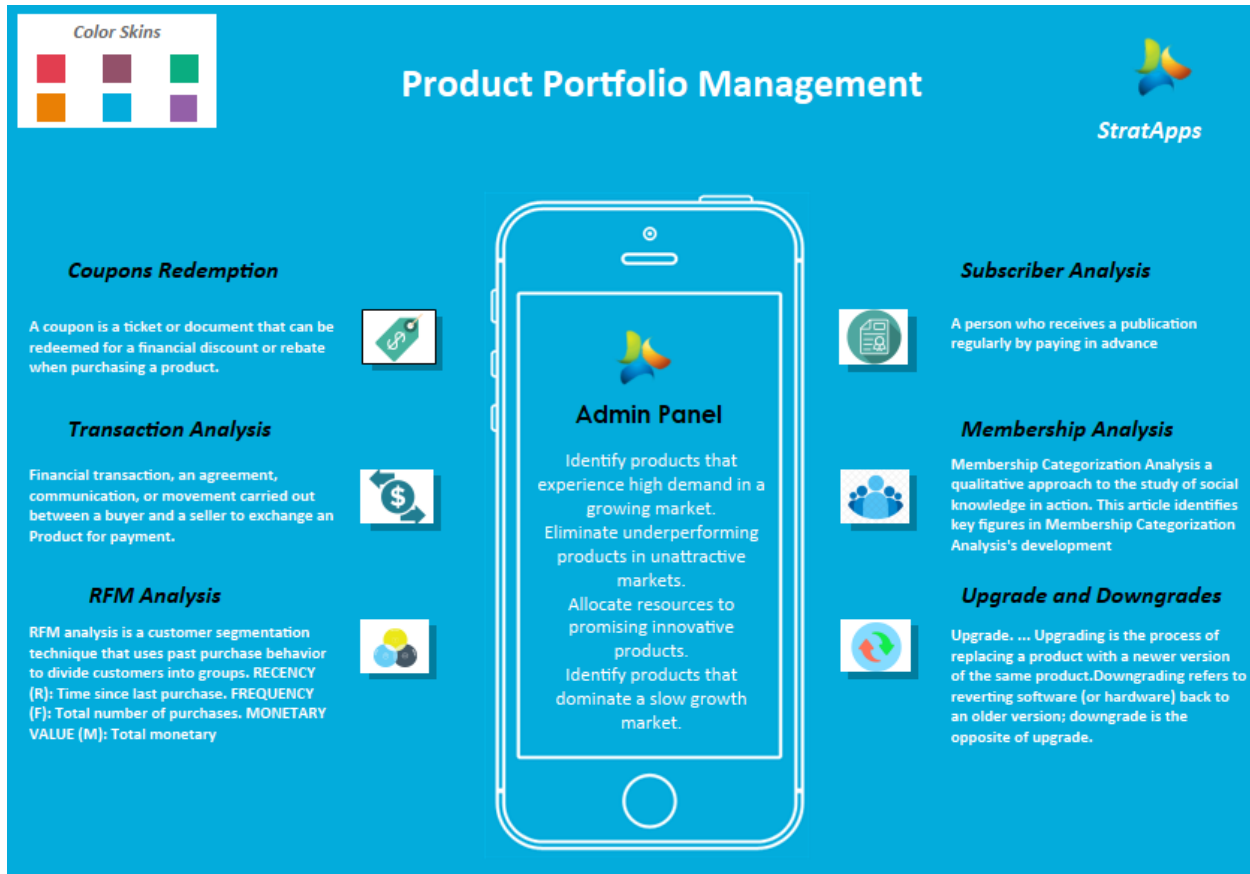


Product Portfolio Management

Home Page:

To Home Page, choose one of the following Icons.

