Unlock Customer Insights that Drive Business Growth

PerceptiveAnalytics

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Prioritize new, fast-growing customers and identify declining customers to prevent loss of revenue

This is the overview

PerceptiveAnalytics

CUSTOMER PERFORMANCE

Data refreshed through : July 7, 2024

TIME PERIOD	GEOGRAPHY	GEOGRAPHIC DETAILS	RSM	AGENCY	AFFILIATION
CURRENT MONTH	STATE	All	All	All	All

#CUSTOMERS	CURRENT MONTH SALES	AVERAGE #ORDERS	AVERAGE ORDER VALUE
503	$1,043K	8	$1,297

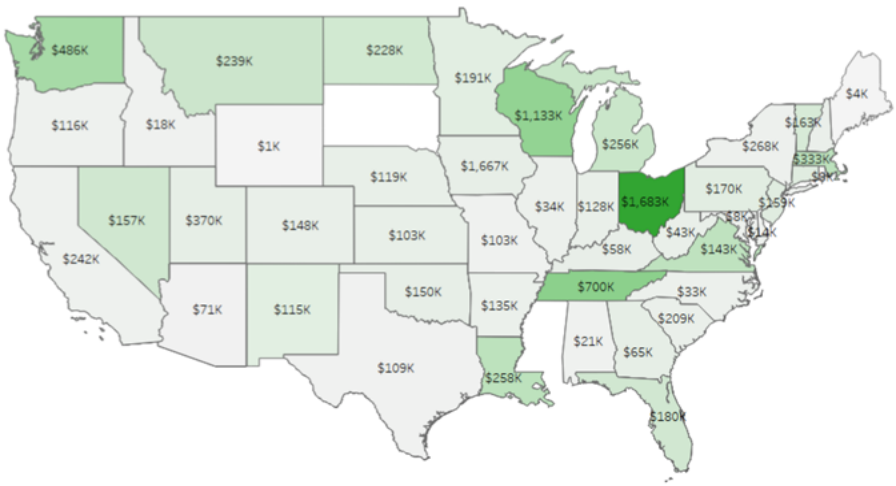
SELECT CUSTOMER ANALYSIS
DECLINING CUSTOMERS

