data ✓
- Wide Range of Data



Can Excel Help ?



Pivot Table

The screenshot shows an Excel spreadsheet with two tables. The first table, 'Fruit', has columns 'Fruit' and 'Amount'. The second table, 'Meat', has columns 'Meat' and 'Amount'. A formula bar at the top shows the formula `=VLOOKUP(A7, A2:B5, 2, FALSE)`. The formula is entered in cell B7, which contains the value 40. The formula bar also shows the syntax `VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])`.

Fruit	Amount
Apples	50
Oranges	20
Bananas	60
Lemons	40

Meat	Amount
Beef	50
Chicken	30
Pork	10
Fish	50

Vlookup

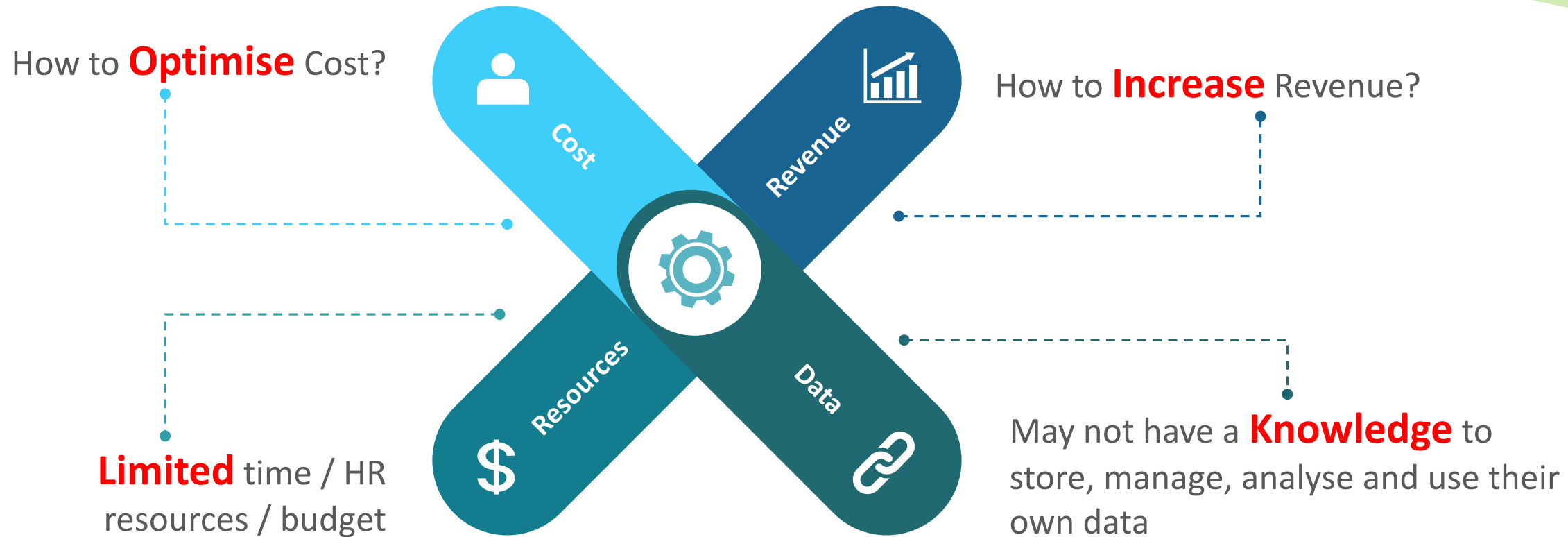
The screenshot shows an Excel spreadsheet with a table of fruit sales data. The table has columns for days of the week (May 1st to May 7th) and rows for different fruits (Apple, Banana, Kiwi, Lemon, Orange, Peach, Pear). A formula bar at the top shows the formula `=HLOOKUP("Orange";B1:H8;2;0)`. The formula is entered in cell B12, which contains the value 20. The formula bar also shows the syntax `HLOOKUP(lookup_value, table_array, row_index_num, [range_lookup])`.

	A	B	C	D	E	F	G	H	I
1		Apple	Banana	Kiwi	Lemon	Orange	Peach	Pear	
2	May 1st	21	15	19	17	20	22		
3	May 2nd	25	17	20	23	24	22	17	
4	May 3rd	30	20	22	24	29	23	19	
5	May 4th	29	21	21	22	22	23	11	
6	May 5th	20	18	18	21	18	19	13	
7	May 6th	18	16	16	20	16	17	17	
8	May 7th	32	21	19	18	20	16	18	
9	Total week 1	175	128	135	147	146	140	117	
10									
11		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
12	Oranges sold	=HLOOKUP("Orange";B1:H8;2;0)							
13									
14									

Hlookup



Business Intelligence for SME is not easy...



Have you even puzzle...



SCENARIO 1 – RECONNECT MEMBERS

Member lost as not visiting physical shop due to Pandemic but increased online shop doesn't include them.

How to reconnect physical members to visit online shop?





SME BUSINESS PERFORMANCE FROM DASHBOARD

CUSTOMER BEHAVIOR REPORT

Overall Profit Contribution

22.09%

Average Order \$

2.2k

Average Product Type Sold per Order

1.6

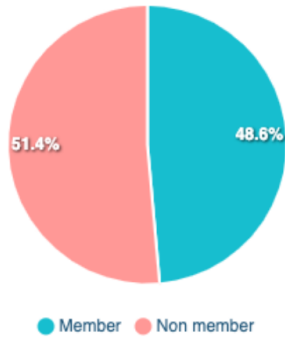
Average Order Freq.

1.5

Average Order Interval (in days)

26.6

Sales by Segment



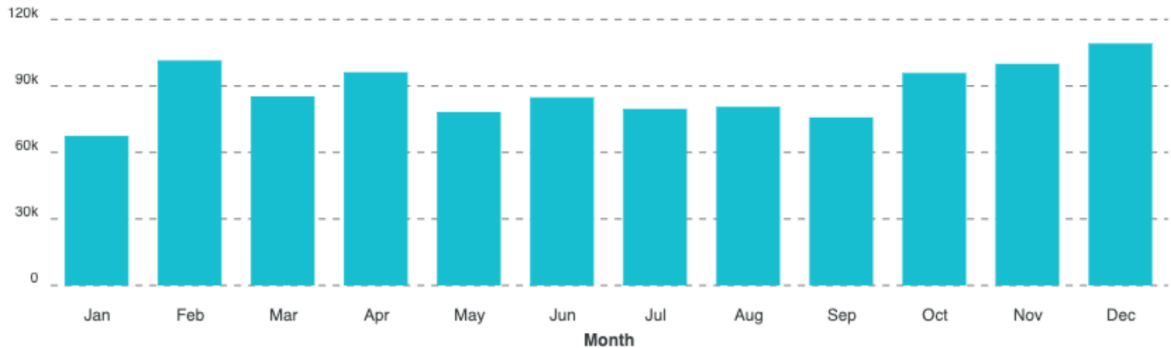
Customer List

Customer Name with ID	Email	Profit Contribution	Number of orders
James Pang [C-JP-33278]	JamesPang@mail.com	2.27%	5
Hin Leung [C-HL-14398]	HinLeung@mail.com	1.61%	4
Stephanie Fong [C-SF-3502...]	StephanieFong@mail.com	1.49%	7
Josie Choy [C-JC-41716]	JosieChoy@mail.com	1.33%	7
Sammi Ho [C-SH-28203]	SammiHo@mail.com	1.31%	7
John Wong [C-JW-46472]	JohnWong@mail.com	1.24%	7
Zac Fung [C-ZF-45984]	ZacFung@mail.com	1.18%	5
Nicholas Ko [C-NK-24820]	NicholasKo@mail.com	1.04%	4

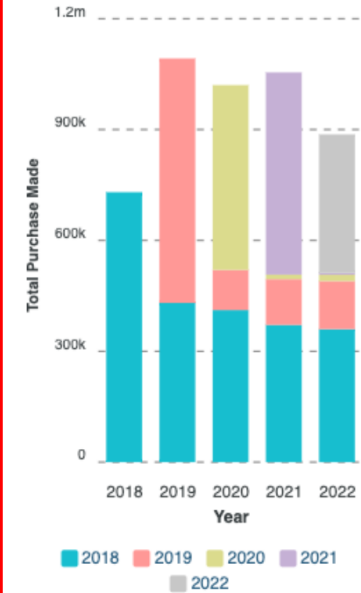
Top 10 Sales Date

Order Date	2021-10-08	2021-12-26	2021-08-03	2021-06-16	2021-02-23	2021-07-07	2021-09-27	2021-05-14	2021-12-12	2021-03-17
Order Date	18.67k	15.08k	13.83k	12.78k	12.40k	12.05k	11.78k	11.56k	11.34k	10.88k

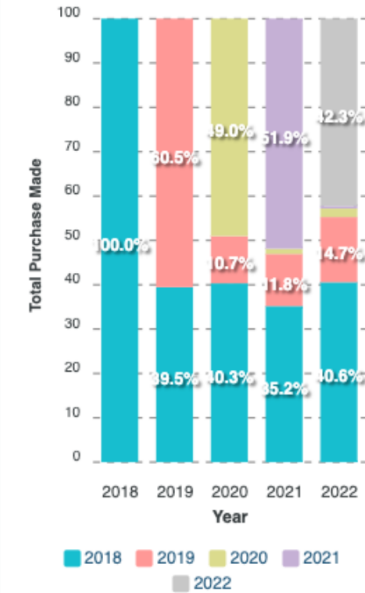
Monthly Sales Pattern



Retention Sale



Retention Sale (% of Total)



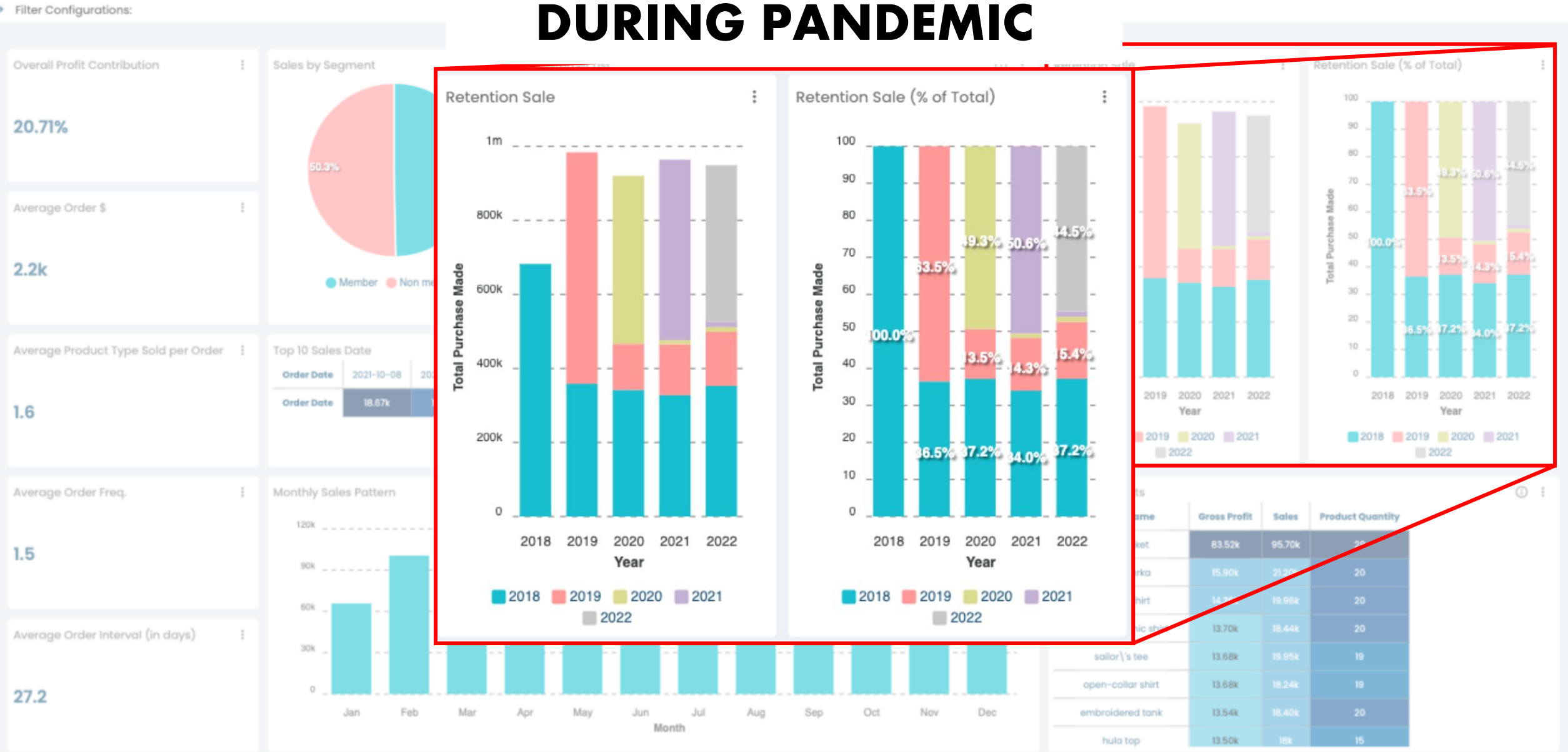
Top 25 Products

Product Name	Gross Profit	Sales	Product Quantity
down jacket	83.52k	95.70k	29
gingham picnic shirt	17.13k	23.05k	25
embroidered tank	16.25k	22.08k	24
simple parka	15.90k	21.20k	20
sailor\'s tee	15.84k	23.10k	22
yodel cardigan	14.45k	24.48k	17
hula top	14.40k	19.20k	16
bowling shirt	14.36k	19.96k	20

PERFORMANCE DURING PANDEMIC ?



POOR RETENTION RATE DURING PANDEMIC



WHO ARE MY TOP MEMBERS ?



FIND OUT THE TOP 30 MEMBERS IN OFFLINE STORES

Filters

Overall Profit Contribution

20.71%

Average Order \$

2.2k

Average Product Type Sold per Order

1.6

Average Order Freq.

