

# Vendavo® Profit Analyzer

Identify margin, price and profit opportunities for any slice of your business

Vendavo Profit Analyzer delivers powerful in-memory analytics helping you to continually identify profit trends and opportunities for improvement. Understand the true profitability of customers, products, market segments or channels over time and find out what drives bad deals. Identify root causes for margin leakage, decide on corrective action and quantify improvement opportunities. Explain how revenue or margin has changed from one period to the next in terms of price, volume, mix, win/loss or cost and identify drivers for business change.

Through a combination of charts, tables and reports, users can analyze historic transaction data combined with external data, such as price setting and deal data. Analysis and insights about profit improvement can be shared with key stakeholders across the organization through easy-to-use visual dashboards. With Vendavo Profit Analyzer you can empower your entire team to make pricing an organizational discipline.

## KEY CAPABILITIES

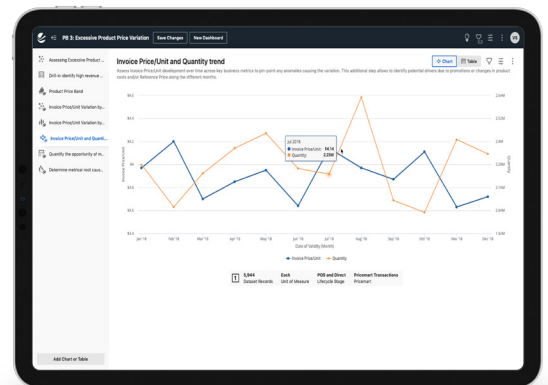
### Analysis Workspaces

Workspaces allow users to create, manage and maintain targeted analyses in support of the business team. Analyses can be shared with relevant stakeholders through dashboards without the involvement of the IT organization.

- > **Charts and Tables** – Multiple charts and tables allow you to slice and dice your data across
- > **Customizable Filters** – Set a filter to make an entire analysis specific to a particular region, business unit or time period
- > **Calculated Columns** – Use data from existing columns to create new calculated values using your preferred formulas
- > **Comparison Views** – Compare data sets to identify trends, investigate the
- > **Sharing** – Collaborate with coworkers and key stakeholders by sharing your analysis through a URL link
- > **Multiple Data Sources** – Use multiple data sources including external data to create analyses

## VENDA VO PROFIT ANALYZER

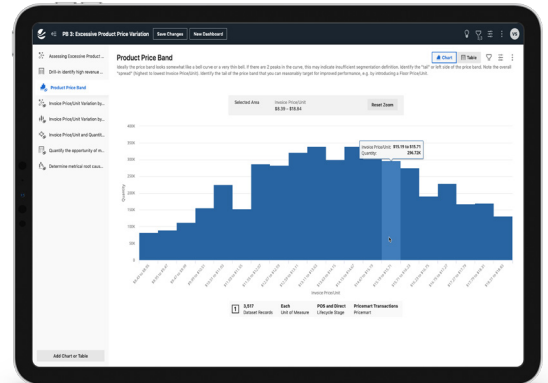
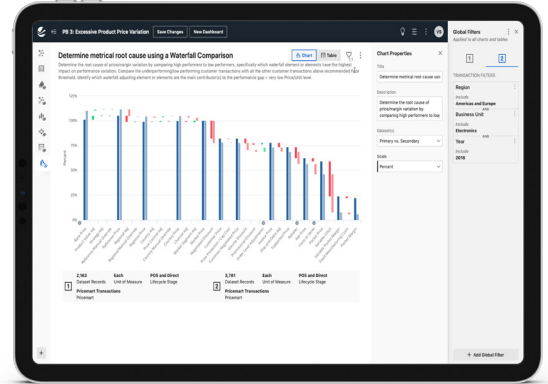
- > Understand profitability of customers, products, market segments and channels
- > Discover root causes for margin leakage and quantify improvement opportunities
- > Identify drivers of business change and decide on the need for corrective action



## Configurable Dashboards

Business users can discover root causes for margin leakage, review and quantify profit opportunities or monitor price compliance through dashboards that can be easily configured and packaged for their needs.

- > **Workspace Linkage** – Dashboards are created with Workspace charts and tables. They are automatically updated with any change made by the power users to the Workspace
- > **Top 10 Lists** – Quickly see which customers or forecast groups have the highest or lowest pocket margin contribution
- > **Exporting** – Export data, charts, and filters into Excel for continued analysis or sharing of information
- > **Alerts** – Users get notifications of business events, such as a sudden reduction in margin in a particular price authority or lane
- > **Comparative Analysis** – Perform comparative analyses using different data sets within the tool



## KPI Drill Tables

Key Performance Indicator Drill Tables allows users to access dozens of pricing measures across many business dimensions, drilling down into detail as needed.

- > **Hierarchy Drill** – Move through any business hierarchy, such as product or customer
- > **Measures** – Select from any available metric to create a display of those pertinent to the analysis
- > **High/Low Threshold Indicators** – Configurable high/low threshold indicators that quickly draw attention to trouble spots

## Advanced Pricing Visualization

Pricing data often requires specialized metrics and visualizations, which are not typically found in general purpose business intelligence tools.

- > **Statistical Analyses** – Coefficient of variation, regression, standard deviation, max & min
- > **Revenue and Margin Causality** – Looks at the relationship between price, volume and mix across any slice of your business, allowing you to see the effects of previous price changes on revenue and margin
- > **Classification** – ABCD analysis of customers/products
- > **Break-even Analysis** – Allows what-if simulation on different volumes needed to recover the effects of a price change