SELECT TOP N CUSTOMERS
100

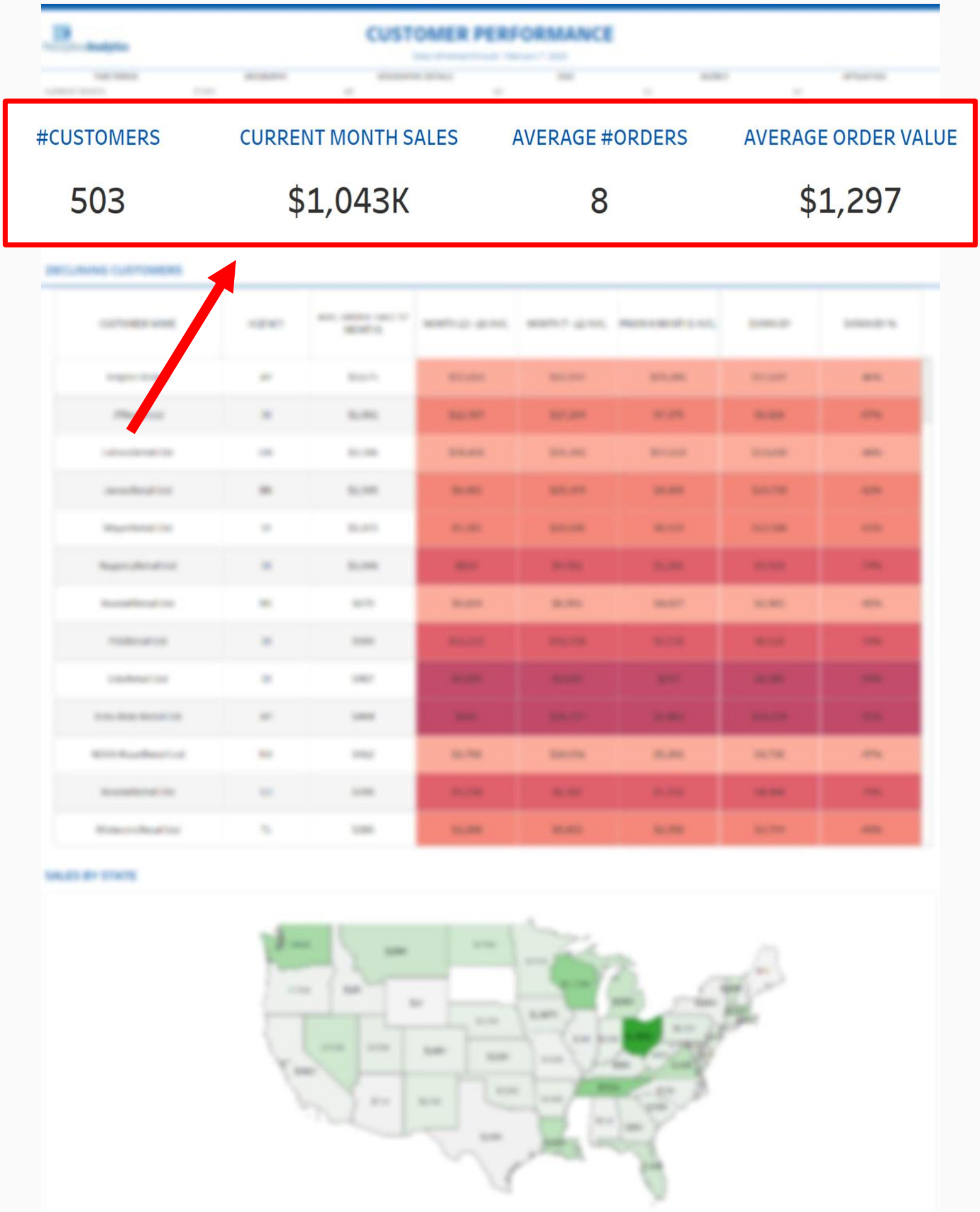
DECLINING CUSTOMERS

CUSTOMER NAME	AGENCY	AVG. ORDER LAST 12 MONTHS	MONTH 13 - 18 AVG.	MONTH 7 - 12 AVG.	PRIOR 6 MONTHS AVG.	DOWN BY	DOWN BY %
Empire Design	AY	$3,675	$12,663	$37,937	$20,306	$17,631	-46%
JTRetail Ltd	DI	$1,891	$12,407	$17,204	$7,375	$9,829	-57%
LaFaceRetail Ltd	LM	$1,586	$28,450	$31,243	$17,633	$13,610	-44%
JamesRetail Ltd	BN	$1,585	$6,083	$25,344	$9,609	$15,735	-62%
MayerRetail Ltd	VI	$1,472	$5,305	$20,696	$8,110	$12,586	-61%
RegencyRetail Ltd	DI	$1,066	$814	$4,781	$1,261	$3,519	-74%
KendallRetail Ltd	MC	$670	$9,024	$6,991	$4,027	$2,965	-42%
FSGRetail Ltd	DI	$509	$11,212	$10,728	$2,218	$8,510	-79%
LidoRetail Ltd	DI	$467	$5,065	$4,643	$257	$4,386	-94%
Echo Aisle Retail Ltd	AP	$444	$661	$26,717	$2,463	$24,254	-91%
NOVA-RoyalRetail Ltd	NV	$412	$3,700	$10,031	$5,293	$4,738	-47%
KendallRetail Ltd	LU	$398	$3,134	$6,302	$1,318	$4,984	-79%
WinlectricRetail Ltd	TL	$380	$3,298	$5,803	$2,059	$3,744	-65%

