|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **GOOGLE ANALYTICS** | **TRAKING POINTS/AREAS** | | | |
| RETAILERS | SUPERMARKET | WHOLESALER |  |
| SUPERMARKET | SUPERMAKET 1 | SUPERMARKET 2 | …. |
| WHOLESALER | WHOLESALER 1 | WHOLESALER 2 | …. |
| NEIGHBOURHOOD | ALL NEIGHBOURHOODS |  |  |
| BRANCH SELECT OPTION | ALL NEIGHBOURHOODS |  |  |
| CATEGORY OPTIONS | SPECIAL OFFERS, FROZEN FOODS, DRY BAKING FOODS, BEVERAGE ETC. | | |
| BRAND SELECT | ALL PRODUCTS WITHIN CATEGORIES | | |
| COLLECTION PREFERENCE | COUNTER PICKUP | HOME DELIVERY |  |
| PAYMENT OPTION | CASH ON DELIVERY | PAYNOW |  |
| PAY NOW | CREDIT CARD | MOBILE MONEY |  |
| MOBILE MONEY | AIRTEL MONEY | MPESA |  |
| TRANSACTION VALUE |  |  |  |