# Sales Analysis

**Dynamic visibility of sales performance and profitability.**

The comprehensive mix of performance measurement reports available in glovia.com Sales Analysis provide the strategic input you need to gauge the marketplace, guide product decisions, and focus your company's energies.

## Timely Information

Do you know how effective your company's sales efforts are? Who's selling, and who's not? Which customers are buying which products? What your profit margins are? Sales Analysis can instantly provide precise answers to these and other questions, to keep you up-to-date on sales performance and on track in terms of your company's strategies and goals.

## Gain Sales Insight

With Sales Analysis, you can review the profitability of individual products and customers, as well as the success of sales promotions and campaigns. You can analyze customer buying patterns and trends as they develop, through comparison to current and prior activity. Bookings, lost sales and historical data are also available to give you insight into the dynamics of the total sales equation.

## Dynamic Analysis

The Sales Analysis system receives the latest sales bookings and shipment data from Sales Orders, and the latest revenue and invoice data from the Billing application. Sales Analysis provides extensive reporting flexibility for obtaining literally any report desired, and gives you complete access to current, previous period, and year-to-date financial data, as well as data from prior years.
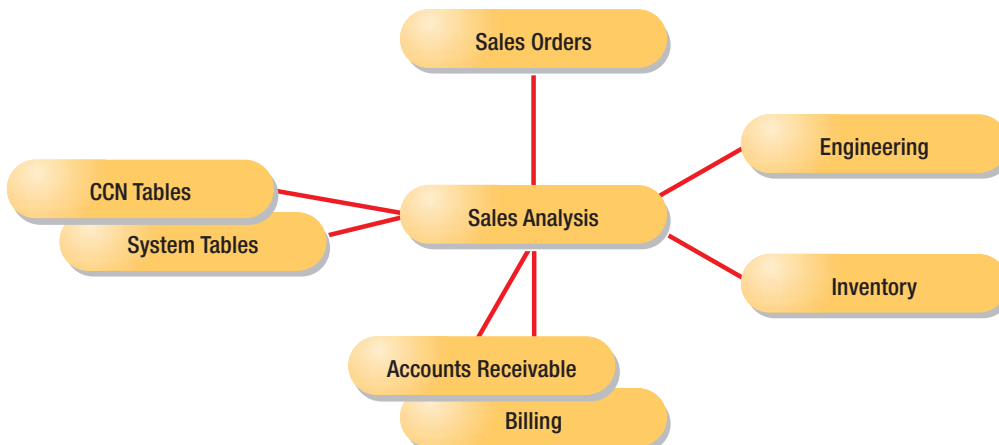
## Customized Control

Sales information is easily retrieved for presentation in report format through a flexible process of report definition and data selection. And, since no standard report format can satisfy every user's needs, Sales Analysis provides a variety of options for customizing data selection, storage and printing. This allows you, for example, to present information in summary format for executive review, or in a more detailed format for use by your Accounting department.

## Sales Analysis Reporting

- Sales analysis, current and year-to-date
- Sales comparatives, current period versus prior year
- Sales period analysis, current year to prior years
- Sales history with selected date range

## Integration

## Bookings Analysis Reporting

- Bookings analysis, current period and year-to-date
- Bookings comparatives, current period versus prior years
- Bookings period analysis, current year to prior years
- Bookings history with selected date range
- Sales bookings versus actual shipments

## Lost Sales Analysis Reporting

- Lost sales analysis, current period and year-to-date
- Lost sales comparatives, current period to prior years
- Lost sales period analysis, current year to prior years

## Report Structure Definitions

- Pre-designed report structures
- On-line report definition function for customization
- Sales activity type selection for sales, bookings and lost sales
- Report type for analysis, comparative, period analysis, history and bookings versus shipped
- Sales by invoiced, shipped or financial posting as-of date
- User assigned report ID and description
- Amount scaling option in units, tens, hundreds, thousands, millions

- Options for current and year-to-date periods
- Options for starting date, number of periods and prior years
- Date horizon for period and history reports
- Amounts or quantities for period analysis and history reports

## Data Field and Sort Definitions

- Operating and sales unit
- Inventory and shipping locations
- Sales region
- Sales representative, branch and territory
- Customer ID
- Buying, billing, ship-to locations
- Product ID
- Product line and product code
- Charges for expense items
- Report totaling and page breaks
- Tally with bookings and cancellations or net bookings only
- User-defined calendar and headings

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