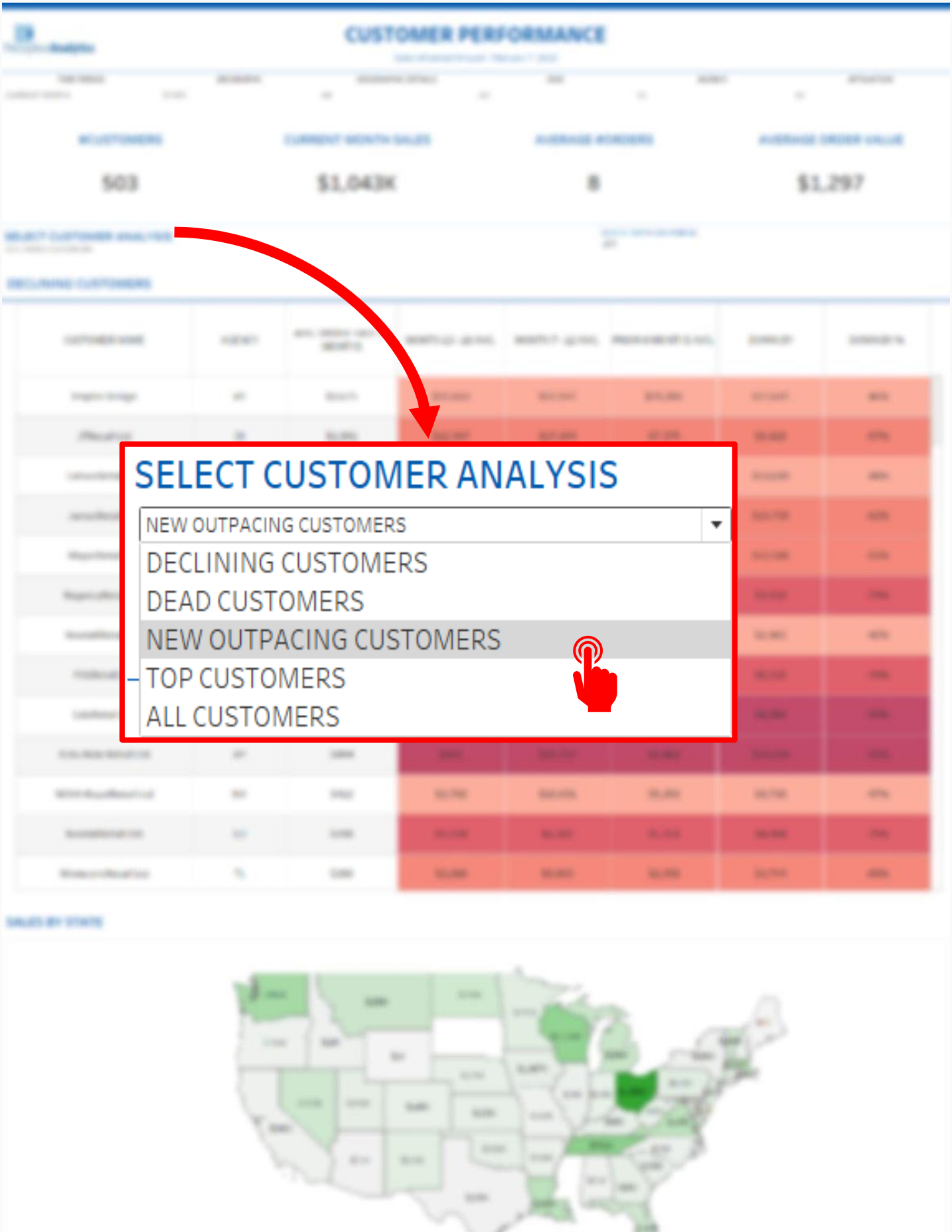
SALES BY STATE



Quick KPIs on top



These are four analyses possible at the click of a button



You can identify fast-growing new customers to better address their needs

And get a list of these new customers quickly

		2024		
NEW CUSTOMER	AVERAGE ORDER VALUE	Q3	Q2	Q1
PolargyRetail Ltd	$66,826	($9,190)	$259,841	$16,653
PagliaRetail Ltd	$25,846			
NationalRetail Ltd	$22,202		$49,737	
SchwingRetail Ltd	$18,136			$36,272
MarchandRetail Ltd	$14,949		$14,949	
VerticalRetail Ltd	$14,265	$10,999	$3,266	
LonghornRetail Ltd	$14,242		$3,915	$41,250
AvaledRetail Ltd	$13,210			$24,200
MonarchRetail Ltd	$11,946		$1,523	$29,990
GrantRetail Ltd	$11,608		$11,691	$43,475

