Sales Sight 360

One Click One Solution

Sales Sight 360 is an advanced, fully integrated analytics platform specifically designed to enhance decision-making processes within the distribution sector. Engineered to provide a comprehensive, 360-degree view of business operations, this platform empowers organizations with the tools needed to optimize performance, reduce inefficiencies, and drive strategic growth. By consolidating critical data points into a single, intuitive interface, Sales Sight 360 supports informed decision-making and actionable insights across every level of distribution management.

Comprehensive Operational Management

Sales Sight 360 provides a holistic view of distribution operations, covering critical areas such as:

- **Employee Management**: Monitor attendance, track vacancies, and optimize workforce allocation to improve overall productivity and reduce operational costs.

- **Picklist Processing**: Streamline picklist management to enhance order accuracy and fulfillment efficiency, directly impacting customer satisfaction and retention.

- **DMS Confirmations**: Ensure accurate and timely distribution management system (DMS) confirmations, reducing the risk of errors and improving logistical coordination.

- **Multi-Channel Deposit Tracking**: Integrate and manage deposits across various financial channels, including traditional banks, mobile financial services (MFS), and alternative payment systems, ensuring seamless financial operations and accurate cash flow management.

Advanced Analytics and Insights

Sales Sight 360 offers real-time, in-depth analytics across key performance metrics, delivering actionable insights that support precise decision-making. Key features include:

- **Credit Management**: Analyze and manage credit exposure by monitoring active and inactive credit retailers, enabling businesses to make data-driven decisions on credit limits and terms that align with financial goals.

- **Claims Processing**: Track both claims and non-claims with detailed reporting, ensuring that all financial transactions are accounted for accurately and transparently, minimizing the risk of discrepancies.

- **DSR and Retailer Shortages**: Identify and address distributor sales representative (DSR) and retailer shortages, leveraging data to improve stock allocation and reduce out-of-stock scenarios that could impact sales.

- **Inventory Levels and Stock Coverage Ratios**: Evaluate inventory levels in real-time, with stock coverage ratios benchmarked against anchor norms, allowing businesses to optimize inventory holdings and reduce carrying costs.

Granular and Segmented Data Analysis

The platform supports granular data analysis, allowing users to segment data by:

- **SKU-wise, DB-wise, Region-wise, and BU-wise Analytics**: Drill down into specific segments of the business, providing tailored insights that can be leveraged to refine strategies at both the macro and micro levels.

- **ROM and TM-Specific Data**: Access Regional Operations Manager (ROM) and Territory Manager (TM)-specific metrics to fine-tune regional strategies and support managers with targeted insights that drive performance improvements.

Performance Tracking and Benchmarking

Sales Sight 360 offers robust performance tracking, providing:

- **Comparative Analysis Across Timeframes**: Evaluate performance against targets with comprehensive comparisons on a weekly, monthly, MTD (Month-to-Date), and growth basis, ensuring continuous alignment with strategic objectives.

- **Target vs. Achievement**: Monitor how closely actual performance matches set targets, allowing businesses to identify areas of improvement quickly and adjust tactics to stay on course.

Predictive Analytics and Forecasting

Sales Sight 360 leverages advanced predictive analytics and forecasting tools to anticipate market trends and guide strategic planning:

- **Sales Trend Analysis**: Utilize historical data to predict future sales trends, enabling proactive adjustments in sales strategies to capture market opportunities or mitigate potential downturns.

- **Forecasting Capabilities**: Plan for future demand with greater accuracy, optimizing inventory levels and resource allocation to meet expected market needs effectively.

User-Friendly Interface and Visualization

The platform's user-friendly interface consolidates vast amounts of data into clear, intuitive dashboards, enabling:

- **Robust Data Visualization**: Translate complex data into actionable insights with visually compelling reports that support quick decision-making.

- **Customizable Reporting Tools**: Tailor reports to specific business needs, providing stakeholders with relevant information that drives strategic alignment and operational focus.