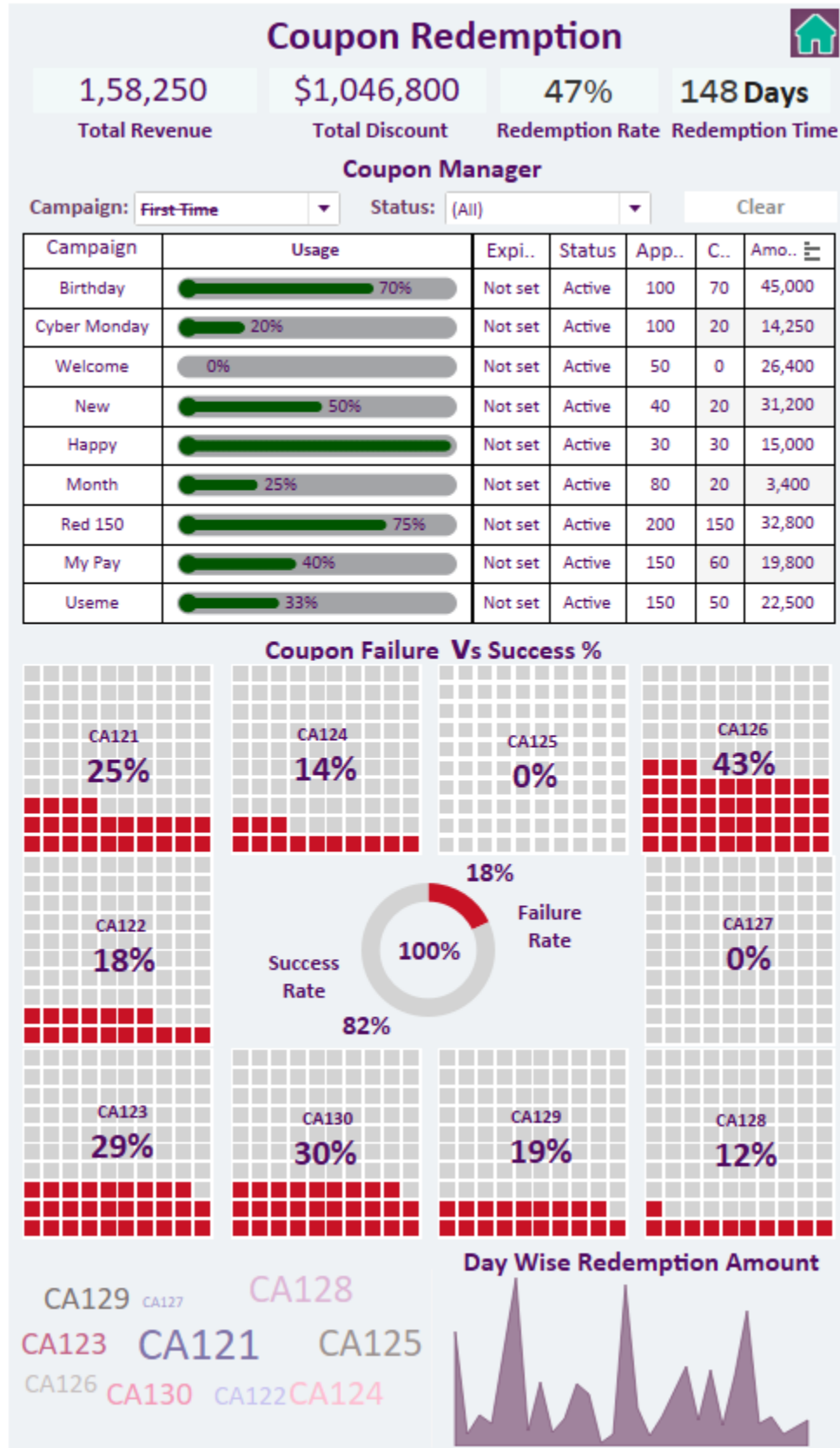


To identify products that experience high demand in a growing market. Eliminate underperforming products in unattractive markets. Allocate resources to promising innovative products. Identify products that dominate a slow growth market.

Coupon Redemption: Coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.

Customarily, coupons are issued by manufacturers of consumer packaged goods or by retailers, to be used in retail stores as a part of sales promotions. You can restrict coupon redemptions by customer, time, or order configurable redemption limits (such as redemption limit per coupon code, redemption limit per customer or redemption limit per time frame). If the customer provides a coupon code that has not reached its redemption limits, the customer qualifies for any promotion associated with that coupon. Since only price conscious consumers are likely to spend the time to claim the savings, coupons function as a form of price discrimination, enabling retailers to offer a lower price only to those consumers who would otherwise go elsewhere. In addition, coupons can also be targeted selectively to regional markets in which price competition is great.

Coupon Redemption view explains details of coupons and there success failure rating , if you want to see the further details of that particular coupon used customer details then click on the filled bars.



You can restrict coupon redemptions by customer, time, or order configurable redemption limits (such as redemption limit per coupon code, redemption limit per customer or redemption limit per time frame). If the customer provides a coupon code that has not reached its redemption limits, the customer qualifies for any promotion associated with that coupon.

This Detailed Report Explain the details of that Particular Coupon used customers with the Redeemed value.

Detail Report					
Customer Id (..	Coupon Code	Campaign	Day Date	Redemed Amount	
CA 30187003	CA121	Birthday	26-03-2018	\$500	^
CA 30187004	CA121	Birthday	05-06-2018	\$500	
CA 30187025	CA121	Birthday	26-01-2016	\$500	
CA 30187027	CA121	Birthday	28-03-2018	\$500	
CA 30187038	CA121	Birthday	05-02-2016	\$500	
CA 30187040	CA121	Birthday	15-01-2016	\$500	
CA 30187050	CA121	Birthday	11-01-2016	\$500	
CA 30187058	CA121	Birthday	25-04-2016	\$500	
CA 30187068	CA121	Birthday	15-01-2016	\$500	
CA 30187070	CA121	Birthday	05-05-2016	\$500	
CA 30187082	CA121	Birthday	25-04-2016	\$500	
CA 30187084	CA121	Birthday	14-07-2016	\$500	
CA 30187094	CA121	Birthday	01-01-2016	\$500	
CA 30187096	CA121	Birthday	21-03-2016	\$500	
CA 30187350	CA121	Birthday	22-01-2018	\$500	
CA 30187353	CA121	Birthday	02-03-2017	\$500	
CA 30187359	CA121	Birthday	18-03-2016	\$500	
CA 30187363	CA121	Birthday	16-10-2018	\$500	
CA 30187376	CA121	Birthday	01-08-2016	\$500	
CA 30187378	CA121	Birthday	01-08-2016	\$500	
CA 30187388	CA121	Birthday	20-04-2016	\$500	
CA 30187390	CA121	Birthday	20-04-2016	\$500	
CA 30187412	CA121	Birthday	22-01-2018	\$500	
CA 30187414	CA121	Birthday	22-01-2018	\$500	
CA 30187426	CA121	Birthday	01-01-2016	\$500	
CA 30187428	CA121	Birthday	01-01-2016	\$500	
CA 30187438	CA121	Birthday	15-01-2016	\$500	
CA 30187440	CA121	Birthday	15-01-2016	\$500	
CA 30187500	CA121	Birthday	12-01-2016	\$500	
CA 30187502	CA121	Birthday	12-01-2016	\$500	
CA 30187515	CA121	Birthday	06-01-2016	\$500	
CA 30187517	CA121	Birthday	06-01-2016	\$500	
CA 30187527	CA121	Birthday	06-01-2016	\$500	