You can expand and view monthly sales as well

CUSTOMER PERFORMANCE

Data refreshed through : February 7, 2023

TIME PERIOD	GEOGRAPHY	GEOGRAPHIC DETAILS	RSM	AGENCY	AFFILIATION
CURRENT MONTH	STATE	All	All	All	All

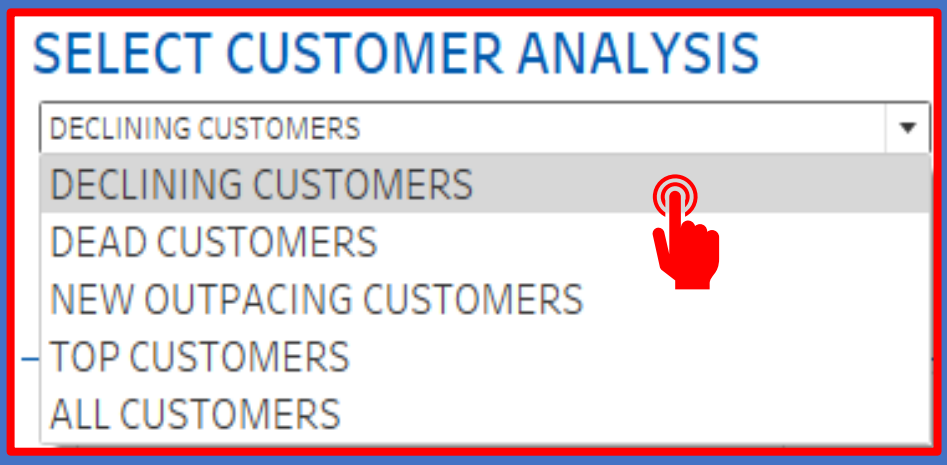
#CUSTOMERS | CURRENT MONTH SALES | AVERAGE #ORDERS | AVERAGE ORDER VALUE

		2024		
NEW CUSTOMER	AVERAGE ORDER VALUE	Q3	Q2	Q1
PolargyRetail Ltd	$66,826	($9,190)	$259,841	$16,653
PagliaRetail Ltd	$25,846			

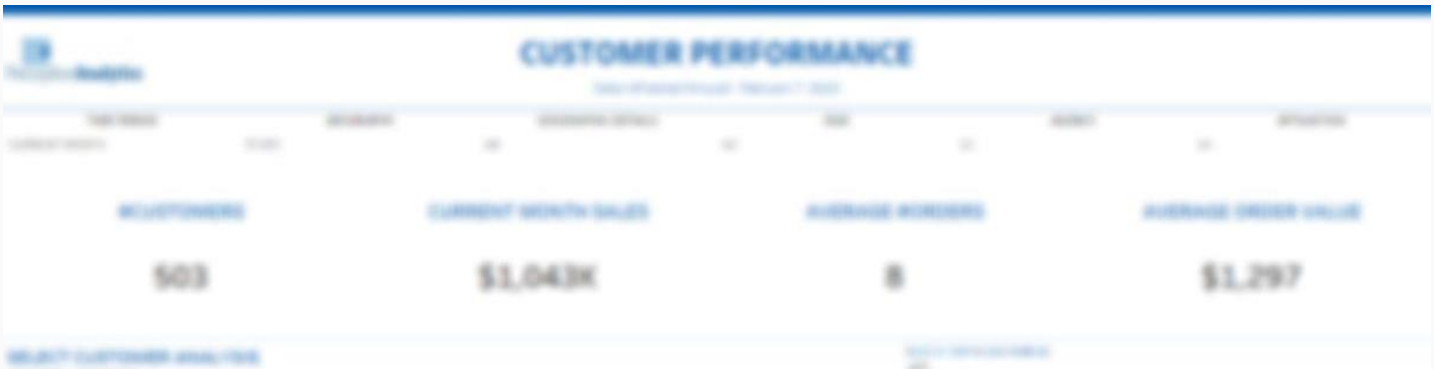
PolargyRetail Ltd	$66,826				$162,602
PagliaRetail Ltd	$25,846			$25,846	
BillowsRetail Ltd	$7,940			$46,568	

					2024
		Q3	Q2		
NEW CUSTOMER	AVERAGE ORDER VALUE	July	April	May	June
PolargyRetail Ltd	$66,826	($9,190)	$97,239	$48,710	$113,892
PagliaRetail Ltd	$25,846				
NationalRetail Ltd	$22,202		$49,737	$0	
SchwingRetail Ltd	$18,136				
MarchandRetail Ltd	$14,949			$14,949	
VerticalRetail Ltd	$14,265	$10,999		$3,266	
LonghornRetail Ltd	$14,242		$0	$3,915	