Strategic and Business Impact

Sales Sight 360 is not just a tool; it's a strategic enabler for distribution businesses. By providing comprehensive visibility into operations, advanced analytics, and predictive insights, the platform supports:
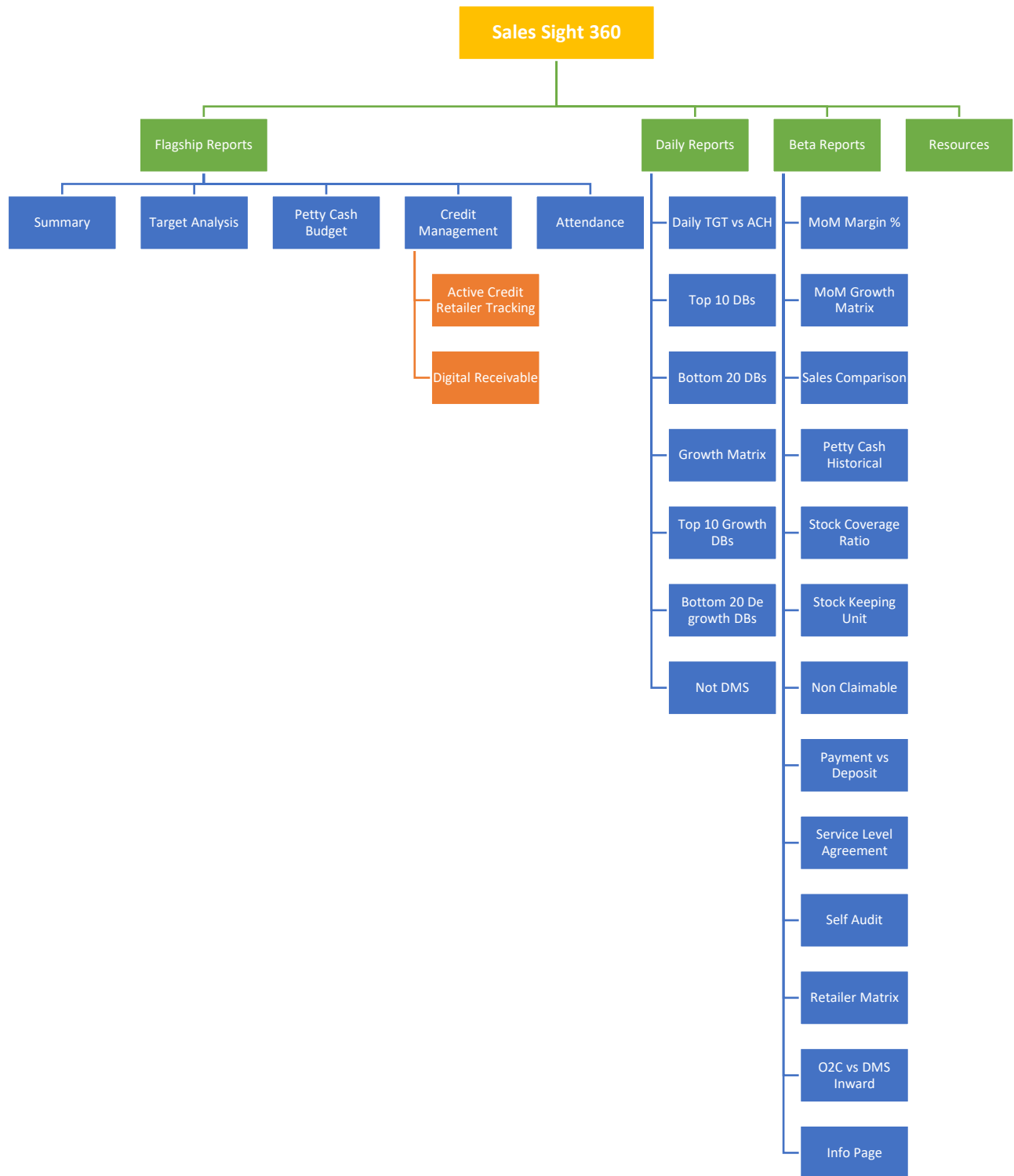
- **Enhanced Strategic Planning**: Align business operations with long-term strategic goals through data-driven planning and performance monitoring.

- **Resource Optimization**: Improve resource allocation, from workforce to inventory, reducing waste and maximizing productivity.

- **Business Growth**: Leverage actionable intelligence to identify growth opportunities, streamline operations, and enhance overall business agility.

Competitive Edge

In an increasingly complex and competitive market, Sales Sight 360 equips distribution businesses with the precision and clarity needed to maintain a competitive edge. By transforming raw data into strategic assets, the platform empowers companies to navigate market complexities confidently and sustainably.