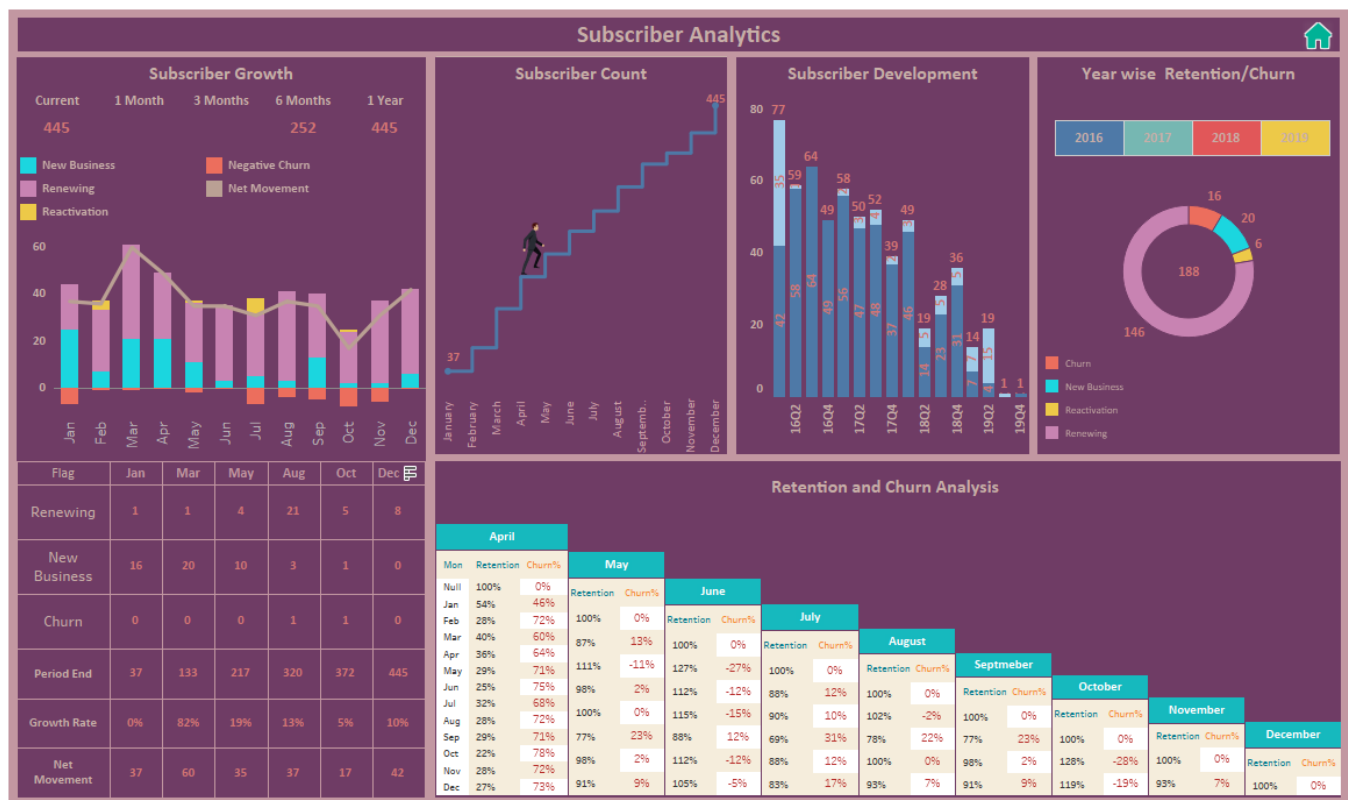


The **Subscribers Report** calculates the total number of active accounts and subscribers over a selected time period. The **Subscriber Growth Report** calculates the number of new subscribers, returning subscribers and churned subscribers and the Net positive or negative change over a selected time period.

The **Subscriber Retention Report** is a cohort analysis looking at retention (and churn) over time for each group of paying subscribers that signed up in a given month.

The **Churn Analysis Report** calculates the total number of subscriptions that have expired during a selected time period, sectioned by expiration reason. Each expiration reason is categorized into one of two types of churn: Voluntary or Involuntary.

If you want to drill down the further details then click on the Reports.





In this detailed report explain all the Subscriber details.


Detail Report		
Customer Name	Day Date (Ti..	
Alan Shonely	10-04-2017	New Business
Allen Arnold	11-04-2016	Renewing
Alyssa Tate	04-04-2017	Renewing
Anji	22-04-2016	Renewing
Anoj	20-04-2016	New Business
Anthony Rawles	22-04-2016	New Business
Ashley Jarboe	10-04-2017	Renewing
Benjamin Farhat	04-04-2017	New Business
Bradley Drucker	11-04-2016	Renewing
Brosina Hoffffman	15-04-2019	
Chandu	16-04-2017	Renewing
Emily Burns	29-04-2016	Renewing
Erin Creighton	11-04-2016	Renewing
Eugene Hildebra..	22-04-2016	New Business
Gary Mitchum	10-04-2017	Renewing
Grandhi	20-04-2016	New Business
Greg Tran	26-04-2016	Renewing
Harinath	05-04-2019	
Hema Malina	25-04-2016	New Business
Joe Elijah	22-04-2016	Renewing
Justin Hirsh	20-04-2016	New Business
Kalpana	05-04-2018	Renewing
Kareena	11-04-2016	New Business
Katherine Hughes	05-04-2018	Renewing
Kean Takahito	07-04-2016	Renewing
Ken Blackk	03-04-2017	
koneda	21-04-2019	
Kumari	22-04-2016	New Business
Lena Radford	10-04-2017	New Business
mallana	16-04-2017	Renewing
Max Engle	22-04-2016	New Business

Transaction Analysis: Financial Transaction an agreement communication or movement carried out between a buyer and a seller to exchange product for payment.