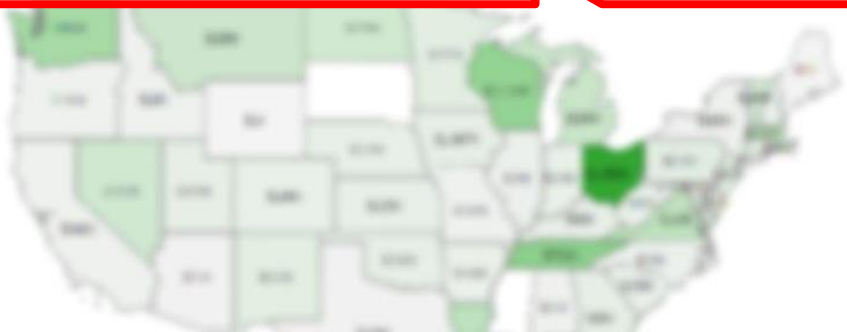
You can identify once high-performing customers who are now facing a decline and take targeted action



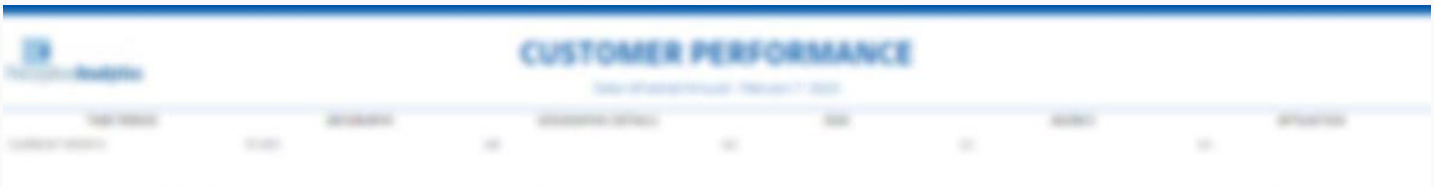
Highest ordering customer Empire Design has reduced sales by 46%



CUSTOMER NAME	AGENCY	AVG. ORD 12 MONTHS	PRIOR 6 AVG.	DOWN BY	DOWN BY %
Empire Design	AY	$3,675		$17,631	-46%
JTRetail Ltd	DI	$	$7,375	$9,829	-57%
LaFaceRetail Ltd	LM	$1,	17,633	$13,610	-44%
JamesRetail Ltd	BN	$1,585		$15,735	-62%
MayerRetail Ltd	VI	$1,472	10	$12,586	-61%
RegencyRetail Ltd	DI		$1,261	$3,519	-74%
KendallRetail Ltd	MC	$670	27	$2,965	-42%
FSGRetail Ltd	DI	$509		$8,510	-79%
LidoRetail Ltd	DI	$4	$257	$4,386	-94%
Echo Aisle Retail Ltd	AP	$	$2,463	$24,254	-91%
NOVA-RoyalRetail Ltd	NV	$412		$4,738	-47%



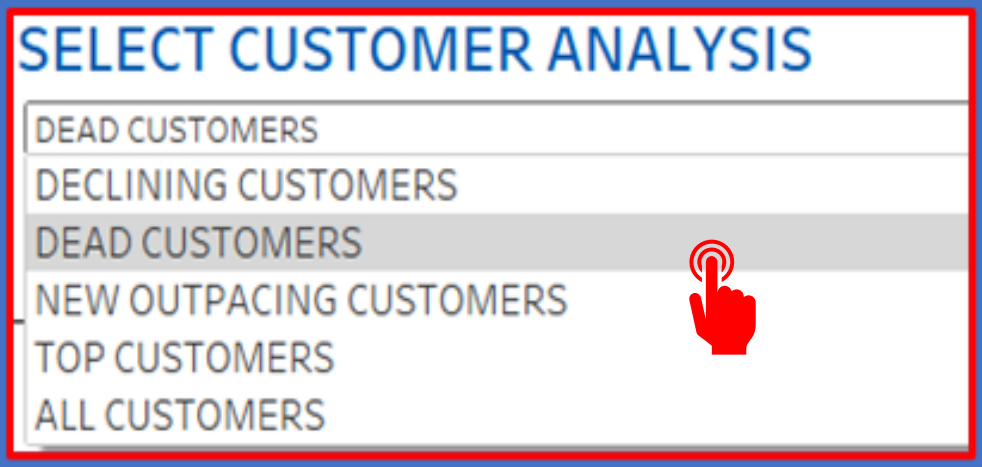
You can examine recent orders /returns to address key issues