With Sales Sight 360, businesses can elevate their distribution management practices, drive meaningful improvements across their operations, and achieve sustained success in a dynamic market landscape.
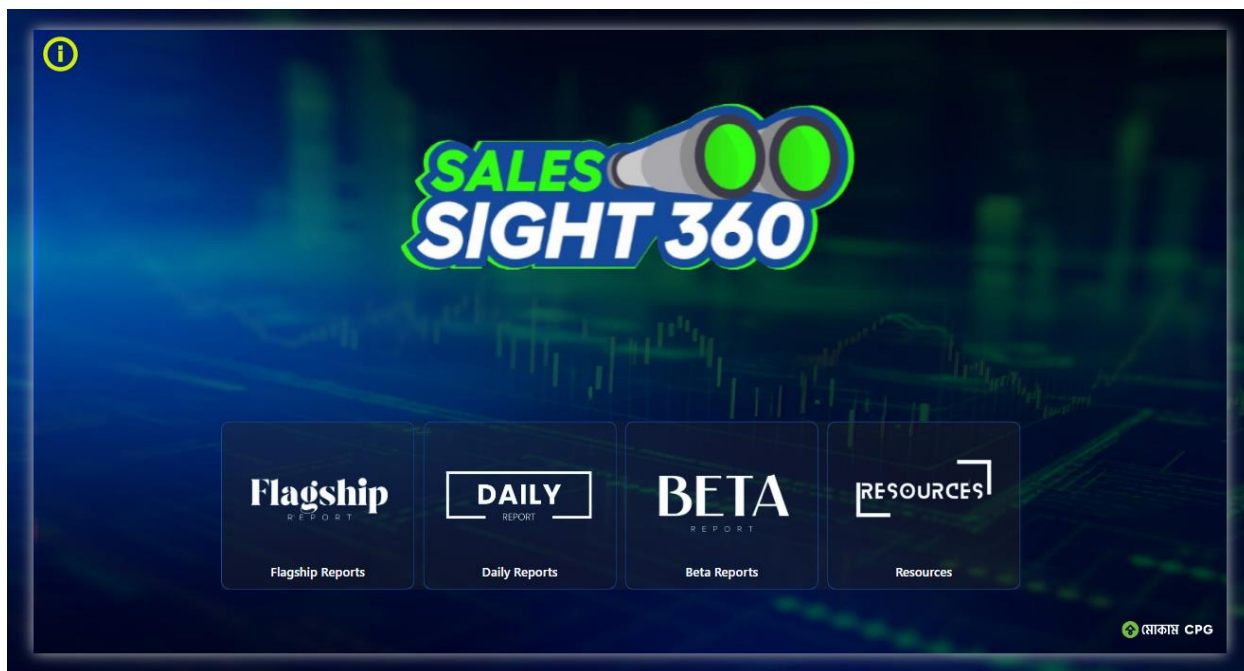
Report Architecture & Snapshot

Sales Sight 360

Flagship Reports
- Summary
- Target Analysis
- Petty Cash Budget
- Credit Management
  - Active Credit Retailer Tracking
  - Digital Receivable
- Attendance

Daily Reports
- Daily TGT vs ACH
- Top 10 DBs
- Bottom 20 DBs
- Growth Matrix
- Top 10 Growth DBs
- Bottom 20 De growth DBs
- Not DMS

Beta Reports
- MoM Margin %
- MoM Growth Matrix
- Sales Comparison
- Petty Cash Historical
- Stock Coverage Ratio
- Stock Keeping Unit
- Non Claimable
- Payment vs Deposit
- Service Level Agreement
- Self Audit
- Retailer Matrix
- O2C vs DMS Inward
- Info Page