In this Transaction Report is showing in a calendar view year wise click on year.

[Click to Filter](#)

Transaction Report



2016	2017	2018	2019
------	------	------	------

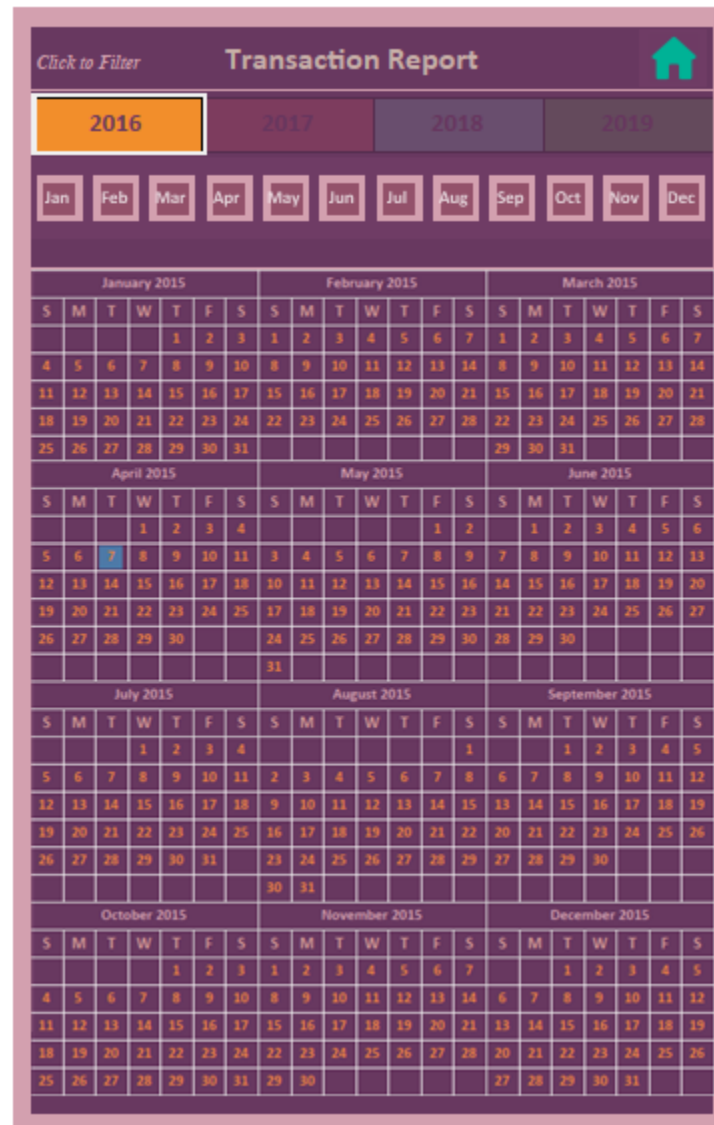
January 2015							February 2015							March 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

April 2015							May 2015							June 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													

July 2015							August 2015							September 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

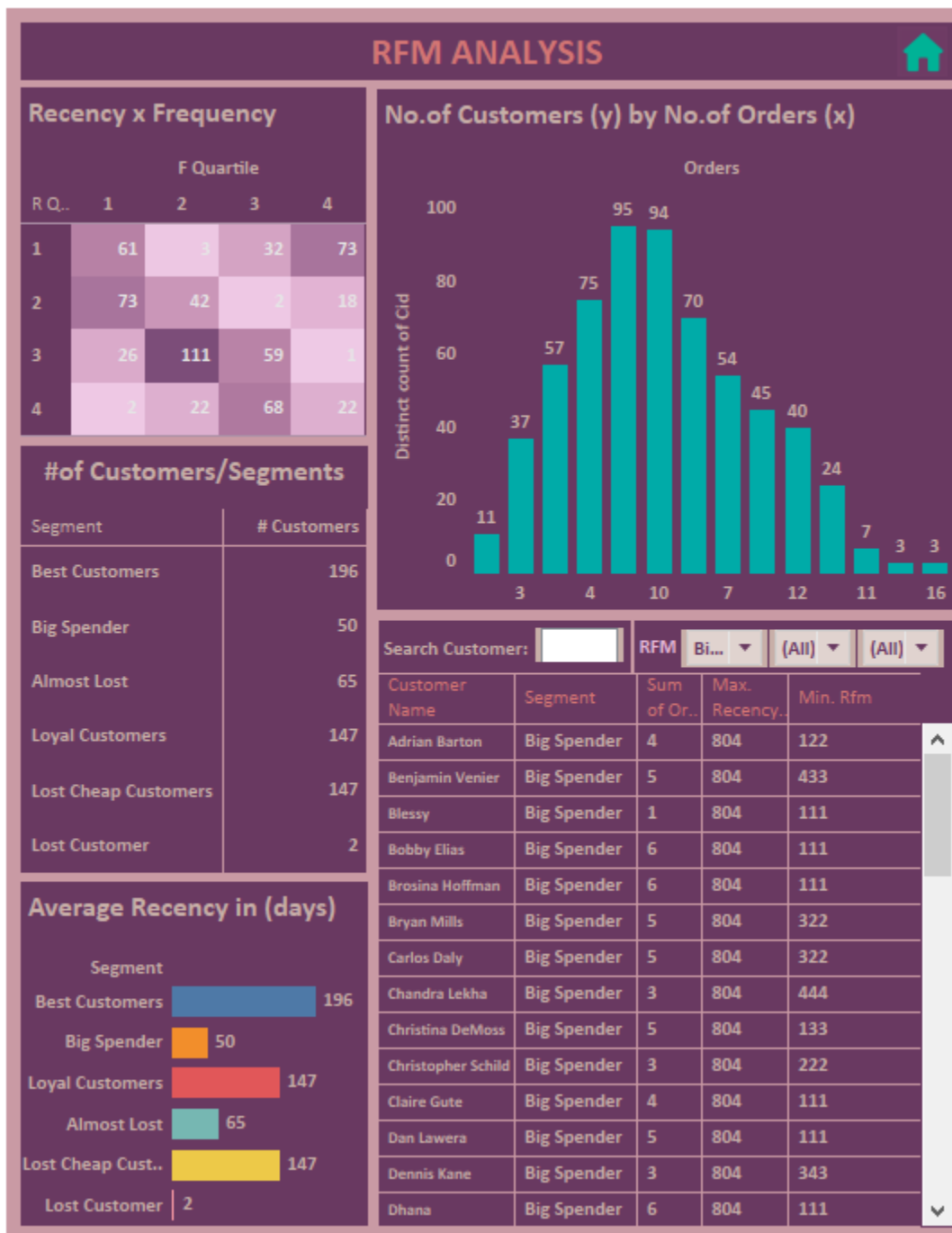
October 2015							November 2015							December 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7		1	2	3	4	5	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31		

