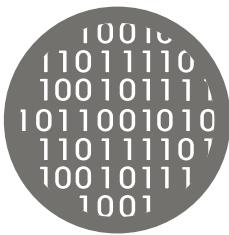




BUSINESS INTELLIGENCE

Turn data into information



BIG DATA INSIGHTS



ANALYZE



REPORTING

Get strategic information for decision support and a multidimensional view of data in Analytics and Operational reporting format.

Business Intelligence is a solution that combines data from different sources, giving you privileged insights about your company's performance.

Monitor and evaluate performance based on accurate indicators. Ensure more informed and decisive decisions, integrating excel sheets, operational data and historical data.

How does Business Intelligence help Retailers?

Smart Decisions require Fast and Reliable Insights. Start making Strategic Decisions, anticipating potential changes. Discover new insights that are hidden in your organization's data universe. Profimetrics' Business Intelligence gives new meaning to the Big Data concept, finding new ways to leverage your organization and your business.

BIG DATA INSIGHTS

- Explores complex Data;
- Analyses over large-scale multidimensional data;
- Combines results instantly;
- Supports informed and meaningful decisions;
- Changes operations, preventing stock-outs, gain competitive edge, retain more customers, or run unlimited budget simulations – the possibilities are endless.

ANALYZE

- Supports information drill over multidimensional axis;
- Contextualize data creating meaningful information, such as: Pricing, Stock, Sales, Margin, Promotions, Costs;
- Discover new insights on risks and opportunities through analyzes.

REPORTING

- Provides standard business reports, ad hoc reports, OLAP and alerts and notifications based on analytics;
- Support business workflows with the readily delivered actionable data;
- Assure consistency on Data-Driven Decision;
- Use your current tools – such as Excel;
- Build and Publish new reports as the business evolves.