1.5

Average Order Interval (in days)

27.2

Sales by Segr

50.3%

Top 10 Sales

Order Date

Order Date

Monthly Sales

120k

90k

60k

30k

0

Filters

Channel Name

Offline Stores

Select or input value for filtering

Date Filter Type

Relative Dates

Period Type

Year

Occurrence

Previous Year

Customer Segment

Member

Select or input value for filtering

Customer Selection

Exact Value

Top (Exact Value)

30

Product Category

Product Subcategory

Order Shipping Mode

Retail Store Location

Order Status

Clear Filters

Cancel

Apply

Profit Contribution

Number of orders

2.48%	5
1.76%	4
1.31%	6
1.29%	6
1.28%	5
1.21%	4
1.14%	4
1.11%	3

Retention Sale

Total Purchase Made

1m

800k

600k

400k

200k

0

2018

2019

2020

2021

2022

Year

Retention Sale (% of Total)

Total Purchase Made

100

90

80

70

60

50

40

30

20

10

0

2018

2019

2020

2021

2022

Year

Top 25 Products

Product Name	Gross Profit	Sales	Product Quantity
down jacket	83.52k	95.70k	29
simple parka	15.90k	21.20k	20
bowling shirt	14.36k	19.96k	20
gingham picnic shirt	13.70k	18.44k	20
sailor's tee	13.68k	19.95k	19
open-collar shirt	13.68k	18.24k	19
embroidered tank	13.54k	18.40k	20
hula top	13.50k	18k	15

Filter Configurations:

Overall Profit Contribution

20.71%

Average Order \$

2.2k

Average Product Type Sold per Order

1.6

Average Order Freq.

1.5

Average Order Interval (in days)

27.2

Sales by Segment

Member

Non member

Top 10 Sales Date

Order Date

2021-10-08

2021-10-08

Order Date

18.67k

18.67k

Monthly Sales Pattern

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer List

-ve

+ve

Customer Name with ID	Email	Profit Contribution	Number of orders
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Hin Leung [C-HL-14398]	HinLeung@mail.com	1.76%	4
Sammi Ho [C-SH-28203]	SammiHo@mail.com	1.31%	6
Josie Choy [C-JC-41716]	JosieChoy@mail.com	1.29%	6
Stephanie Fong [C-SF-3502...]	StephanieFong@mail.com	1.28%	5
Zac Fung [C-ZF-45984]	ZacFung@mail.com	1.21%	4
Nicholas Ko [C-NK-24820]	NicholasKo@mail.com	1.14%	4
Faye Choi [C-FC-14662]	FayeChoi@mail.com	1.11%	3
Sam Yau [C-SY-19974]	SamYau@mail.com	1.08%	5
Joy Choi [C-JC-20711]	JoyChoi@mail.com	1.06%	5
Jessica Pak [C-JP-15375]	JessicaPak@mail.com	1.03%	5
Lisa Pang [C-LP-46375]	LisaPang@mail.com	0.97%	3
Cyrus Fong [C-CF-16094]	CyrusFong@mail.com	0.96%	2

CUSTOMER LIST UPDATED

Retention Sale

Total Purchase Made

Year

2018

2019

2020

2021

2022

Retention Sale (% of Total)

Total Purchase Made

Year

2018

2019

2020

2021

2022

Top 25 Products

Product Name	Gross Profit	Sales	Product Quantity
down jacket	83.52k	95.70k	29
simple parka	15.90k	21.20k	20
bowling shirt	14.36k	19.96k	20
gingham picnic shirt	13.70k	18.44k	20
sailor's tee	13.68k	19.95k	19
open-collar shirt	13.68k	18.24k	19
embroidered tank	13.54k	18.40k	20
hula top	13.50k	18k	15

Filters

Resize Portlets / Rearrange Layout



Export Data As Excel

Specification

Download PDF

Customer List

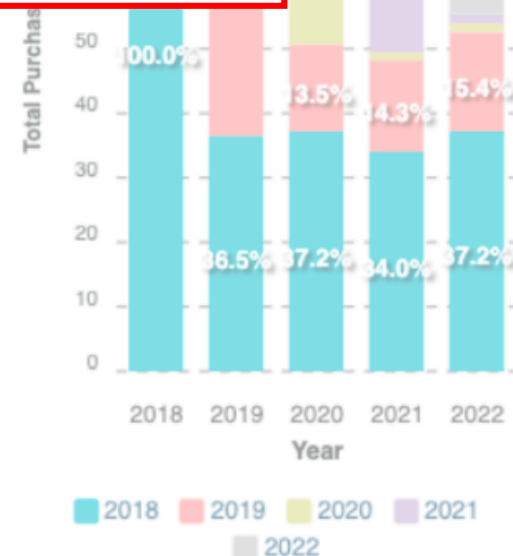
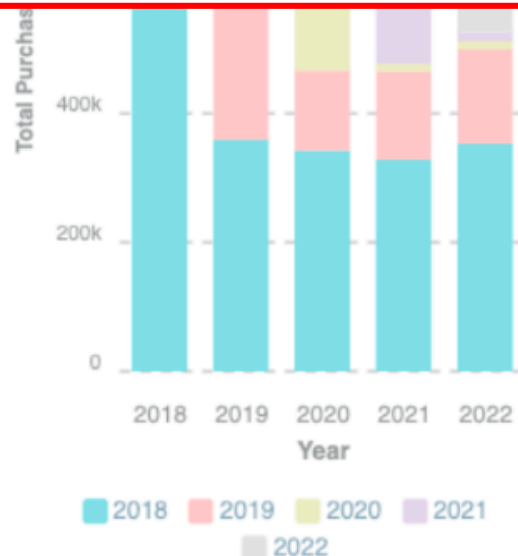
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Hin Leung [C-HL-14398]	HinLeung@mail.com	1.76%	4
Sammi Ho [C-SH-28203]	SammiHo@mail.com	1.31%	6
Josie Choy [C-JC-41716]	JosieChoy@mail.com	1.29%	6
Stephanie Fong [C-SF-3502...]	StephanieFong@mail.com	1.28%	5
Zac Fung [C-ZF-45984]	ZacFung@mail.com	1.21%	4
Nicholas Ko [C-NK-24820]	NicholasKo@mail.com	1.14%	4
Faye Choi [C-FC-14662]	FayeChoi@mail.com	1.11%	3

EXPORT THE LIST HERE



Export Data As Excel

2021-06-16	2021-02-23	2021-09-27	2021-05-14	2021-12-12	2021-07-07	2021-03-17	2021-08-17
12.78k	12.40k	11.78k	11.56k	11.34k	11.20k	10.88k	10.85k



ANY PROMOTION IDEAS ?



DOWN JACKET HAVE HIGH PROFIT AND QUANTITY

Customer Behavior Report (Order Date: 2021-10-08)

Layout [Export Data As Excel](#) [Specification](#) [Download PDF](#)

Filter Configurations:

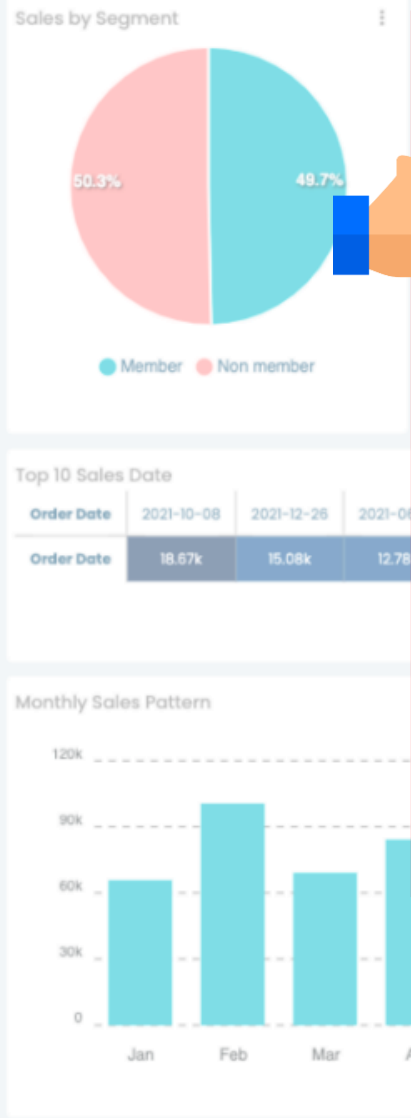
Overall Profit Contribution
20.71%

Average Order \$
2.2k

Average Product Type Sold per Order
1.6

Average Order Freq.
1.5

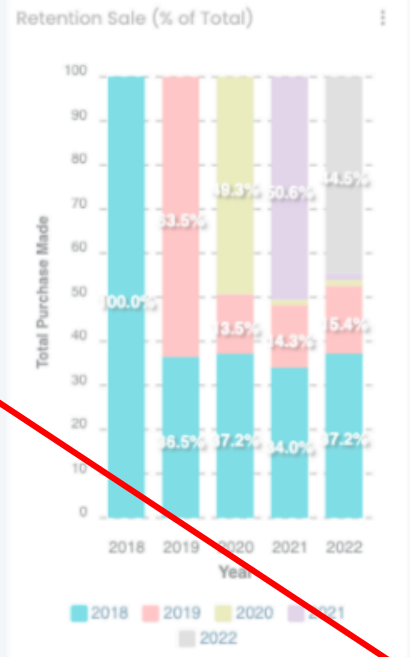
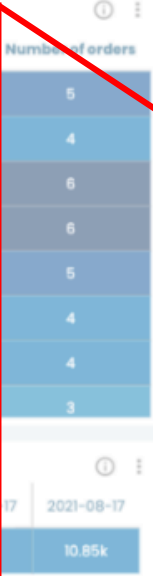
Average Order Interval (in days)
27.2



Top 25 Products

-ve +ve

Product Name	Gross Profit	Sales	Product Quantity
down jacket	83.52k	95.70k	29
simple parka	15.90k	21.20k	20
bowling shirt	14.36k	19.96k	20
gingham picnic shirt	13.70k	18.44k	20
sailor\'s tee	13.68k	19.95k	19
open-collar shirt	13.68k	18.24k	19
embroidered tank	13.54k	18.40k	20
hula top	13.50k	18k	15
tube top	12.88k	14.72k	23
yodel cardigan	12.75k	21.60k	15
printed fleece sweater	12.12k	16.08k	12
polo shirt	11.86k	13.68k	19
yodel sweater	10.92k	18.72k	13



Top 25 Products

Product Name	Gross Profit	Sales	Product Quantity
down jacket	83.52k	95.70k	29
simple parka	15.90k	21.20k	20
bowling shirt	14.36k	19.96k	20
gingham picnic shirt	13.70k	18.44k	20
sailor\'s tee	13.68k	19.95k	19
open-collar shirt	13.68k	18.24k	19
embroidered tank	13.54k	18.40k	20
hula top	13.50k	18k	15



OCTOBER IS SUITABLE FOR
BLAST OUT PROMOTION

HOW TO RECONNECT MEMBERS

1. Select and Open **Customer Behavior Report**
2. Review Pandemic **Business Performance**
3. Filter **Top 30 offline members** and Export as excel
4. Identify **High Profit and Large Quantity Products** and select as promotional products
5. Review the **Top Sales Date and Month** to blast out promotion



My e-shop just started to pick up. How can I monitor my business ?

2 Weeks of 2 new items buy 1 get 1 free
Marketing Campaign looks good,
increased customers and orders

ABCShopMart

French Desserts



**PROMOTION
PERIOD :
10/10 – 24/10**



**Choco Deck - French Dessert
Inspired Layered Bar**

\$160



\$180

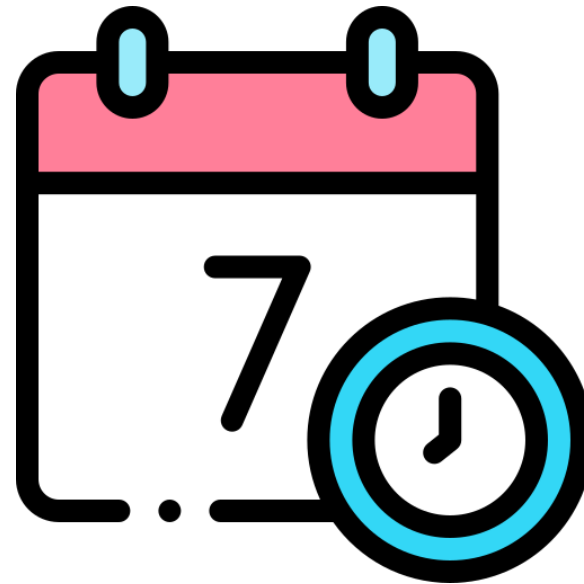
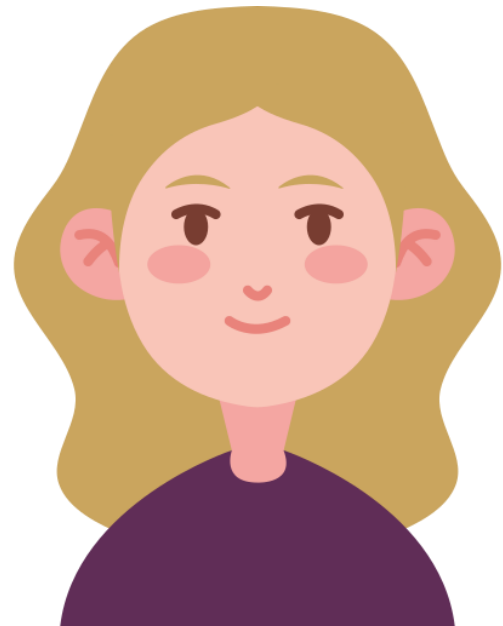
French Mendians

**LIMITED TIME OFFER
BUY 1 GET 1 FREE**



SCENARIO 2 – CAMPAIGN MONITORING

HOW'S THE CAMPAIGN PROGRESS?