Click on year wise it drilldown to month wise it shows the every month in that year.



Here we click on any month in that year it drilldown to day wise report in a calendar view, in this calendar view it shows the each day Paid or Hold or Decline Transactions in different colors. If we click on any day it will move to detailed transaction report.

RFM Analysis is a Customer Segmentation Technique that uses past purchase behavior to divide customers into Segments. RECENCY (R): Time since last Purchase, FREQUENCY (F): Total number of purchases, MONETARY VALUE (M): Total monetary value RFM analysis is a marketing technique used to determine quantitatively which customers are the best ones by examining how recently a customer has purchased (recency), how often they purchase (frequency), and how much the customer spends (monetary). RFM analysis is based on the marketing axiom that "80% of your business comes from 20% of your Customers". It will show the Segment wise how many customers because we catch the lost cheap customers easily, we can hold that customers he can travel with us so that company revenue will be generated.



In this Detailed Report shows all the Order wise details of the members and Income of the member, we have further drilldown here we can click on the order in tooltip we have an option Order View details.

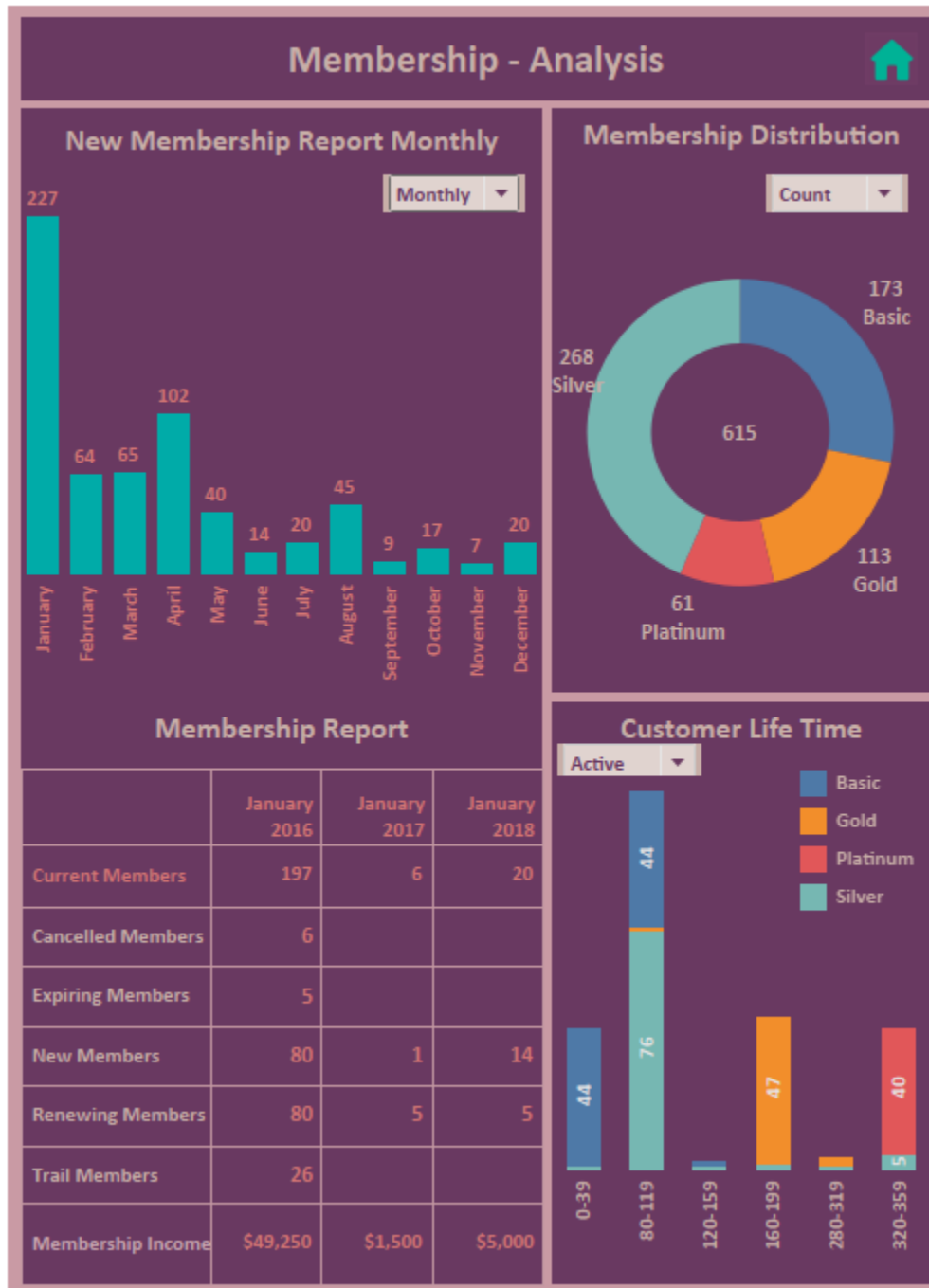
Detailed Report													
Cid	Customer N..	Plan	Stages	Segment	Ma..	Orders	Min. Rf..	Day Date (Ti..	Day Date (T..	#cust..	Num..	Sub ..	
CA 30187009	Harold Pawlan	Plati..	Active	Big Spender	804	6	222	06-06-2018	20-05-2017	1	1	1,000	^
CA 30187013	Ken Black	Basic	Active	Best Custo..	804	6	233	19-06-2016	09-03-2016	1	1	500	
CA 30187023	Odella Nelson	Silver	Renewing	Lost Cheap ..	804	6	433	15-11-2016	05-08-2016	1	1	1,000	
CA 30187045	Karl Braun	Silver	Active	Best Custo..	804	6	433	12-11-2016	02-08-2016	1	1	500	
CA 30187048	Becky Castell	Silver	Renewing	Best Custo..	804	6	144	22-02-2017	12-11-2016	1	1	500	
CA 30187049	Karl Braun	Basic	Active	Best Custo..	804	6	222	30-06-2016	20-03-2016	1	1	500	
CA 30187050	Roger Barcio	Silver	Cancelled	Lost Cheap ..	804	6	222	22-05-2017	22-05-2017	1	1	500	