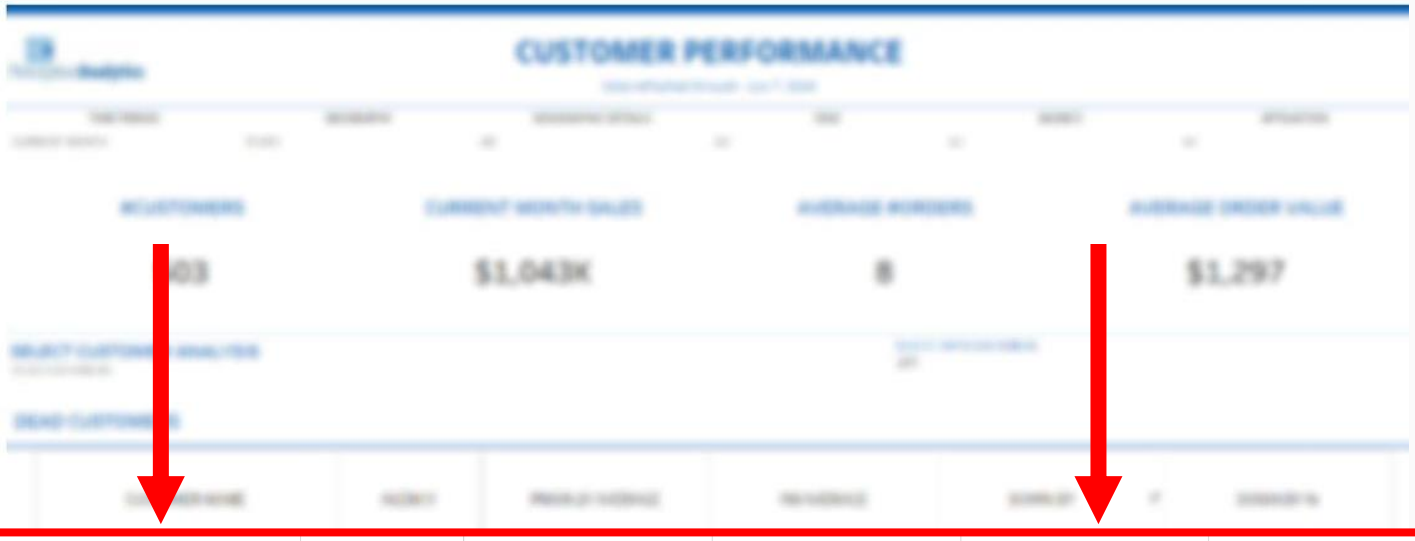
CUSTOMER: **Empire Design**
RSM: **AY**
#LIFETIME ORDERS: **190**

SALES DATE	ORDER ID	PRODUCT CATEGORY GROUP	SALES	BILLING STATE
7/7/2024	475643	Bedroom Furniture Sets	$23	FL
		Cabinets & Cupboards	$819	FL
		Home Decor Lighting	($84)	FL
6/30/2024	474829	Bedroom Furniture Sets	$53	FL
	474842	Home Decor Lighting	($170)	FL
		Home Textiles	$1,700	FL
6/24/2024	469059	Cabinets & Cupboards	$992	FL
		Home Decor Lighting	($99)	FL
	471868	Cabinets & Cupboards	$195	FL
		Home Decor Lighting	($20)	FL
6/23/2024	473627	Bedroom Furniture Sets	$494	FL