Filter Configurations:

No. of Orders

33

+26.9%

Total Order Sales (\$)

25k

+58.6%

89%

Total Order Profit (\$)

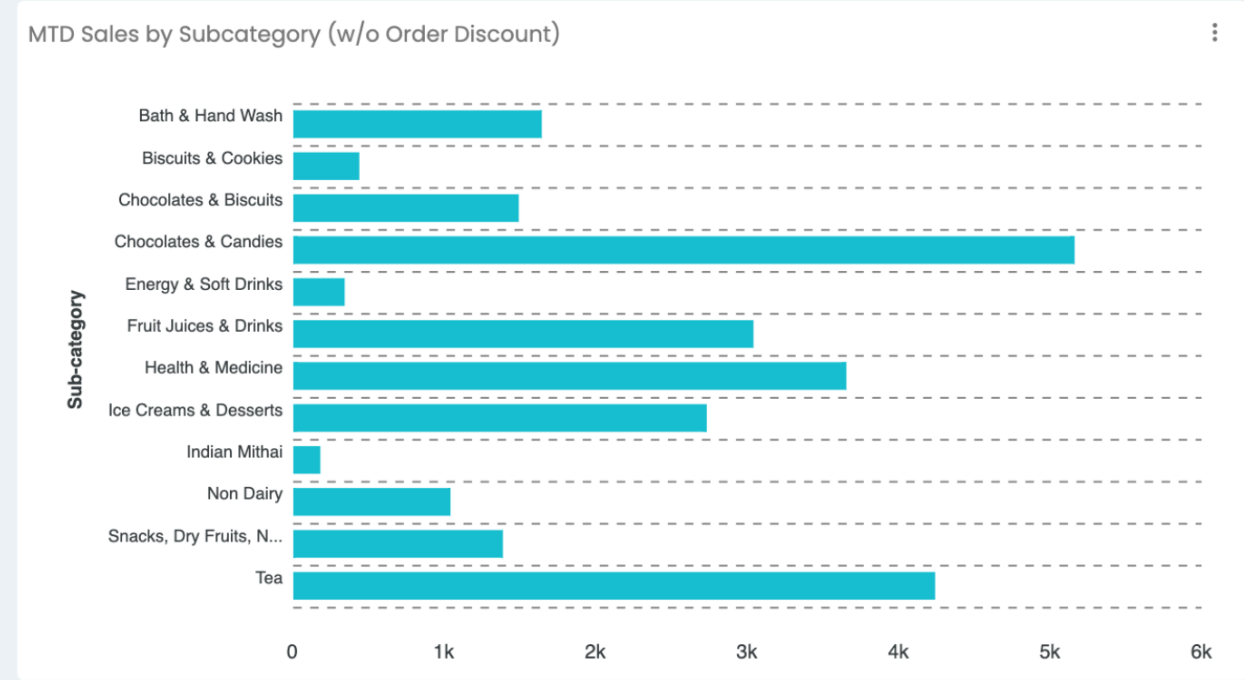
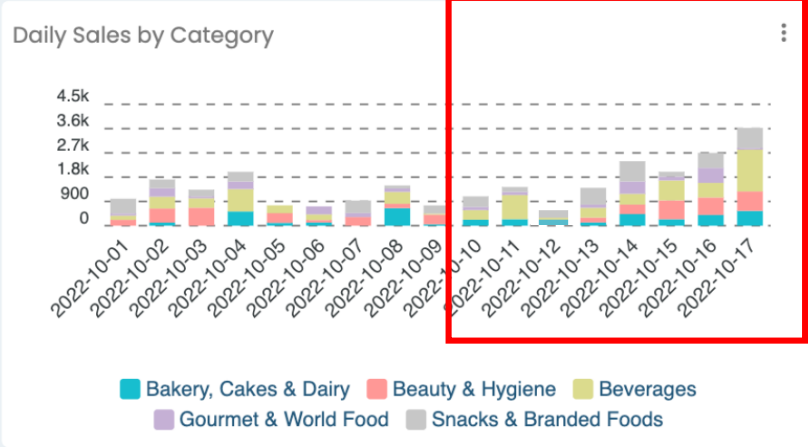
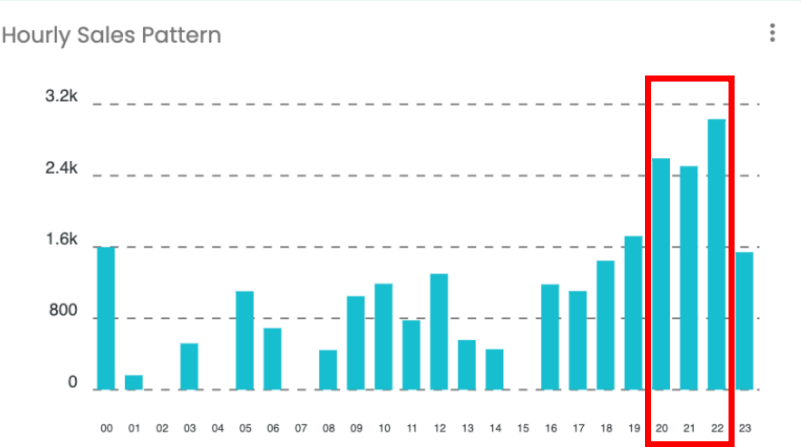
5.6k

+30.3%

Order Profit Margin

22.44%

-17.8%

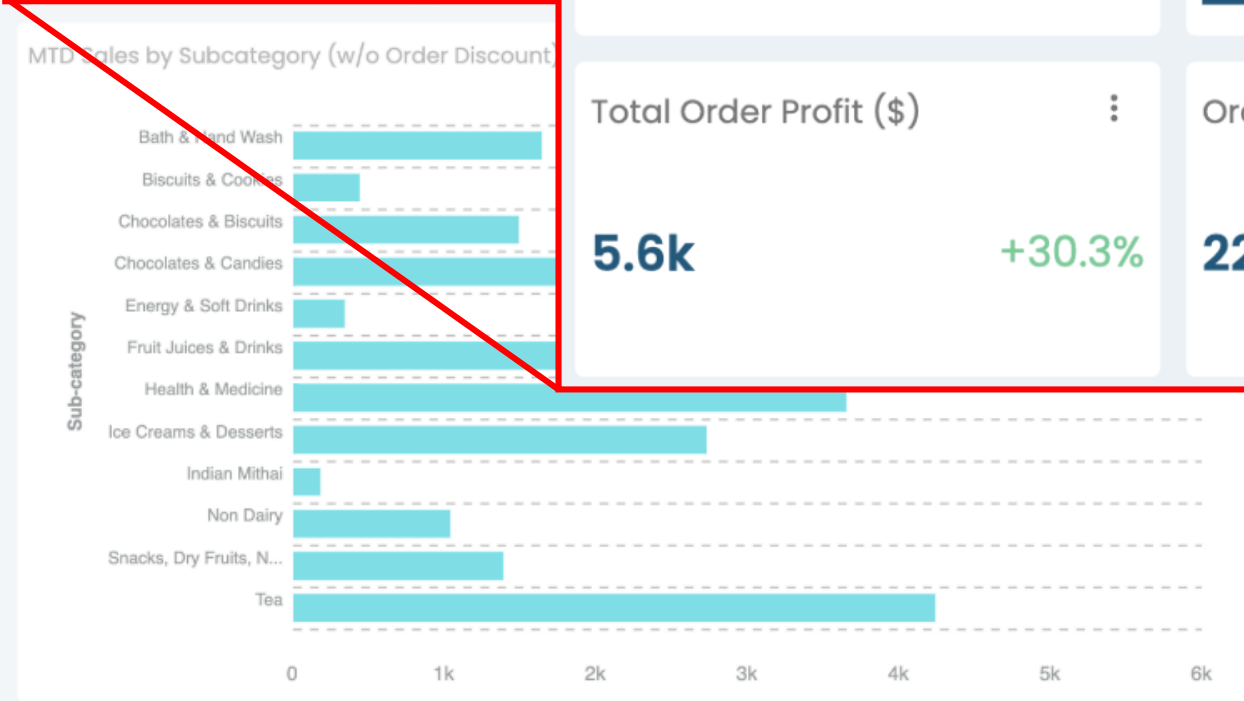
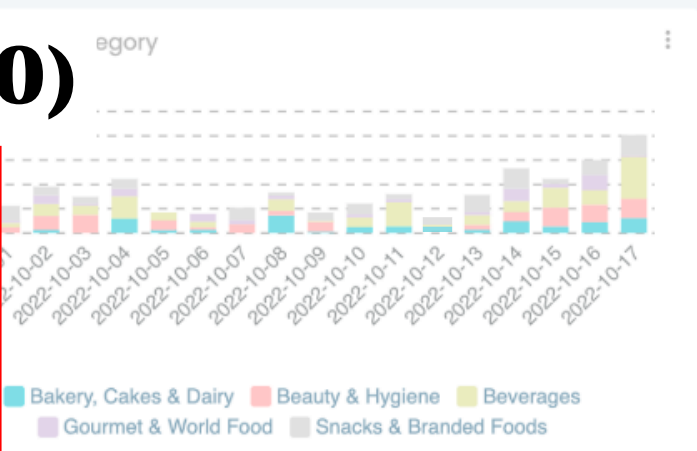
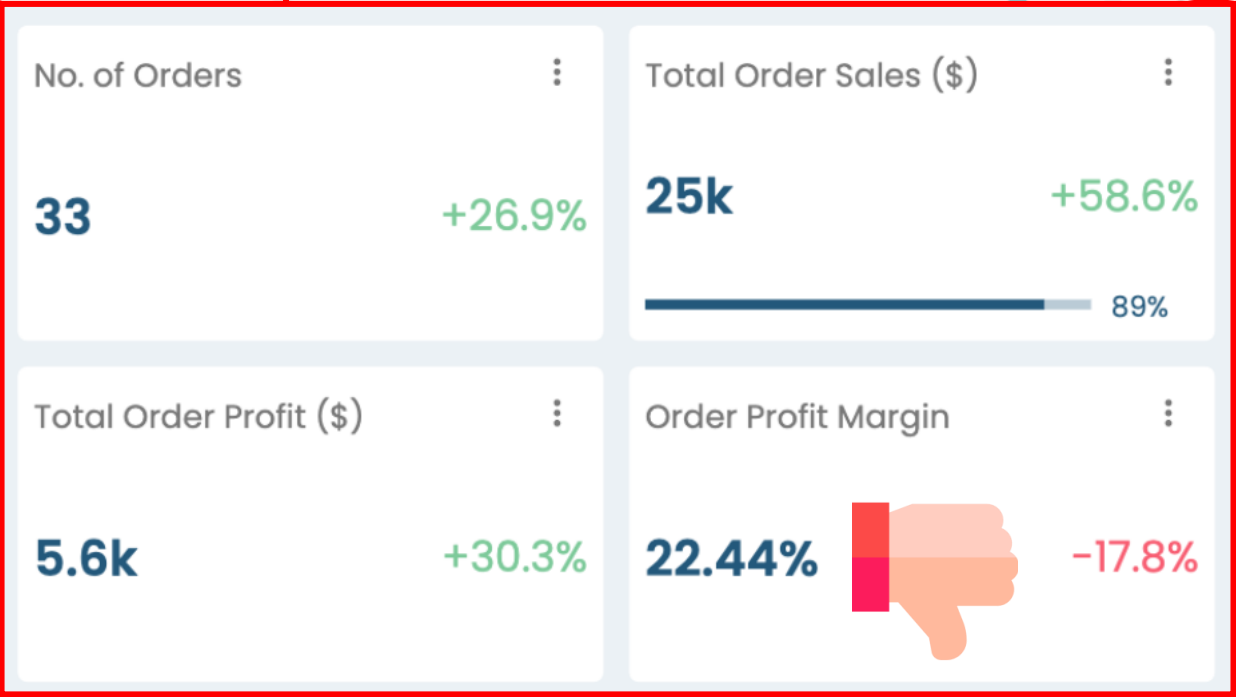
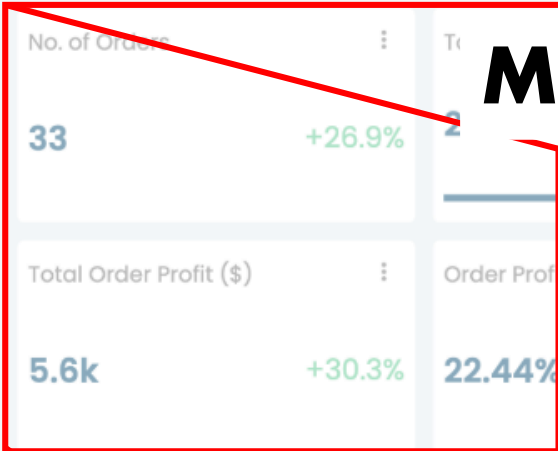


Top 25 Products

Product Name	Product Gross Profit	Product Amount	Product Sales	Product Quantity
French Mendians	-0.56k	3.60k	1.80k	20
Choco Deck - Mini Delight...	0.52k	2.53k	2.28k	11
Green Tea - Tulsi Loose L...	380	2.20k	1.98k	10
Sugar Free Juice - Lemon ...	320	1.60k	1.60k	8
Joint Muscle Spray	0.80k	1.44k	1.44k	8
Choco Deck - French Desse...	40	1.28k	0.64k	8
Antiseptic Disinfectant L...	360	1.26k	1.24k	7
Black Tea	160	1.10k	0.94k	5
Natural Ice Cream - Mixed...	438	0.96k	0.92k	8
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7

Filter Configurations:

MTD PERFORMANCE (Up to 17/10)



Product Details				
Product Name	Product Amount	Product Sales	Product Quantity	
Choco Deck - French Desse...	40	1.28k	0.64k	8
Antiseptic Disinfectant L...	360	1.26k	1.24k	7
Black Tea	160	1.10k	0.94k	5
Natural Ice Cream - Mixed...	438	0.96k	0.92k	8
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7

HOW'S THE CAMPAIGN PRODUCT PERFORMING?



