

FACT SHEET

REPORTING & DASHBOARDS

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Reporting and Dashboards provide marketers with the ability to produce flexible and graphical representations of KPIs and campaign performance.

Information is made available in a format that is easy to understand, can be shared around your business and updated at the click of a button. Through these tailor made reports and dashboards marketers can bring to life the key drivers, levers and metrics behind their data.

Our Insight & Analysis team will work with you to unlock the hidden potential within your data and present these findings in an intuitive visual format.

KEY FEATURES & BENEFITS:

- Save valuable time when producing regular marketing reports
- Share relevant information with the wider business
- User friendly - based in Microsoft Excel
- Customise reports precisely to your requirements
- Create interactive reports with predefined choices for non-technical users
- Instant refresh of Excel-based reports at the exact time you need updated information
- Ability to schedule automatic refresh of report and email delivery

WHY REPORTING & DASHBOARDS THROUGH EXCELSIOR

Dashboard reporting allows marketers to provide answers to on-going business questions, such as:

- How is the business performing against KPI's?
- How is customer behavior changing over time?
- Who are my most profitable customers and through which channels?
- How are different customer segments performing?
- What is the effect of different levers on business performances?
e.g discount vs incentives

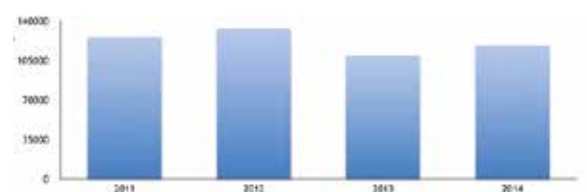
Revenue performance indicators



Revenue by month



Revenue by year



At Data HQ we have selected **FastStats Excelsior** as our recommended tool for dashboard reporting.

This tool combines the analytical power of Faststats with the flexibility of Excel - providing you with data driven results that can be manipulated and presented as high level summaries and visual management dashboards.

Users can be configured to develop or just view and refresh reports. Reports can be published and shared with anyone who uses Microsoft Excel.

Faststats Excelsior allows you to incorporate data from external sources with Faststats data in a single report. For example, additional business information from budgets, sales or operations can all be integrated with marketing data to create truly powerful and all-encompassing reports.



Revenue by region

WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver to your unique business requirements.



FOR FURTHER INFORMATION CALL US NOW

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