Resources
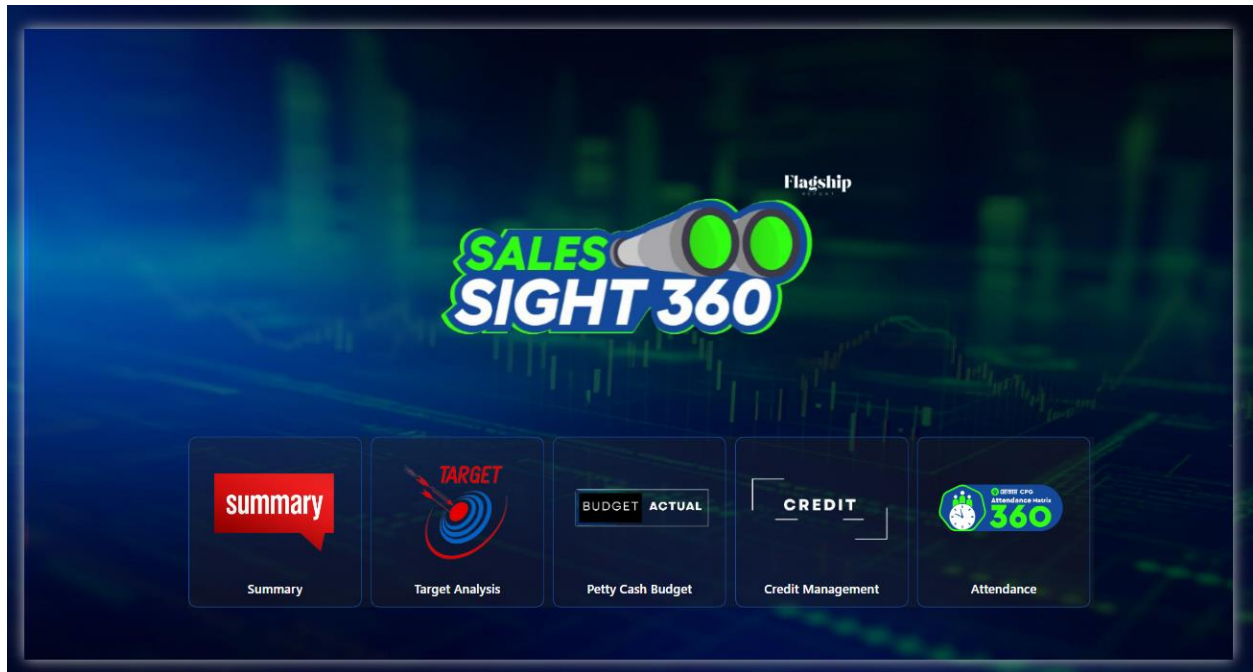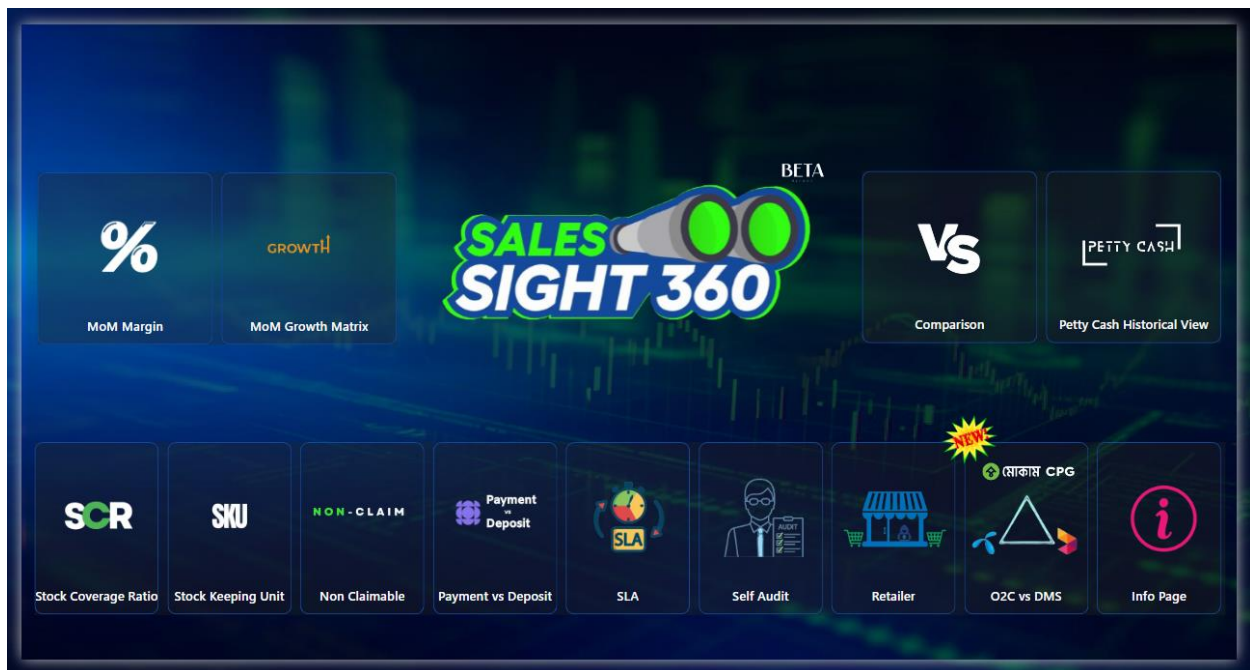
Figure 1: Landing Page

Figure 2: Flagship Reports

Figure 3: Daily Reports

Figure 4: Beta Reports

Figure 5: Resources