Filter Configurations:

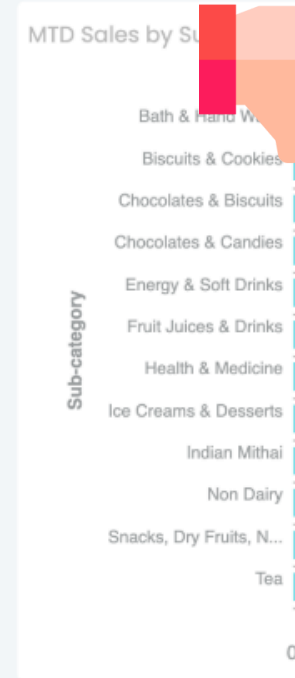
CAMPAIGN PRODUCT PERFORMANCE

No. of Orders

33

Total Order Profit (\$)

5.6k



Top 25 Products				
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Natural Ice Cream - Mixed...	438	0.96k	0.92k	8
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7



Product Amount	Product Sales	Product Quantity
3.60k	1.80k	20
2.53k	2.28k	11
2.20k	1.98k	10
1.60k	1.60k	8
1.44k	1.44k	8
1.28k	0.64k	8
1.26k	1.24k	7
1.10k	0.94k	5
0.96k	0.92k	8
0.91k	0.85k	7
0.80k	0.85k	7
0.52k	0.52k	11
0.38k	0.38k	10
0.32k	0.32k	8
0.28k	0.28k	8
0.20k	0.20k	8
0.16k	0.16k	8
0.14k	0.14k	8
0.12k	0.12k	8
0.10k	0.10k	8
0.08k	0.08k	8
0.06k	0.06k	8
0.04k	0.04k	8
0.02k	0.02k	8
0.01k	0.01k	8

Filter Configurations:

No. of Orders

33

+26.9%

Total Order Sales (\$)

25k

+5%

Total Order Profit (\$)

5.6k

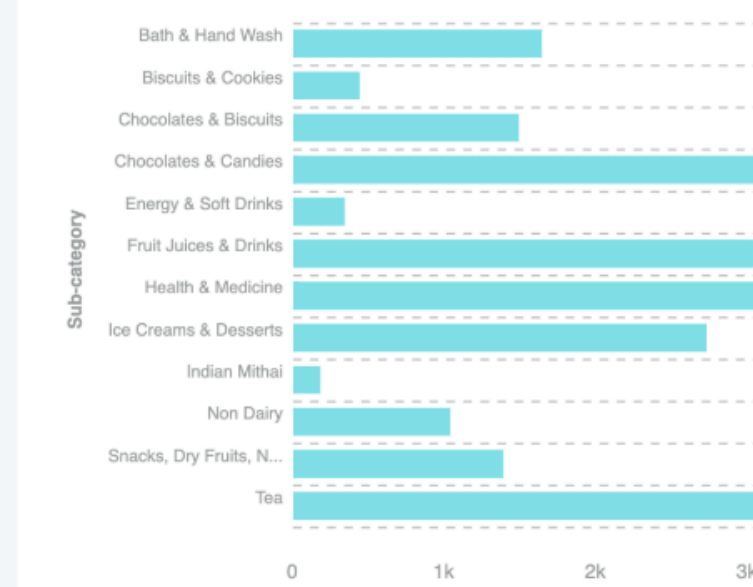
+30.3%

Order Profit Margin

22.44%

-1%

MTD Sales by Subcategory (w/o Order Discount)



IN-DEPTH INVESTIGATION

Product Unit Price

6th Column (Base Measures) Title

Product Unit Price

6th Column Calculation Logic (Define your calculation logic for the values)

Average

☒ Colored Cells

7th Column (Base Measures) Values

Product Unit Cost

7th Column (Base Measures) Title

Product Unit

7th Column Calculation Logic (Define your calculation logic for the values)

Average

ADD COST
RELATED MEASURES

8th Column (Base Measures) Values

Product Gross Profit Margin

8th Column (Base Measures) Title

Product Gross Profit Margin

8th Column Calculation Logic (Define your calculation logic for the values)

Sum

☒ Colored Cells

☒ Show As Percentage

Cancel

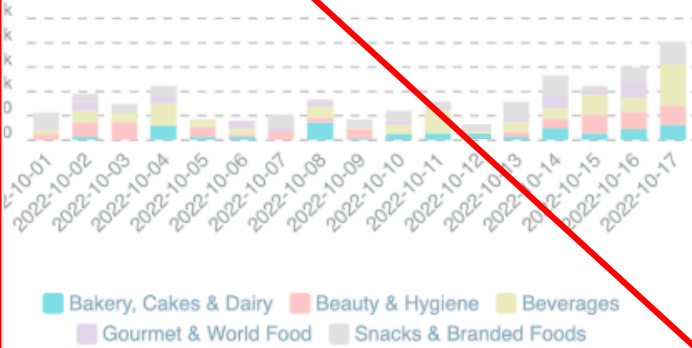
Update

Export Data As Excel

Specification

Download PDF

Sales by Category



Product	Product Amount	Product Sales	Product Quantity
Product A	3.60k	1.80k	20
Product B	2.53k	2.28k	11
Product C	2.20k	1.98k	10
Product D	1.60k	1.60k	8
Product E	1.44k	1.44k	8
Product F	1.28k	0.64k	8
Product G	1.26k	1.24k	7
Product H	1.10k	0.94k	5
Product I	0.95k	0.92k	8
Product J	0.91k	0.85k	7

Filter Configurations:

SETTING A WRONG SELLING PRICE

No. of Orders

33

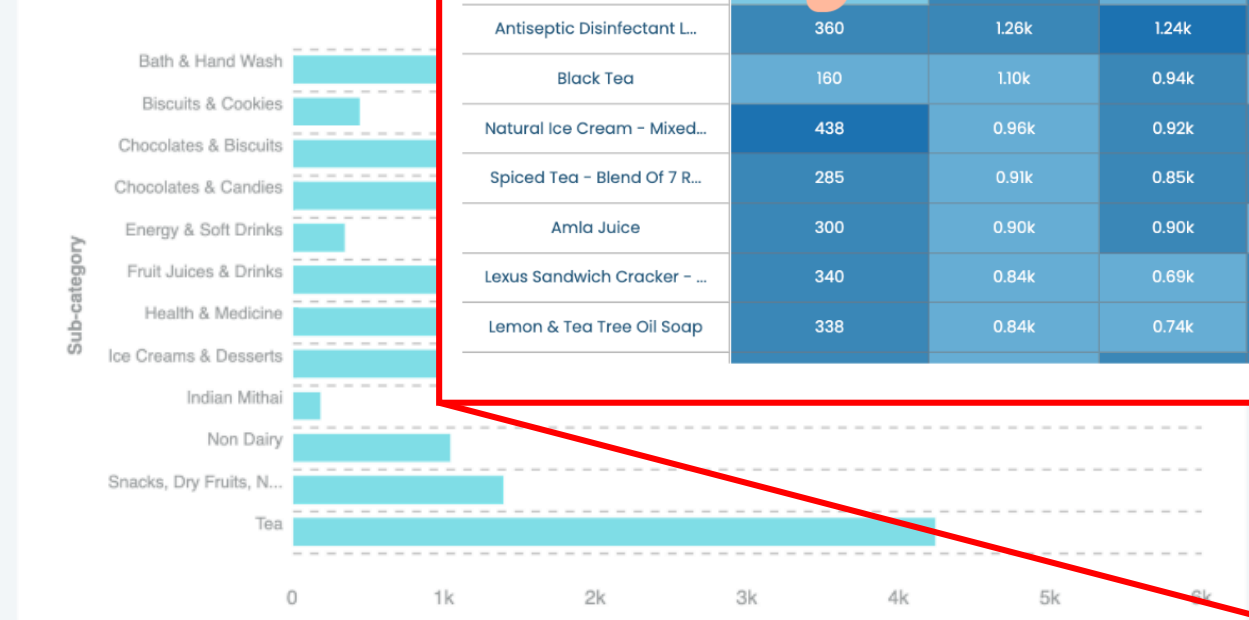
+26.9%

Total Order Profit (\$)

5.6k

+30.3%

MTD Sales by Subcategory (w/o Order)



Top 25 Products

-ve +ve

Product Name	Product Gross Profit	Product Amount	Product Sales	Product Quantity	Product Unit Price	Product Unit Cost	Product Gross Profit Margin
French Mendians	-0.56k	3.60k	1.80k	20	180	118	-31.11%
Choco Deck - Mini Delight...	0.52k	2.53k	2.28k	11	230	160	22.71%
Green Tea - Tulsi Loose L...							
Sugar Free Juice - Lemon ...							
Joint Muscle Spray							
Choco Deck - French Desse...		1.28k	0.64k	8	160	75	6.25%
Antiseptic Disinfectant L...	360	1.26k	1.24k	7	180	126	28.99%
Black Tea	160	1.10k	0.94k	5	220	155	17.11%
Natural Ice Cream - Mixed...	438	0.96k	0.92k	8	120	60	47.71%
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7	130	80	33.73%
Amla Juice	300	0.90k	0.90k	5	180	120	33.33%
Lexus Sandwich Cracker - ...	340	0.84k	0.69k	7	120	50	49.28%
Lemon & Tea Tree Oil Soap	338	0.84k	0.74k	7	120	58	45.43%



Antiseptic Disinfectant L...	360	1.26k	1.24k	7
Black Tea	160	1.10k	0.94k	5
Natural Ice Cream - Mixed...	438	0.96k	0.92k	8
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7

Filter Configuration

No. of Orders

33

Total Order Profit (\$)

5.6k

MTD Sales by Subcategory



NO SIGNIFICANT QUANTITY INCREASE

Top 25 Products				
Product Name	Product Gross Profit	Product Amount	Product Sales	Product Quantity
French Mendians	-0.56k	3.60k	1.80k	20
Choco Deck - Mini Delight...	0.52k	2.53k	2.28k	11
Green Tea - Tulsi Loose L...	0.22k	2.20k	1.98k	10
Sugar Free Juice - Lemon ...	0.22k	1.60k	1.60k	8
Joint Muscle Spray	0.80k	1.44k	1.44k	8
Choco Deck - French Desse...	40	1.28k	0.64k	8
Antiseptic Disinfectant L...	360	1.26k	1.24k	7
Black Tea	160	1.10k	0.94k	5
Natural Ice Cream - Mixed...	438	0.96k	0.92k	8
Spiced Tea - Blend Of 7 R...	285	0.91k	0.85k	7



Product Amount	Product Sales	Product Quantity
3.60k	1.80k	20
2.53k	2.28k	11
2.20k	1.98k	10
1.60k	1.60k	8
1.44k	1.44k	8
1.28k	0.64k	8
1.26k	1.24k	7
1.10k	0.94k	5
0.96k	0.92k	8
0.91k	0.85k	7

**SO SHOULD I STOP
MY CAMPAIGN?**



Filter Configurations:

No. of Orders

33

+26

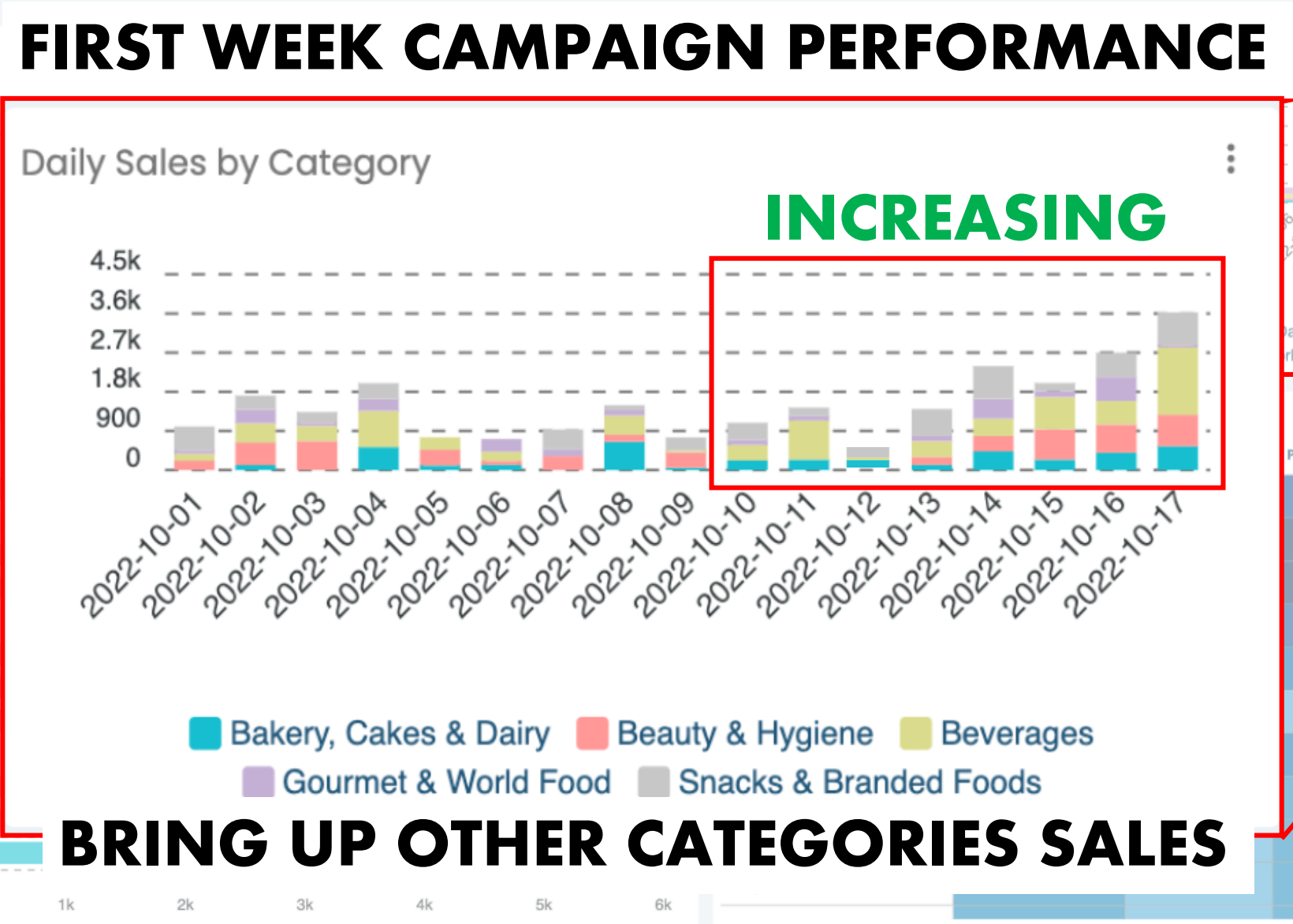
Total Order Profit (\$)

5.6k

+30

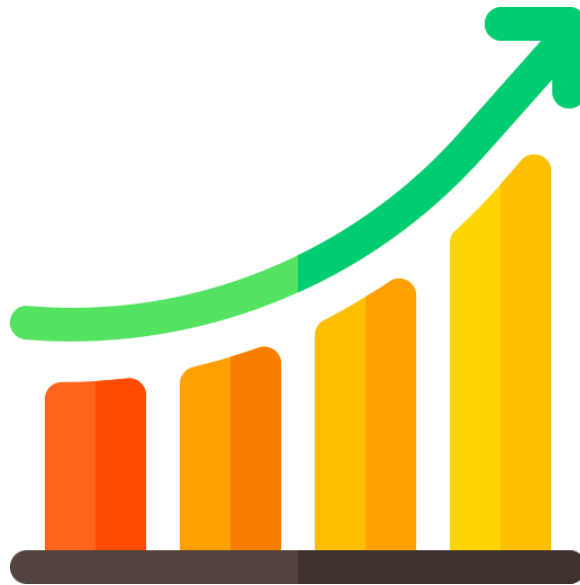
MTD Sales by Subcategory (w/)

Sub-category	Sales
Bath & Hand Wash	100
Biscuits & Cookies	100
Chocolates & Biscuits	100
Chocolates & Candies	100
Energy & Soft Drinks	100
Fruit Juices & Drinks	100
Health & Medicine	100
Ice Creams & Desserts	100
Indian Mithai	100
Non Dairy	100
Snacks, Dry Fruits, N...	100
Tea	100



Product Sales	Product Quantity
1.80k	20
2.28k	11
1.98k	10
1.60k	8
1.44k	8
0.64k	8
1.24k	7
0.94k	5
0.92k	8
0.85k	7

HOW TO IMPROVE SALES ?