You can also analyse ‘dead’ customers and take action to improve sales

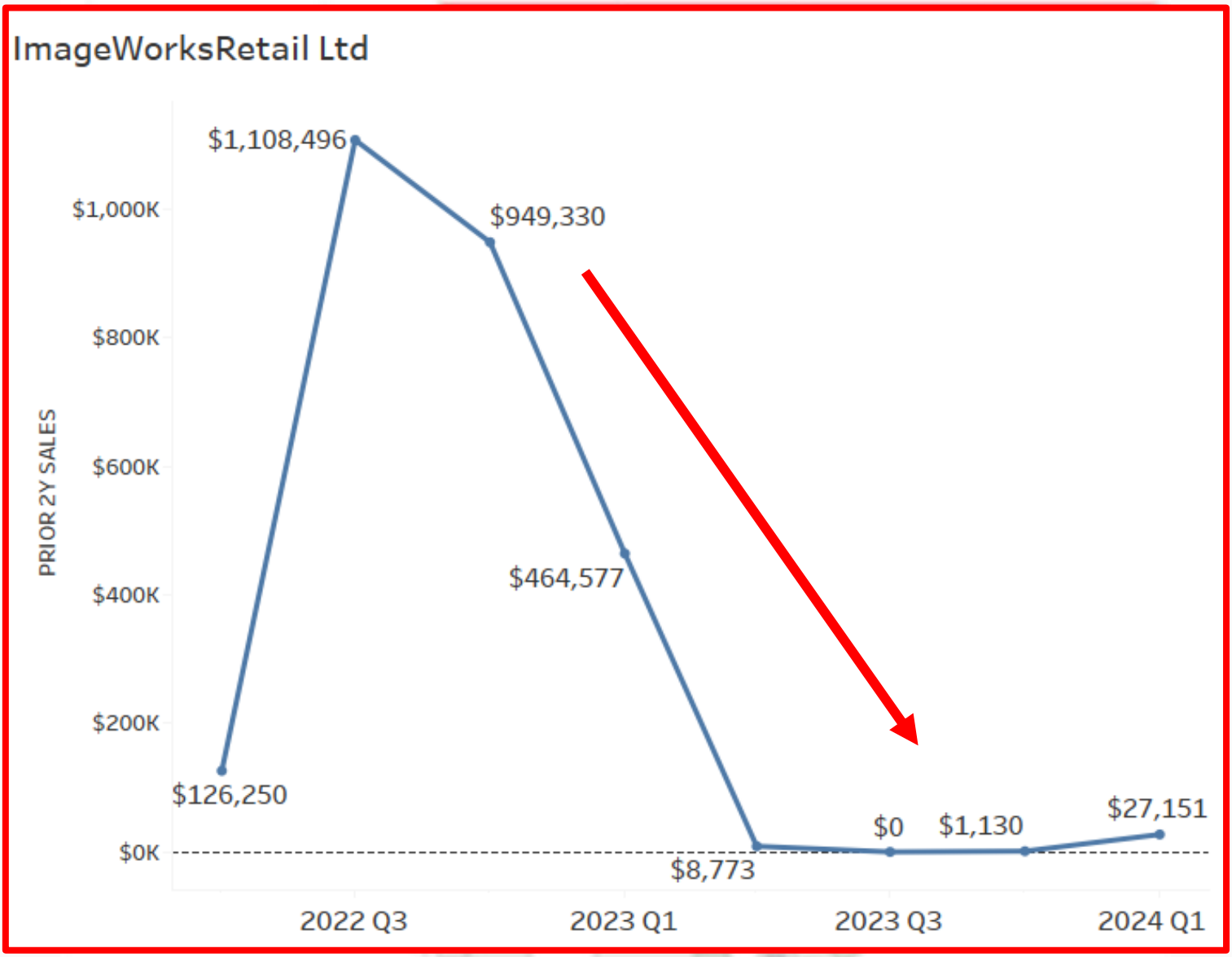


You can get a list of all the dead customers in one click



CUSTOMER NAME	AGENCY	PRIOR 2Y AVERAGE	4M AVERAGE	DOWN BY	DOWN BY %
ImageWorksRetail Ltd	rm	$111,904	$25,186	$86,718	-77%
KIOSKRetail Ltd	rm	$19,723	$6,194	$13,530	-69%
IdealRetail Ltd	th	$19,087	$8,539	$10,548	-55%
FeeneyRetail Ltd	rm	$19,057	$11,037	$8,021	-42%
RegencyRetail Ltd	LI	$11,330	$8,149	$3,180	-28%
SouthRetail Ltd	SE	$11,224	$6,157	$5,067	-45%
LuparelloRetail Ltd	DI	$10,620	$1,955	$8,665	-82%
WiedenbachRetail Ltd	LI	$10,411	$4,226	$6,185	-59%
WhartonRetail Ltd	WS	$9,943	$1,167	$8,776	-88%
NewRetail Ltd	DI	$9,804	$4,744	$5,060	-52%
NedcoRetail Ltd	NV	$9,643	$2,716	$6,926	-72%

And hover over any customer to view sales trends as well



Schedule a free consultation with us today!

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SCHEDULE NOW

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