



Retail Analytics with ViaKPI

WHAT IS VIAKPI?

Viametrics' ViaKPI makes it possible to manage your key figures directly in our analysis tool ViaWeb. As a retail executive you can easily pinpoint areas that can be made more profitable.

ViaKPI analyses the strategic key figures you are already working with and know well. It is a flexible way of visualising all data. ViaKPI ensures that all key performance indicators are used in your organisation.

This enables developing a profitable business strategy!

KEY BENEFITS

Having the possibility to monitor your business and people counting data in the same tool, the analysis becomes both time and cost efficient – all in an easy-to-use interface.

ViaKPI makes it possible to manage your sales figures effectively and creates a good and clear basis for your strategic decisions.

With ViaKPI you gain knowledge that increases the quality of your organisation and facilitates the internal report work at the same time.

WHAT YOU GET

Below are examples of typical kinds of analyses made possible by ViaKPI – and more can easily be added

- Turnover / shop or shopping centre
- Turnover / rent per m²
- Sales / visitor
- Number of receipts / visitor (conversion rate)

In the input section of ViaKPI you get a clear overview of the missing values. You will find that it's both easy to report them and to browse previously reported values.

In the presentation section you select a time period, the KPI series you want to compare and which stores to include. Show a summary or analyse the numbers over time. Compare your numbers to previous years or to a custom period.

You can also export the presentation as an Excel file where you can continue your analysis.

OUTCOME

With ViaKPI you save a lot of time in your daily work of ongoing analyses and collecting statistics.