Filter Configurations:

No. of Orders

33

+26.9%

Total Order Profit (\$)

5.6k

+30.3%

MTD Sales by Subcategory (w/o O...)

Sub-category	Sales
Bath & Hand Wash	1.2k
Biscuits & Cookies	1.0k
Chocolates & Biscuits	1.2k
Chocolates & Candies	1.2k
Energy & Soft Drinks	0.8k
Fruit Juices & Drinks	1.2k
Health & Medicine	1.2k
Ice Creams & Desserts	1.2k
Indian Mithai	0.4k
Non Dairy	1.2k
Snacks, Dry Fruits, N...	1.2k
Tea	1.2k

Total Order Sales (\$)

25k

Hourly Sales Pattern

Hourly Sales Pattern

3.2k

2.4k

1.6k

800

0

00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23

EVENING

Daily Sales by Category

2022-10-07 2022-10-08 2022-10-09 2022-10-10 2022-10-11 2022-10-12 2022-10-13 2022-10-14 2022-10-15 2022-10-16 2022-10-17

Beauty & Hygiene Beverages Food Snacks & Branded Foods

Product Sales	Product Quantity
1.80k	20
2.28k	11
1.98k	10
1.60k	8
1.44k	8
0.64k	8
1.24k	7
0.94k	5
0.92k	8
0.85k	7

Spiced Tea - Blend Of 7 R...

285	0.91k	0.85k
-----	-------	-------

HOW'S THE CAMPAIGN PERFORMANCE ?



Filter Configurations:

No. of Orders

69

+76.9%

Total Order Sales (\$)

56k

+140.5%

100%

Total Order Profit (\$)

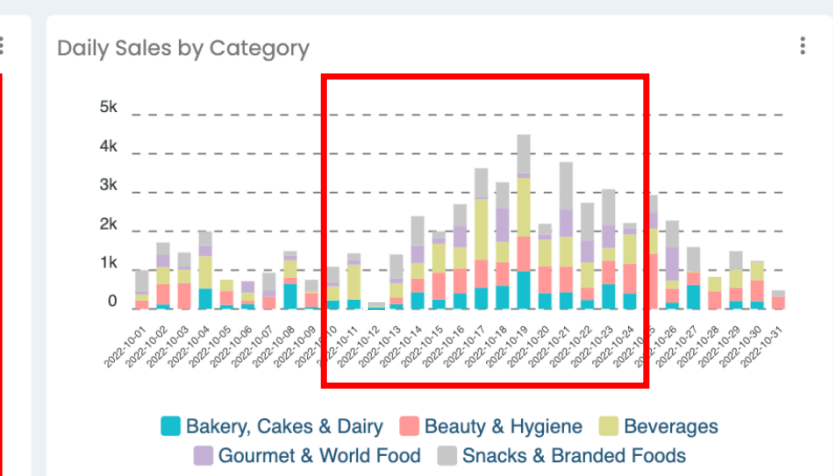
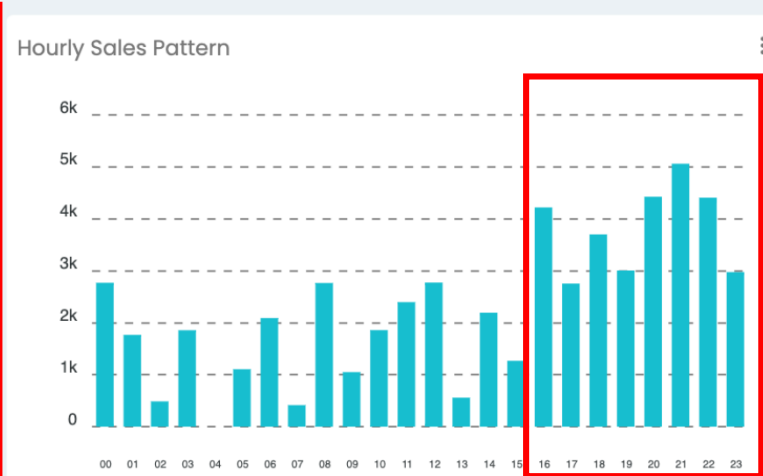
14.1k

+128.3%

Order Profit Margin

25.17%

-5.1%

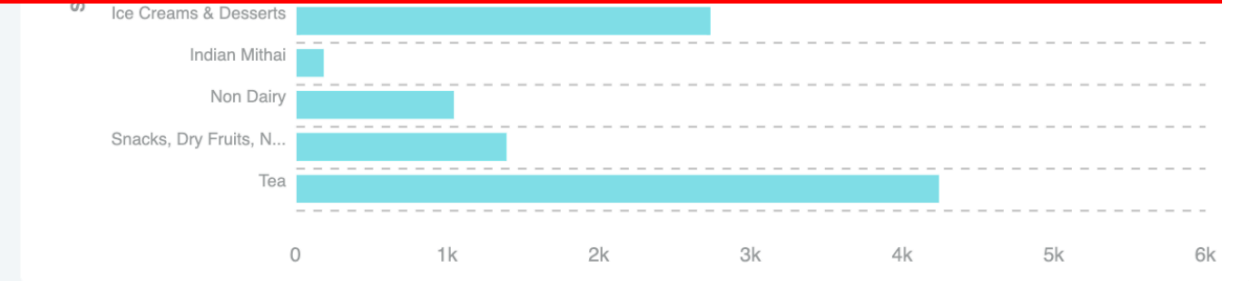
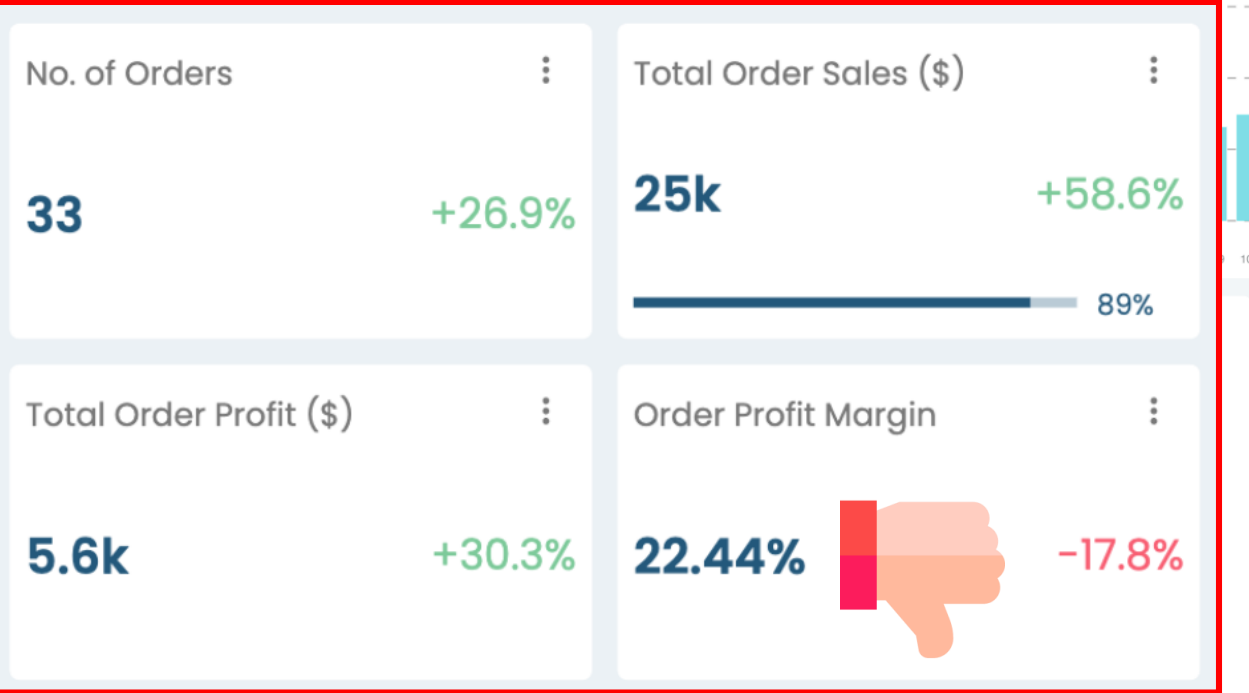
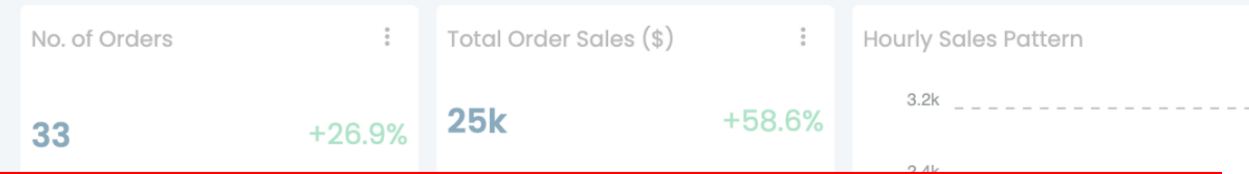


Top 25 Products

Product Name	Product Gross Profit	Product Amount	Product Sales	Product Quantity
French Mendians	72	7.56k	4.32k	36
Choco Deck - Mini Delight...	1.08k	5.06k	4.60k	22
Black Tea	0.81k	4.18k	3.75k	19
Choco Deck - French Desse...	290	4.16k	2.24k	26
Green Tea - Tulsi Loose L...	0.55k	3.52k	3.11k	16
Joint Muscle Spray	1.79k	3.42k	3.31k	19
Sugar Free Juice - Lemon ...	490	3.40k	3.21k	17
Antiseptic Disinfectant L...	0.69k	2.70k	2.58k	15
Vanilla Gold Ice Cream	1.24k	2.37k	2.16k	23
Pistachio	0.55k	2.20k	2.20k	11
Lexus Sandwich Cracker - ...	1.04k	2.04k	1.89k	17

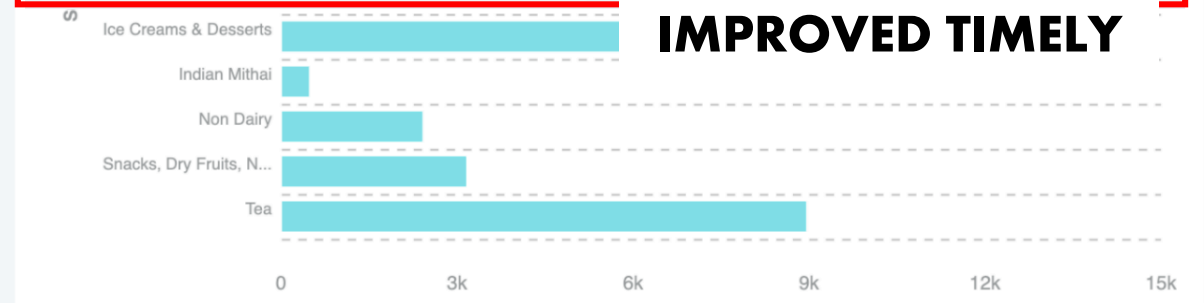
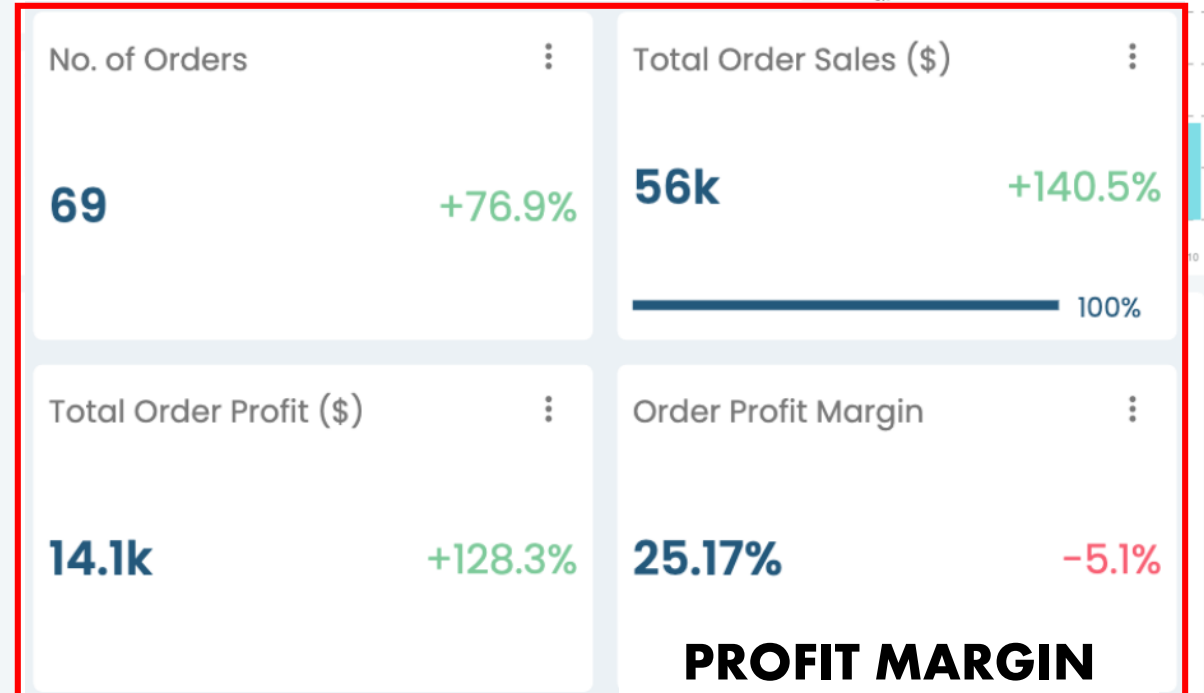
MTD PERFORMANCE (Up to 17/10)

Filter Configurations:



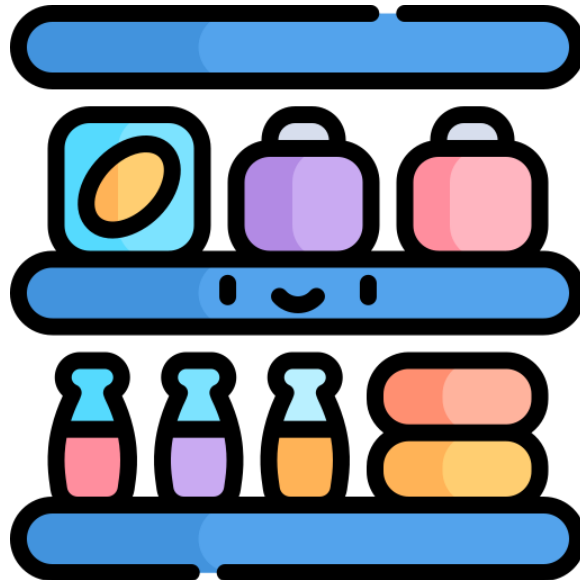
FULL MONTH PERFORMANCE

Filter



PROFIT MARGIN IMPROVED TIMELY

WHAT ACHIEVED AFTER CAMPAIGN OPTIMISATION?