CA 30187051	Alejandro Ball..	Silver	Active	Loyal Custo..	804	6	133	05-03-2017	25-11-2016	1	1	500	
CA 30187055	Parhena Norris	Silver	Active	Best Custo..	804	6	433	12-11-2016	02-08-2016	1	1	500	
CA 30187069	Adam Bellava..	Silver	Renewing	Loyal Custo..	804	6	244	15-06-2017	05-03-2017	1	1	500	
CA 30187070	Chris McAfee	Basic	Active	Loyal Custo..	804	6	322	15-08-2016	05-05-2016	1	1	500	
CA 30187072	Michael Moore	Silver	Renewing	Almost Lost	804	6	322	15-09-2017	05-06-2017	1	1	1,000	
CA 30187073	Pauline Webb..	Silver	Renewing	Almost Lost	804	6	144	25-02-2017	15-11-2016	1	1	1,000	
CA 30187074	Ruben Dartt	Silver	Renewing	Almost Lost	804	6	322	15-09-2017	05-06-2017	1	1	1,000	
CA 30187075	Liz MacKendri..	Silver	Renewing	Almost Lost	804	6	322	15-09-2017	05-06-2017	1	1	1,000	
CA 30187089	Troy Staebel	Silver	Renewing	Almost Lost	804	6	322	15-09-2017	05-06-2017	1	1	1,000	
CA 30187100	Eugene Barchas	Silver	Renewing	Almost Lost	804	6	144	25-02-2017	15-11-2016	1	1	1,000	
CA 30187355	Emily Phan	Plati..	Renewing	Big Spender	804	6	111	08-04-2018	28-03-2017	1	1	2,000	
CA 30187356	Jennifer Jacks..	Plati..	Active	Big Spender	804	6	111	28-03-2017	18-03-2016	1	1	2,000	
CA 30187357	Bobby Elias	Plati..	Active	Big Spender	804	6	111	28-03-2017	18-03-2016	1	1	2,000	
CA 30187359	Brosina Hoffm..	Plati..	Active	Big Spender	804	6	111	28-03-2017	18-03-2016	1	1	2,000	
CA 30187360	Eleni McCrary	Silver	Renewing	Loyal Custo..	804	6	144	16-03-2018	06-12-2017	1	1	1,500	
CA 30187361	Emily Phan	Silver	Renewing	Loyal Custo..	804	6	144	16-03-2018	06-12-2017	1	1	1,000	
CA 30187363	Abigail	Silver	Active	Loyal Custo..	804	6	141	Null	16-10-2018	1	1	1,000	
CA 30187364	Abner	Silver	Cancelled	Loyal Custo..	804	6	111	06-03-2018	06-03-2018	1	1	1,000	
CA 30187469	Fred McMath	Silver	Active	Loyal Custo..	804	6	433	12-11-2016	02-08-2016	1	1	0	
CA 30187470	Denny Joy	Silver	Renewing	Loyal Custo..	804	6	144	22-02-2017	12-11-2016	1	1	0	
CA 30187471	Max Engle	Basic	Active	Loyal Custo..	804	6	322	02-08-2016	22-04-2016	1	1	0	
CA 30187472	Kumari	Basic	Active	Loyal Custo..	804	6	322	02-08-2016	22-04-2016	1	1	0	
CA 30187473	Justin Deggell..	Silver	Active	Loyal Custo..	804	6	433	12-11-2016	02-08-2016	1	1	0	v



In this Report shows all the Order details of the member.

