



Sales and Profit Analysis:

CCONTROL's Sales and Profit Analysis module compiles comprehensive sales and gross profit reports allowing you to review the performance of stores and staff on one hand and products and customers on the other.

CONTROL has around 150+ predefined reports that allow you to make general modifications. You will instantly see what is selling and what is not and be able to recognise trends.

The CONTROL Sales and Profit Analysis module includes:

- Store, Department, Category and Supplier Analysis
- Salesperson Analysis
- Stock Item Analysis
- Customer Analysis
- Other

Special Sales & Profit Analysis Features

- The reporting of Sales History is limited only by storage capacity - the retention time period is nominated by the user. Some users save 5 years and more history on line at all times.
- Information shown can include sales quantities, sales value, gross profit, gross profit percentage and budgets.
- All stock related reports may be for a single location or consolidated across any range or group of locations. When consolidated, exception reporting provides for reporting the values for each location or for the total corporate value.
- Reports can be run for any selected periods. For example, while planning for this year's Easter sale, a report comparing the two previous "Easter Sales" can be produced.

Store, Department, Category and Supplier Analysis

- Many pre-configured reports by day, week, period and year showing various statistics including sales value, GP value, GP percentage, value on hand, no of periods of stock cover, etc.
- Many specialised reports showing comparisons to budget, sales per unit area, average sales value, comparison to selected alternate periods, etc.
- Best/Worst Categories/Departments/Suppliers
- Sales and Stock reporting by price range
- Stock turn and Gross Margin Return on Investment (GMROI) reporting

Salesperson Analysis

- Day by day comparison of sales by salesperson, showing number of sales, number of multi-item (add-on) sales, and average sale value - to measure individual performance and add-on selling results.
- Sales by Hour reporting, to help determine optimum staffing levels
- Sales by product group by salesperson, highlighting a salesperson's strong and weak sales areas. When compared over multiple periods, shows changes from training, motivation, etc.
- Salesperson comparison to budgets, for both Period and Year to Date, with Variance.
- Analysis of discounts given by salesperson
- Commission reports

Stock Item Analysis

- Analysis by Style, Colour and Size, including stock holding and sales in each location.
- Report of Best / Worst items overall or within a department or product category.
- Stock Turns and Gross Margin Return on Investment (GMROI) reports allow comparison of return on investment between stock items. All items can be reviewed to ensure they achieve the acceptable ROI or the item may be repriced, replaced in the product mix or some other decision made to achieve the required Return on Investment.

Customer Analysis

- Sales by Customer and by Customer Group.
- Best/Worst customers
- Analysis/comparison of different customer loyalty levels and loyalty points given
- Analysis of what types of products customers are buying
- Analysis of customer survey data
- Multi-period comparisons to analysis buying patterns

Other

- Comprehensive promotion and markdown analysis.
- Lost Sales can be recorded and reported, to determine items where insufficient stock is carried.
- Extensive facilities are included to analysis the raw sales transactions. For example by salesperson, customer; date, gross profit range, stock location, stock group etc.

Individual transactions are consolidated and reported under multiple headings to provide management information.