Filter Configurations:

No. of Orders

69 +76.9%

Total Order Profit (\$)

14.1k +128.3%

MTD Sales by Subcategory (w/o Or



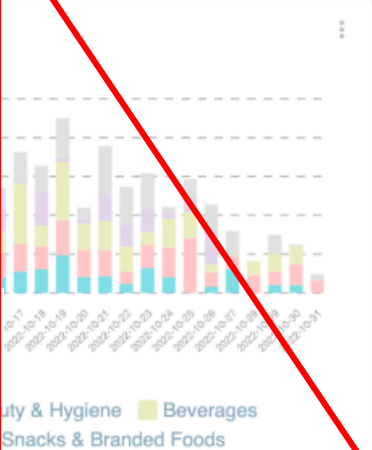
Top 25 Products



Product Name	Product Gross Profit	Product Amount	Product Sales	Product Quantity	Product Gross Profit Margin
French Mendians	72	7.56k	4.32k	36	1.67%

PRODUCTS PERFORMED BETTER AFTER STRATEGY ADJUSTED

Choco Deck - French Desse...	290	4.16k	2.24k	26	12.95%
Green Tea - Tulsi Loose L...	0.55k	3.52k	3.11k	16	17.76%
Joint Muscle Spray	1.79k	3.42k	3.31k	19	54.11%
Sugar Free Juice - Lemon ...	490	3.40k	3.21k	17	15.26%
Antiseptic Disinfectant L...	0.69k	3.35k	3.25k	15	26.83%
Vanilla Gold Ice Cream	1.24k	3.25k	3.05k	23	57.47%
Pistachio	0.55k	3.11k	2.95k	11	25%
Lexus Sandwich Cracker - ...	1.04k	3.04k	2.89k	17	55.03%
Lemon & Tea Tree Oil Soap	0.83k	2.92k	2.71k	16	47.21%
Choco Brownie Fudge Tub -...	490	2.88k	2.68k	15	31.82%



Product Quantity
36
22
19
26
16
19
17
15
23
11
17



DOES CAMPAIGN WORKS?

Filter Configurations:

No. of Orders

69

+76.9%

Total Order Sales (\$)

56k

+140.5%

Hourly Sales Pattern

6k

5k

Daily Sales by Category

5k

4k

3k

Total Order Profit (\$)

14.1k

+1

MTD Sales by Subcategory

Sub-category

Bath & Hand Wash
Biscuits & Cookies
Chocolates & Biscuits
Chocolates & Candies
Energy & Soft Drinks
Fruit Juices & Drinks
Health & Medicine
Ice Creams & Desserts
Indian Mithai
Non Dairy

Snacks, Dry Fruits, N...

Tea

0

3k

6k

9k

12k

15k

Daily Sales by Category

SALES INCREASED DURING CAMPAIGN PERIOD

5k

4k

3k

2k

1k

0

2022-10-01

2022-10-02

2022-10-03

2022-10-04

2022-10-05

2022-10-06

2022-10-07

2022-10-08

2022-10-09

2022-10-10

2022-10-11

2022-10-12

2022-10-13

2022-10-14

2022-10-15

2022-10-16

2022-10-17

2022-10-18

2022-10-19

2022-10-20

2022-10-21

2022-10-22

2022-10-23

2022-10-24

2022-10-25

2022-10-26

2022-10-27

2022-10-28

2022-10-29

2022-10-30

2022-10-31



Bakery, Cakes & Dairy



Beauty & Hygiene



Beverages



Gourmet & World Food



Snacks & Branded Foods

Product Sales

Product Quantity

4.32k

36

4.60k

22

3.75k

19

2.24k

26

3.11k

16

3.31k

19

3.27k

17

2.58k

15

2.16k

23

Pistachio

0.55k

2.20k

2.20k

11

Lexus Sandwich Cracker - ...

1.04k

2.04k

1.89k

17

SEPTEMBER



Filters

Download PDF

Order Profit Margin

No. of New Customers

No. of Customers

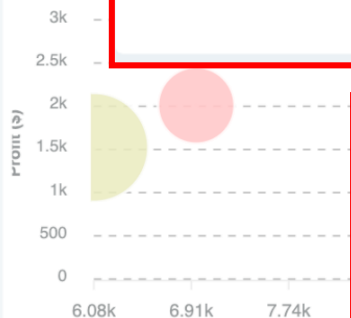
26.52% No. of New Customers

No. of Customers

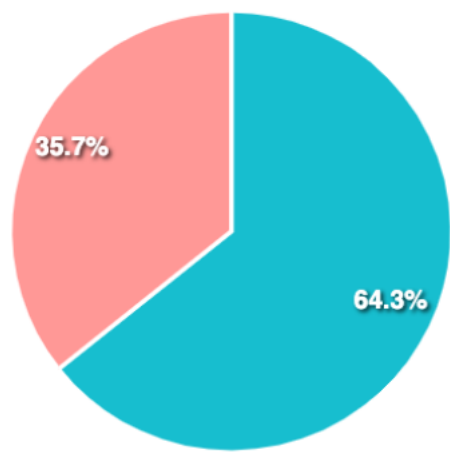
5

19

Sales VS. Profit



Sales by Segment



Member VIP

Profit	Product Sales	Product Quantity
1.74k	10	
1.53k	10	
1.36k	7	
1.29k	7	
1.15k	6	
1.12k	8	
1.06k	6	

Sales	Customer Profit Contribution
14.55%	
9.80%	
9.16%	
8.72%	
8.38%	
7.37%	
7.01%	

OCTOBER



Filters

Download PDF

Order Profit Margin

No. of New Customers

No. of Customers

25.41%

No. of New Customers

No. of Customers

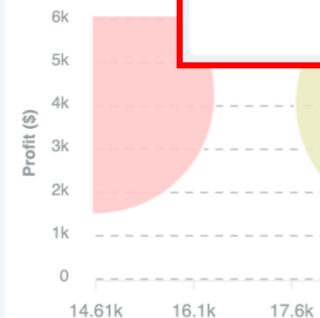
17

+240.0%

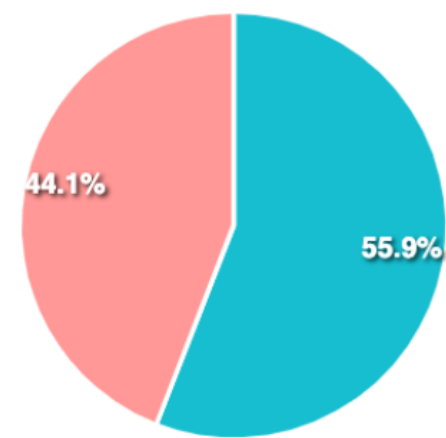
39

+105.3%

Sales VS. Profit by



Sales by Segment



Member VIP

Profit	Product Sales	Product Quantity
4.60k	22	
4.32k	36	
3.75k	19	
3.31k	19	
3.21k	17	
3.11k	16	
2.58k	15	

Customer Profit Contribution
6.51%
5.69%
5.19%
5.16%
4.91%
4.68%
4.68%

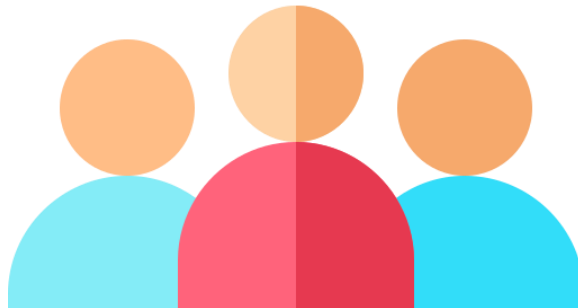
HOW TO MONITOR CAMPAIGN PERFORMANCE ?

1. Select and Open **MTD Sales Report**
2. Review Performance with **KPIs**
3. Investigate **Campaign Product** Performance
4. Identify **Sales trend** throughout current Promotion Period
5. Study **Customer habit and behaviour**

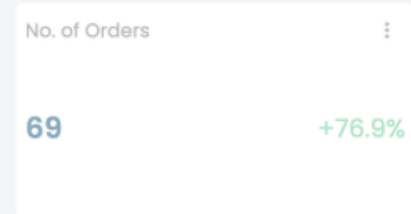


SCENARIO 3 – CUSTOMER RETENTION

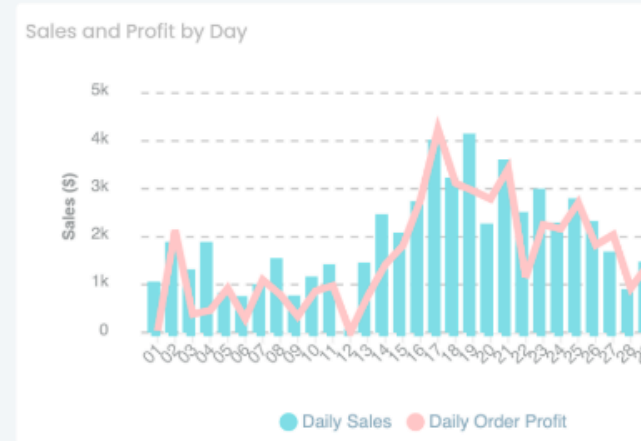
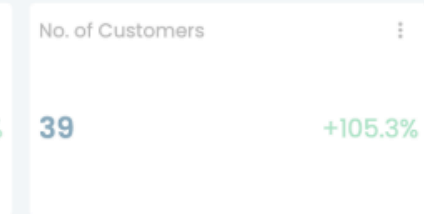
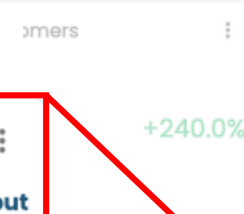
WHERE TO FIND OCTOBER CUSTOMERS INFO ?



Filter Configurations:

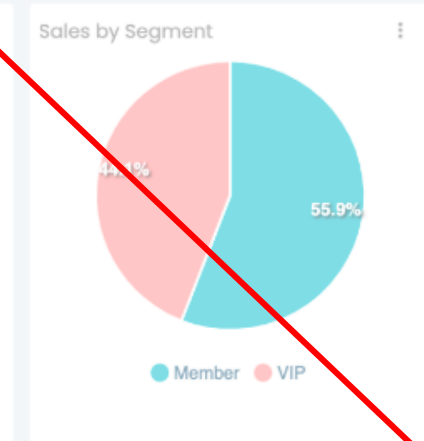
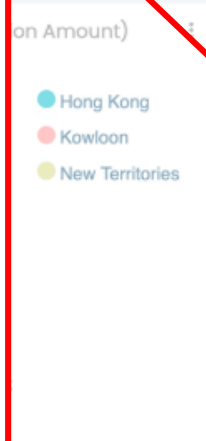


CUSTOMERS WHO PURCHASED THIS MONTH



Top 25 Customers

Customer Name with ID	Customer Segment	Order Sales	Customer Profit Contribut
Jill Suen [C-JS-48137]	VIP	2.61k	6.51%
Alex Leung [C-AL-30758]	VIP	2.61k	5.69%
Joey Pak [C-JP-44903]	Member	2.49k	5.19%
Adam Lee [C-AL-12873]	Member	2.67k	5.16%
Andy Ko [C-AK-41528]	VIP	2.36k	4.91%
Joseph Koo [C-JK-34171]	VIP	2.46k	4.68%
Joseph Koo [C-JK-34171]	Member	0.96k	4.68%



Choco Deck - Mini Delight...	1.08k	4.60k	22
French Mendiants	72	4.32k	36
Black Tea	0.81k	3.75k	19
Joint Muscle Spray	1.79k	3.31k	19
Sugar Free Juice - Lemon ...	490	3.21k	17
Green Tea - Tulsi Loose L...	0.55k	3.11k	16
Antiseptic Disinfectant L...	0.69k	2.58k	15

Customer Name with ID	Customer Segment	Order Sales	Customer Profit Contribut
Jill Suen [C-JS-48137]	VIP	2.61k	6.51%
Alex Leung [C-AL-30758]	VIP	2.61k	5.69%
Joey Pak [C-JP-44903]	Member	2.49k	5.19%
Adam Lee [C-AL-12873]	Member	2.67k	5.16%
Andy Ko [C-AK-41528]	VIP	2.36k	4.91%
Joseph Koo [C-JK-34171]	VIP	2.46k	4.68%
Joseph Koo [C-JK-34171]	Member	0.96k	4.68%

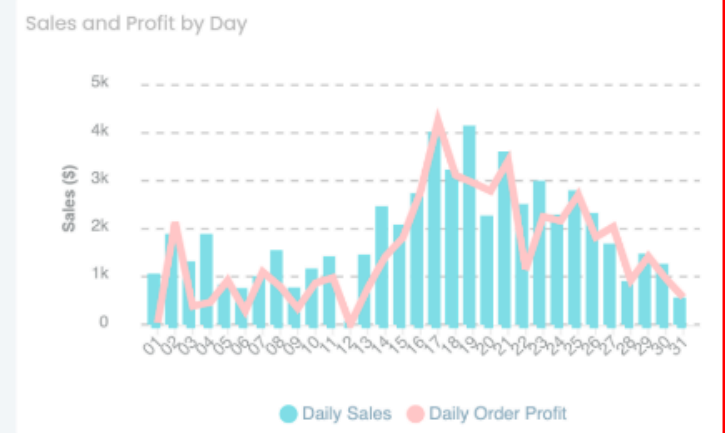
HOW CAN I RETARGET MY CUSTOMERS



Filter Configurations:

No. of Orders
69
+76.9%

Total Order Sales (\$)
56.2k



IN-DEPTH CUSTOMER DETAILS

2nd Column (Subheader) Values

Email

2nd Column (Subheader) Title

Email

3rd Column (Subheader) Values

Customer Segment

3rd Column (Subheader) Title

Customer Segment

4th Column (Subheader) Values

Customer Type

4th Column (Subheader) Title

Customer Type

Add Drill-down Group Column

5th Column (Base Measures) Values

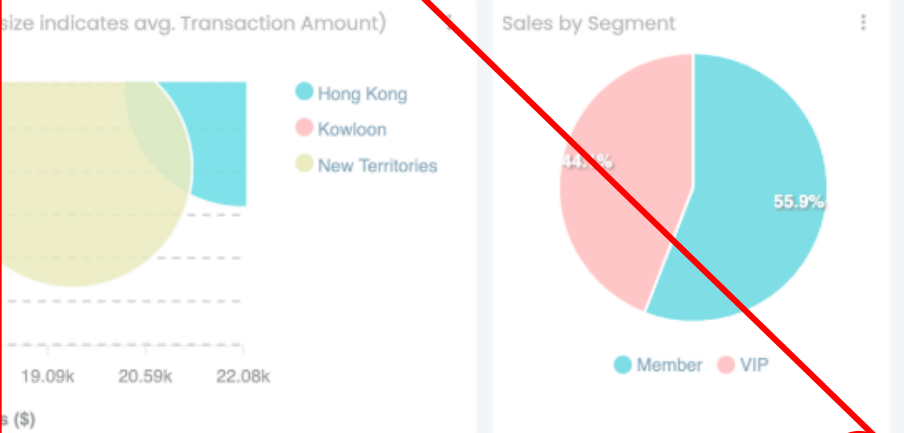
Order Sales (w/o Order Discount)

Cancel

Update

No. of New Customers
17
+240.0%

No. of Customers
39
+105.3%



Top 25 Customers

Customer Name with ID	Customer Segment	Order Sales	Customer Profit Contribution
Jill Suen [C-JS-48137]	VIP	2.61k	6.51%
Alex Leung [C-AL-30758]	VIP	2.61k	5.69%
Joey Pak [C-JP-44903]	Member	2.49k	5.19%
Adam Lee [C-AL-12873]	Member	2.67k	5.16%
Andy Ko [C-AK-41528]	VIP	2.36k	4.91%
Joseph Koo [C-JK-34171]	VIP	2.46k	4.68%
Joseph Koo [C-JK-34171]	Member	0.96k	4.68%

Filter Configurations:

Top 25 Customers



Customer Name with ID	Email	Customer Segment	Customer Type	Order Sales	Customer Profit Contribution
Jill Suen [C-JS-48137]	JillSuen@mail.com	VIP	New	2.61k	6.51%
Alex Leung [C-AL-30758]	AlexLeung@mail.com	VIP	Existing	2.61k	5.69%
Joey Pak [C-JP-44903]	JoeyPak@mail.com	Member	Existing	2.49k	5.19%
Adam Lee [C-AL-12873]	AdamLee@mail.com	Member	Existing	2.67k	5.16%
Andy Ko [C-AK-41528]	AndyKo@mail.com	VIP	Existing	2.36k	4.91%
Joseph Koo [C-JK-34171]	JosephKoo@mail.com	VIP	Existing	3.41k	4.68%
Derick Choi [C-DC-48278]	DerickChoi@mail.com	VIP	Existing	2.08k	4.55%
Josie Choy [C-JC-41716]	JosieChoy@mail.com	Member	New	1.50k	4.22%
Cindy Ho [C-CH-25507]	CindyHo@mail.com	VIP	New	1.58k	3.76%
Ella Cheung [C-EC-47473]	EllaCheung@mail.com	VIP	New	1.98k	3.73%
Jacky Suen [C-JS-44565]	JackySuen@mail.com	VIP	Existing	1.48k	3.62%
William Wan [C-WW-23910]	WilliamWan@mail.com	Member	Existing	1.39k	3.38%
Frank Wong [C-FW-25583]	FrankWong@mail.com	Member	Existing	1.75k	3.30%

- NEW CUSTOMERS CAN BE IDENTIFIED
- SEGMENTED CUSTOMER DETAILS SHOWN HERE

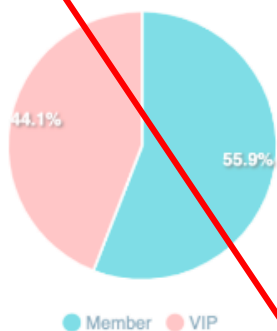
No. of Customers

240.0%

39

+105.3%

Sales by Segment

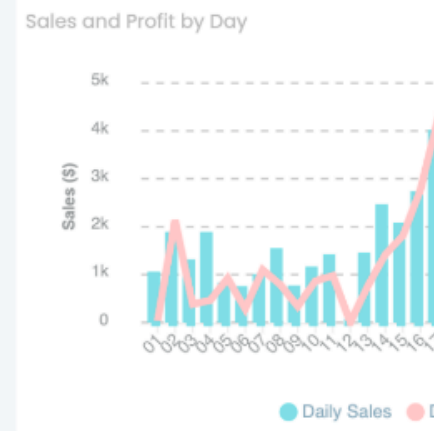


Customer Segment	Order Sales	Customer Profit Contribut
VIP	2.61k	6.51%
VIP	2.61k	5.69%
Member	2.49k	5.19%
Member	2.67k	5.16%
VIP	2.36k	4.91%
VIP	2.46k	4.68%
Member	0.96k	4.68%

UPCOMING MARKETING STRATEGY?



Filter Configurations:

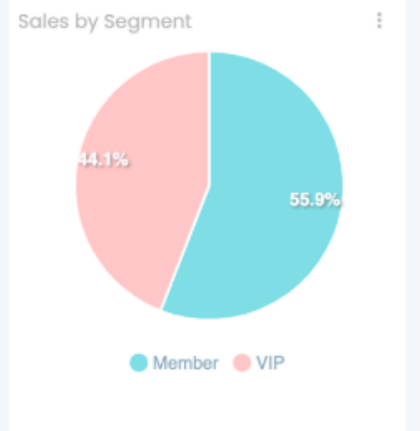
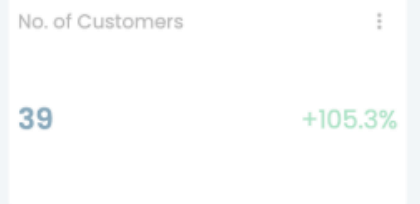


Top 25 Products

NEW PRODUCT CAMPAIGN SUGGESTIONS



Product Name	Product Category	Product Gross Profit	Product Sales	Product Quantity	Product Gross Profit Margin
Choco Deck - Mini Delight...	Snacks & Branded Foods	1.08k	4.60k	22	23.48%
Black Tea	Beverages	0.81k	3.75k	19	21.49%
Joint Muscle Spray	Beauty & Hygiene	1.79k	3.31k	19	54.11%
Sugar Free Juice - Lemon ...	Beverages	490	3.21k	17	15.26%
Green Tea - Tulsi Loose L...	Beverages	0.55k	3.11k	16	17.76%
Antiseptic Disinfectant L...	Beauty & Hygiene	0.69k	2.58k	15	26.83%
Pistachio	Gourmet & World Food	0.55k	2.20k	11	25%
Vanilla Gold Ice Cream	Bakery, Cakes & Dairy	1.24k	2.16k	23	57.47%
Lexus Sandwich Cracker - ...	Gourmet & World Food	1.04k	1.89k	17	55.03%
Lemon & Tea Tree Oil Soap	Beauty & Hygiene	0.83k	1.76k	16	47.21%
Choco Brownie Fudge Tub - ...	Bakery, Cakes & Dairy	490	1.54k	15	31.82%
Natural Ice Cream - Mixed...	Bakery, Cakes & Dairy	0.72k	1.50k	13	48%
Coconut Milk Yogurt - Wit...	Bakery, Cakes & Dairy	0.64k	1.49k	13	43.21%



Segment	Order Sales	Customer Profit Contribut
Member	2.61k	6.51%
Member	2.61k	5.69%
Member	2.49k	5.19%
Member	2.67k	5.16%
Member	2.36k	4.91%
Member	2.46k	4.68%
Member	0.96k	4.68%

Filter Configurations:

No. of Orders

69

+76.9%

Total Order Sales (\$)

56.2k

+141.3%

Total Order Profit (\$)

14.3k

No. of Customers

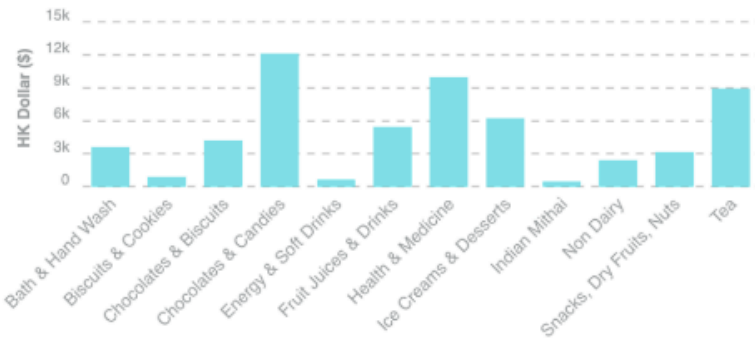
39

+105.3%

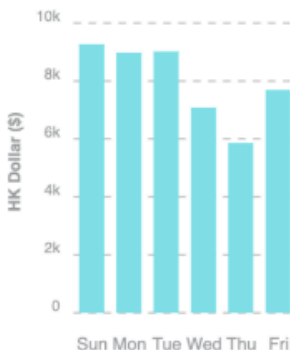
Sales and Profit by Day



Sales by Subcategory (w/o Order Discount)



Sales by Day of Week

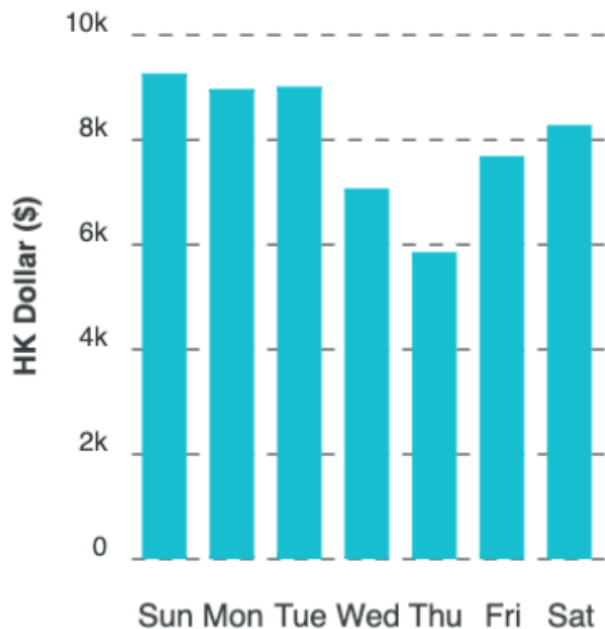


Top 25 Products

Product Name	Product Sales	Product Profit	Product Margin
Choco Deck - Mini Delight...	1.79k	3.31k	19
French Mendiants	490	3.21k	17
Black Tea	0.55k	3.11k	16
Joint Muscle Spray	0.69k	2.58k	15
Sugar Free Juice - Lemon ...			
Green Tea - Tulsi Loose L...			
Antiseptic Disinfectant L...			

**MORE PROMOTION
NEEDED ON WED / THUR**

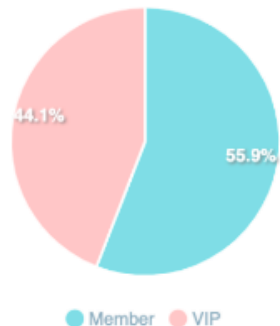
Sales by Day of Week



Amount)

Sales by Segment

● Hong Kong
● Kowloon
● New Territories



Customer Segment	Order Sales	Customer Profit Contribut
VIP	2.61k	6.51%
VIP	2.61k	5.69%
Member	2.49k	5.19%
Member	2.67k	5.16%
VIP	2.36k	4.91%
VIP	2.46k	4.68%
Member	0.96k	4.68%

Filter Configurations:

No. of Orders 

69 +76.9%

Total Order Profit (\$) 

14.1k +128.3%

MTD Sales by Subcategory (w/o Order Date)