Order Detailed Report	
Order ID	OD123484
Customer Name	Harold Pawlan
Cid	CA 30187009
Plan Code	PL8888
Plan	Platinum
Segment	Big Spender
Stages	Active
Day Date (Time..	20-05-2017
Day Date (Time..	06-06-2018
Rfm	222

Membership Analysis is showing Year wise, Quarter wise, Month wise and Day wise how many subscriptions subscribe the plans (Basic, Silver, Gold, Platinum). Membership Distribution analysis describe the plan wise how many members and Income of that members and it shows the Current members ,Cancelled members, Expiring members, some are Complimentary ,Renewing members, Trail members and Income of that particular month. The Life time of that Customer show the how many members subscribe the plan wise.



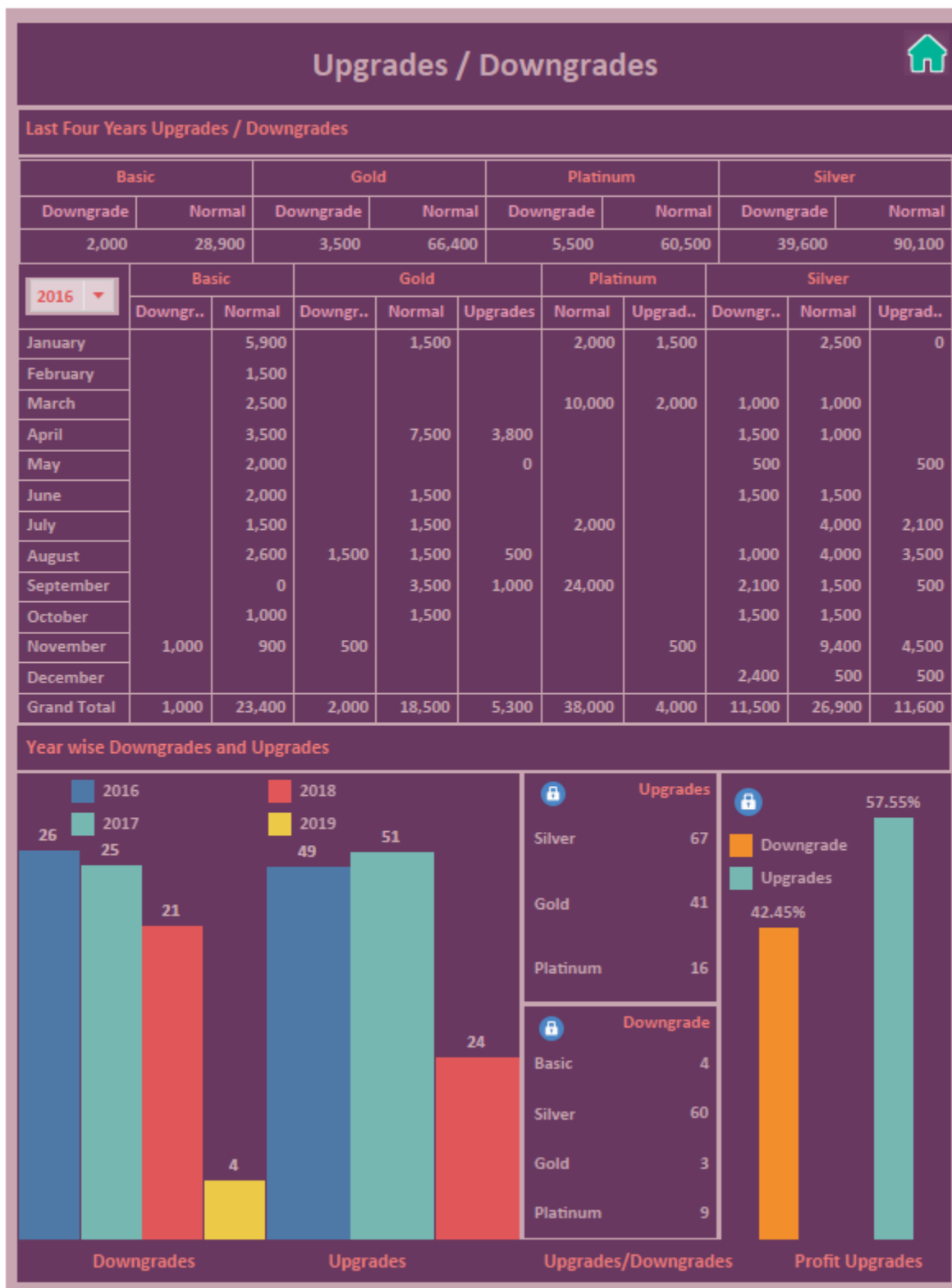
This Detailed Report Shows all the details of a Membership Analysis

Memebership Report								
Customer Id (..	Customer N..	C: Stages	Plan	Day Date (Tim..	Day Date (Tim..	Day Date (Ti..	# Cus..	Amo..
CA 30187031	Henry MacAl..	New Mem..	Gold	28-07-2016	08-11-2016	15-04-2016	1	250
CA 30187037	Christopher ..	New Mem..	Platin..	07-05-2017	13-05-2018	07-04-2016	1	250
CA 30187041	Shahid Shari..	New Mem..	Silver	01-01-2016	11-04-2016	11-04-2016	1	250
CA 30187042	Gary Mitchum	Renewing ..	Gold	12-08-2017	22-01-2018	11-04-2016	1	250
CA 30187043	Jim Sink	New Mem..	Silver	20-05-2016	30-08-2016	22-04-2016	1	250
CA 30187044	Harry Greene	New Mem..	Silver	22-05-2016	02-09-2016	22-04-2016	1	250
CA 30187045	Karl Braun	New Mem..	Silver	02-08-2016	12-11-2016	22-04-2016	1	250
CA 30187047	Karl Braun	Renewing ..	Silver	15-09-2017	25-12-2017	25-04-2016	1	250
CA 30187048	Becky Castell	Renewing ..	Silver	12-11-2016	22-02-2017	22-04-2016	1	250
CA 30187058	Natalie Fritzl..	Renewing ..	Silver	10-11-2016	20-02-2017	25-04-2016	1	250
CA 30187059	Elpida Ritten..	Renewing ..	Silver	15-11-2016	25-02-2017	25-04-2016	1	250
CA 30187071	Kelly Williams	Expiring M..	Silver	15-09-2017	15-09-2017	25-04-2016	1	250
CA 30187072	Michael Moo..	Renewing ..	Silver	05-06-2017	15-09-2017	25-04-2016	1	250
CA 30187073	Pauline Web..	Renewing ..	Silver	15-11-2016	25-02-2017	25-04-2016	1	250
CA 30187074	Ruben Dartt	Renewing ..	Silver	05-06-2017	15-09-2017	25-04-2016	1	250
CA 30187075	Liz MacKend..	Renewing ..	Silver	05-06-2017	15-09-2017	25-04-2016	1	250
CA 30187079	Neil FranzÄ¶..	Renewing ..	Gold	02-03-2017	12-08-2017	25-04-2016	1	250
CA 30187080	Delfina Latch..	Renewing ..	Silver	15-09-2017	25-12-2017	25-04-2016	1	250
CA 30187081	Maurice Satty	Renewing ..	Silver	15-07-2018	25-10-2018	25-04-2016	1	250
CA 30187082	Jennifer Brax..	Expiring M..	Silver	25-10-2018	25-10-2018	25-04-2016	1	250
CA 30187087	Benjamin Far..	New Mem..	Basic	04-04-2017	14-07-2017	04-04-2017	1	250
CA 30187089	Troy Staebel	Renewing ..	Silver	05-06-2017	15-09-2017	25-04-2016	1	250
CA 30187091	Allen Arnold	Renewing ..	Silver	26-08-2017	06-12-2017	04-04-2016	1	250
CA 30187093	Rachel Payne	New Mem..	Gold	11-04-2016	22-09-2016	11-04-2016	1	250
CA 30187099	Suzanne Mc..	Renewing ..	Gold	22-01-2018	02-07-2018	04-04-2016	1	250
CA 30187100	Eugene Barc..	Renewing ..	Silver	15-11-2016	25-02-2017	25-04-2016	1	250
CA 30187366	Ada	Renewing ..	Silver	05-06-2017	15-09-2017	25-04-2016	1	250
CA 30187380	Pavan	New Mem..	Silver	30-07-2016	10-11-2016	20-04-2016	1	250
CA 30187381	Pavan Kumar	Renewing ..	Silver	10-11-2016	20-02-2017	20-04-2016	1	250
CA 30187382	Grandhi	New Mem..	Basic	20-04-2016	30-07-2016	20-04-2016	1	250
CA 30187383	Harish	New Mem..	Basic	10-11-2016	30-03-2017	30-04-2016	1	250



Upgrades and Downgrades Report show the Last Four Years of overall income of that particular plan like(Basic, Silver, Gold, Platinum).

We have a filter option show the month wise income of that particular year.



In this Detailed report shows all the details of the Upgrades and Downgrades of the customers.

View in Detail						
Cid	A Z	Customer Name	Segment	Upgrades	#custo..	Sub A..
CA 30187754		Akhil	Best Customers	Upgrades	1	500
CA 30187761		Anne Pryor	Best Customers	Upgrades	1	1,500
CA 30187784		Braham	Loyal Customers	Upgrades	1	0
CA 30187788		Manasa	Almost Lost	Upgrades	1	0
CA 30187813		Erica Bern	Best Customers	Upgrades	1	1,000
CA 30187816		Greeshma	Best Customers	Upgrades	1	500
CA 30187818		Sudheer	Best Customers	Upgrades	1	1,000
CA 30187861		Yana Sorensen	Big Spender	Upgrades	1	1,500
CA 30187889		Manga	Loyal Customers	Upgrades	1	1,000
CA 30187899		Nagarjuna	Almost Lost	Upgrades	1	0
CA 30187909		Upasana	Loyal Customers	Upgrades	1	1,000
CA 30187911		Sneha	Loyal Customers	Upgrades	1	1,000
CA 30187917		Munavar	Best Customers	Upgrades	1	1,000
CA 30187920		Narasimha	Loyal Customers	Upgrades	1	1,000
CA 30187923		Kavya	Loyal Customers	Upgrades	1	0
CA 30187937		Sanketha	Loyal Customers	Upgrades	1	500
CA 30187938		Sarita	Loyal Customers	Upgrades	1	0
CA 30187953		Ravi	Best Customers	Upgrades	1	500
CA 30187981		mallana	Loyal Customers	Upgrades	1	0