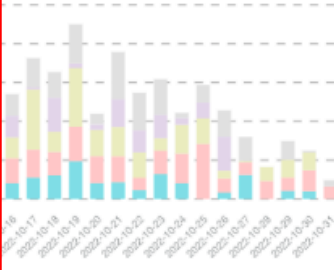
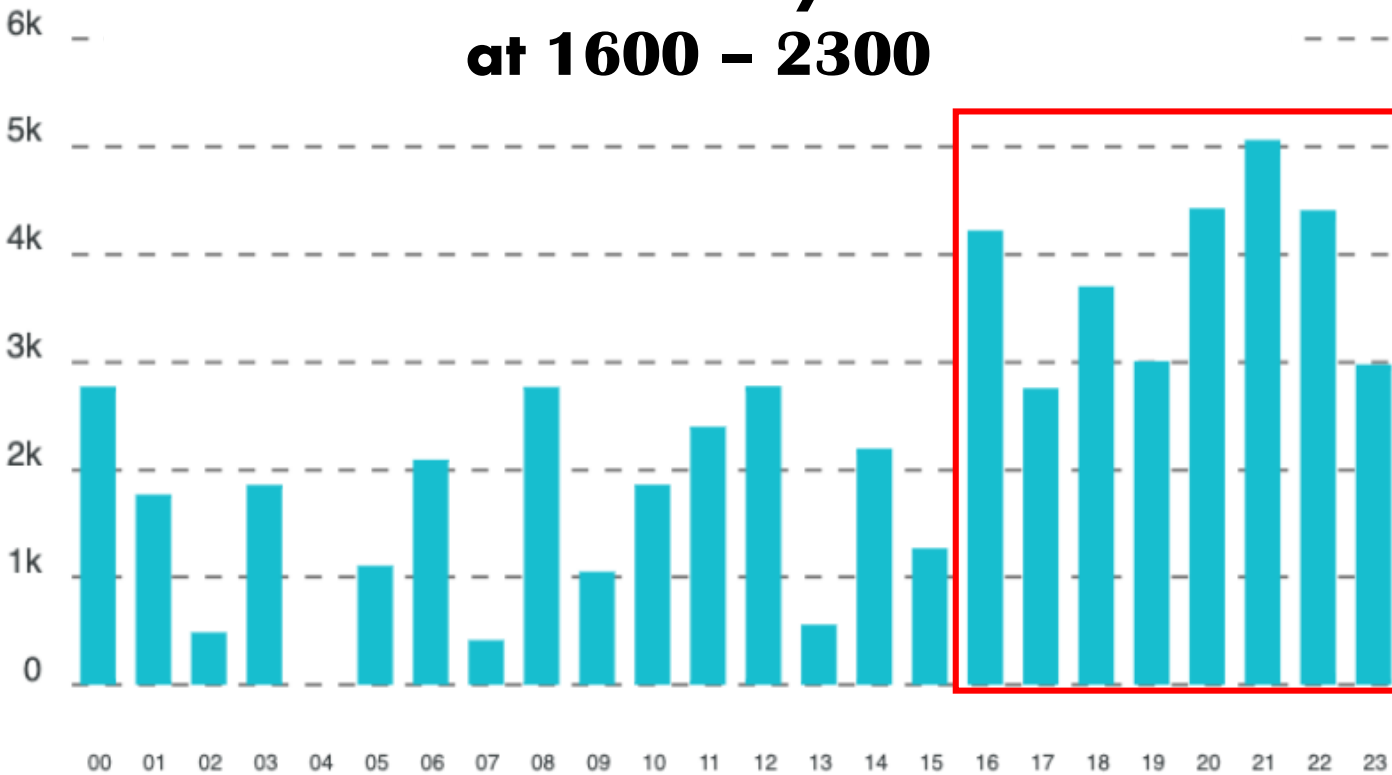
Total Order Sales (\$) 

Hourly Sales Pattern 

Daily Sales by Category 

Hourly Sales Pattern

Customers Usually Purchase
at 1600 – 2300



Beauty & Hygiene
Beverages
Snacks & Branded Foods

Product Quantity

es	Product Quantity
	36
	22
	19
	26
	16
	19
	17
	15
	23
	11
	17

Pistachio	0.55k	2.20k	2.20k	11
Lexus Sandwich Cracker - ...	1.04k	2.04k	1.89k	17

HOW TO RETAIN CUSTOMERS ?

1. Select and Open **Monthly Sales Report**
2. Identify **Top Customer Contribution**
3. Review **Customer Details**
4. Examine **High Gross Profit Margin and Large Quantity Products** as potential promotion offers
5. Study **Customer Sales Pattern**

KPIs?

How to consolidate and prepare KPIs to monitor business performance from order?

No. of Orders



502

+0.8%

Total Order Sales (\$)



8.7m

-1.8%

Total Order Sales (\$) 8,717,002 81%



No. of Customers



123

+13.9%

No. of New Customers



21

-80.6%

Total Order Profit (\$)



833.3k

-27.5%

Order Profit Margin



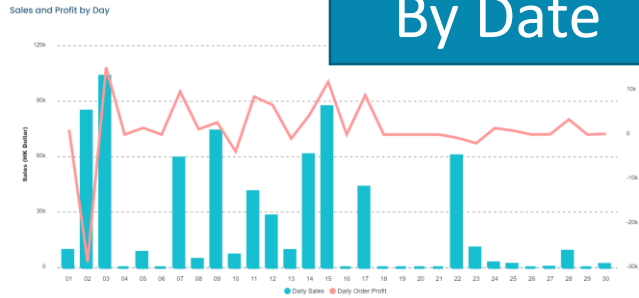
9.56%

-26.1%

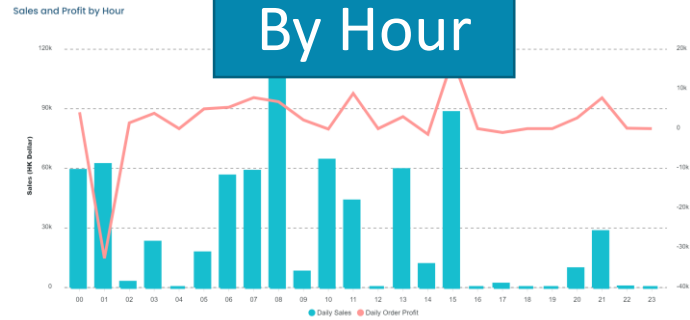
Multi-Dimension Trend Analysis

How to consolidate sales data into different time demension for analysis?

By Date



By Hour



By Location

Sales by Location

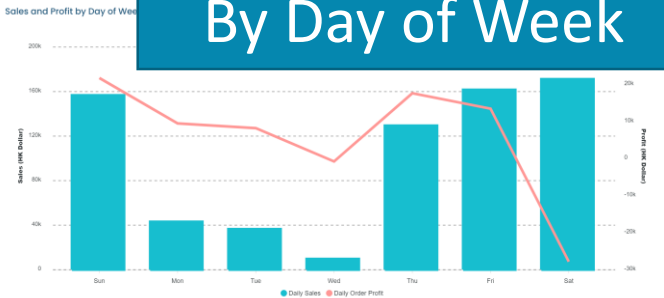
-ve +ve

Retail Store Location	Product Gross Profit	Product Sales	Product Quantity	Product Discount
Wong Tai Sin	169.29k	1.05m	3.43k	93.71k
Mong Kok	144.16k	1.16m	2.90k	114.24k
Tin Shui Wai	119.36k	1.29m	3.49k	175.10k

By ISO Week

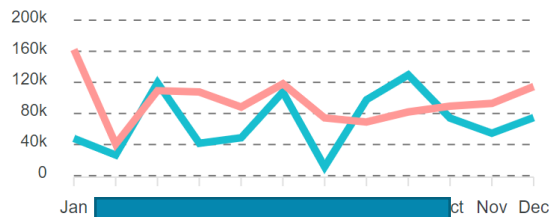


By Day of Week

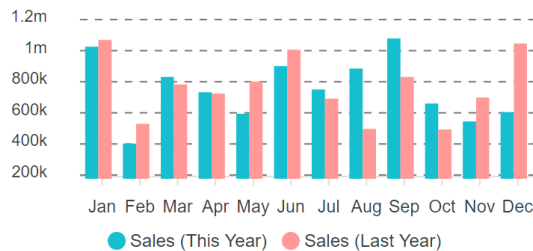


By Month

Profit by Month

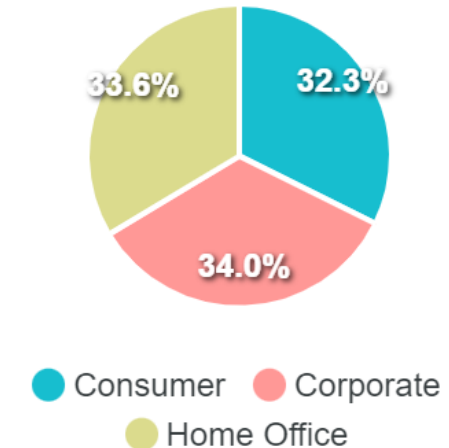


Sales by Month



By Segment

Sales by Segment



Color Visualised Figures

-ve  +ve

Product Name	Product Gross Profit	Product Sales	Product Quantity	Product Discount
Fiskars Ruler, High Speed	40	120	10	
Hon Round Labels, Alphabe...	40	80	8	
Acme Box Cutter, Serrated	38.25	128.25	9	6.75
Kleencut Ruler, High Spee...	36.80	220.80	23	55.20
Acme Trimmer, Steel	20	204	23	72
Stanley Canvas, Easy-Eras...	15	18	3	
Ames Interoffice Envelope...	9.40	26.40	17	24.60
Eaton Computer Printout P...	-7	63	2	27
Hon 4070 Series Pagoda Ro...	-35	1.16k	7	385
Kensington 7 Outlet Maste...	-1.10k	12.40k	30	2.60k
Sanford Highlighters, Flu...	-5.87k	8.98k	27	472.50
Newell 320	-8.86k	12.04k	38	1.26k
Stanley Canvas, Water Col...	-8.98k	13.02k	44	180

By Product

Customer Details

-ve  +ve

Customer Name with ID	Channel Name	Order Sales	Order Gross Profit Margin	Order Discount
Quinn Ramos [C-QR-42861]	Online	88.12k	19.99%	
Leah Aguilar [C-LA-23128]	Offline	76.50k	3.34%	7.58k
Morgan Brown [C-MB-22101]	Offline	71.38k	-41.96%	
Susie Mitchell [C-SM-4775...	Online	59.65k	-2.18%	
Juanita Wilde [C-JW-24621...	Online	58.98k	7%	
Danny Taylor [C-DT-42269]	Offline	51.42k	3.25%	
Bianca Lang [C-BL-39199]	Online	46.90k	13.43%	
Casper Harper [C-CH-11923...	Online	43.58k	20.37%	2.29k
Whitney Nguyen [C-WN-1399...	Offline	42.84k	17.68%	89
Luciano Huff [C-LH-17623]	Online	28.16k	27.56%	
Davina Goulding [C-DG-344...	Online	26.79k	22.88%	
Morgan Drew [C-MD-31580]	Online	22.81k	17.01%	1.20k
Jessica Irwin [C-JI-29428...	Offline	14.83k	-16.64%	

By Customer

How to have useful data insight?

- I don't have skills to manipulate data?
- What fields of my POS and CRM can plot a meaningful graph?
- What graph can help to identify actionable insight?

How to have useful data insight?

- What KPIs to group into a Dashboard can help regular review of business insights?
- What trends need to monitor for best business performance?
- How frequent to look into data?



**Automated
Dashboard
for you!**



Templated Dashboard

Dashboards provide actionable insight. Help you reach out the first step for data driven decision making.

Data Conversion

A handy tool that transform your data to our data submission templates. Throughout the process, the tool would identify your data quality issues.

Customized Analytics

Our templated dashboards support customization. You could fine tune your dashboard with just a few clicks to fulfil your need.





01 Sales / Marketing Segmentation

02 Data Consolidation



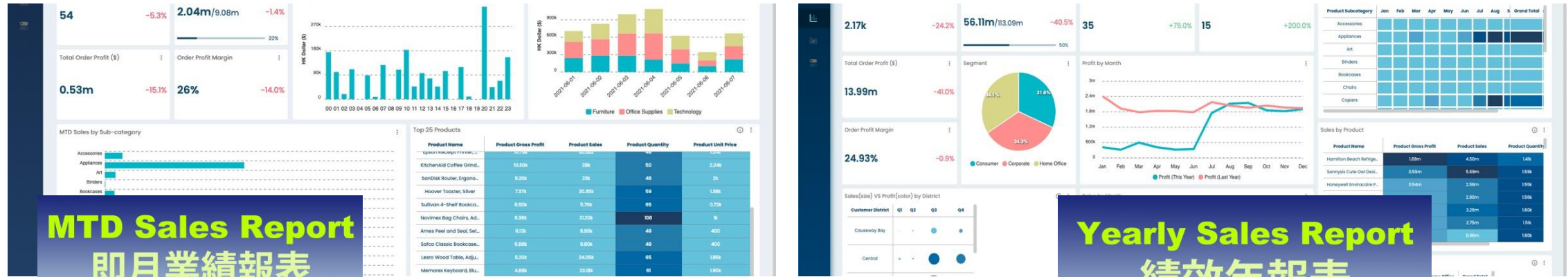
**AutoBizight
Edges**



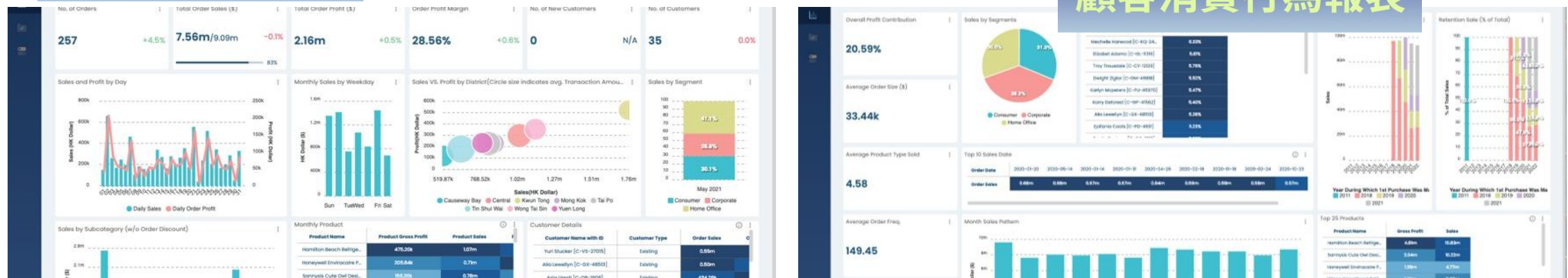
03 Real Time Data Filtering

Templated Dashboard

AutoBizight currently offers four templated dashboards, including MTD sales report, monthly sales report, yearly sales report, and customer behavior and they could help you to solve different business questions.



Visit our Booth
to See How It Works



Customer Behavior

\$380

\$380 per month

Analyze Customer Behavior

1 Editable Dashboard

5 KPI &
7 Visualisations

BUY

Sales Analysis

\$500

\$500 per month

Monitor MTD, Monthly,
and Yearly Sales
Performance

3 Editable Dashboards

16 KPI &
18 Visualisations

BUY

Sales Analysis Pro

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\$580 per month

Monitor MTD, Monthly,
& Yearly Sales, PLUS
Customer Behavior

4 Editable Dashboards

21 KPI &
25 Visualisations

BUY

Sales Analysis Pro

FREE TRIAL

Worth \$580

Everything in
Consumer Behavior

Everything in
Sales Analysis

1 Month FREE
No credit card required

TRY NOW

Free Trial

1

Month*



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2

Months*

★SPECIAL★

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3

Months*

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**SUBSCRIBE NOW
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Using
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