

The Data: Turning Information into Innovation

Presented by

Waleed Ayoub & Ben Parkinson



Waleed Ayoub

CTO
iQmetrix



Ben Parkinson

Product Manager
iQmetrix



Agenda

- What's coming in Next Gen
- A sneak peak into the future of real-time reporting
- Visualize & Explore: Lakehouse + AI-powered embedded analytics experience
- Live Demo
- What this means for you

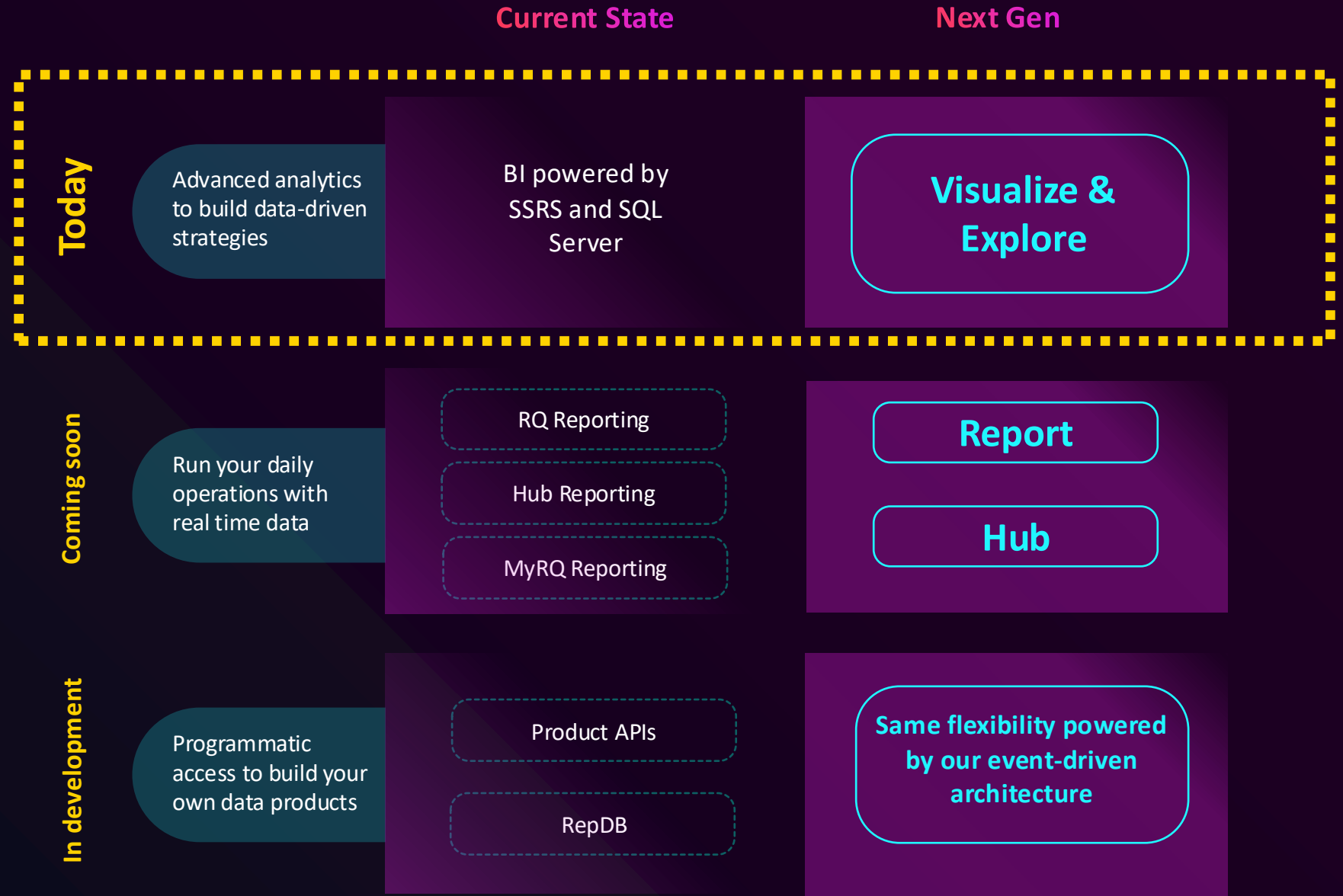
From Data to Decisions

Report – Visualize – Explore

Your Data

Three different
ways to interact

Next gen
modernization
in waves



Report

Running Your Daily Operations

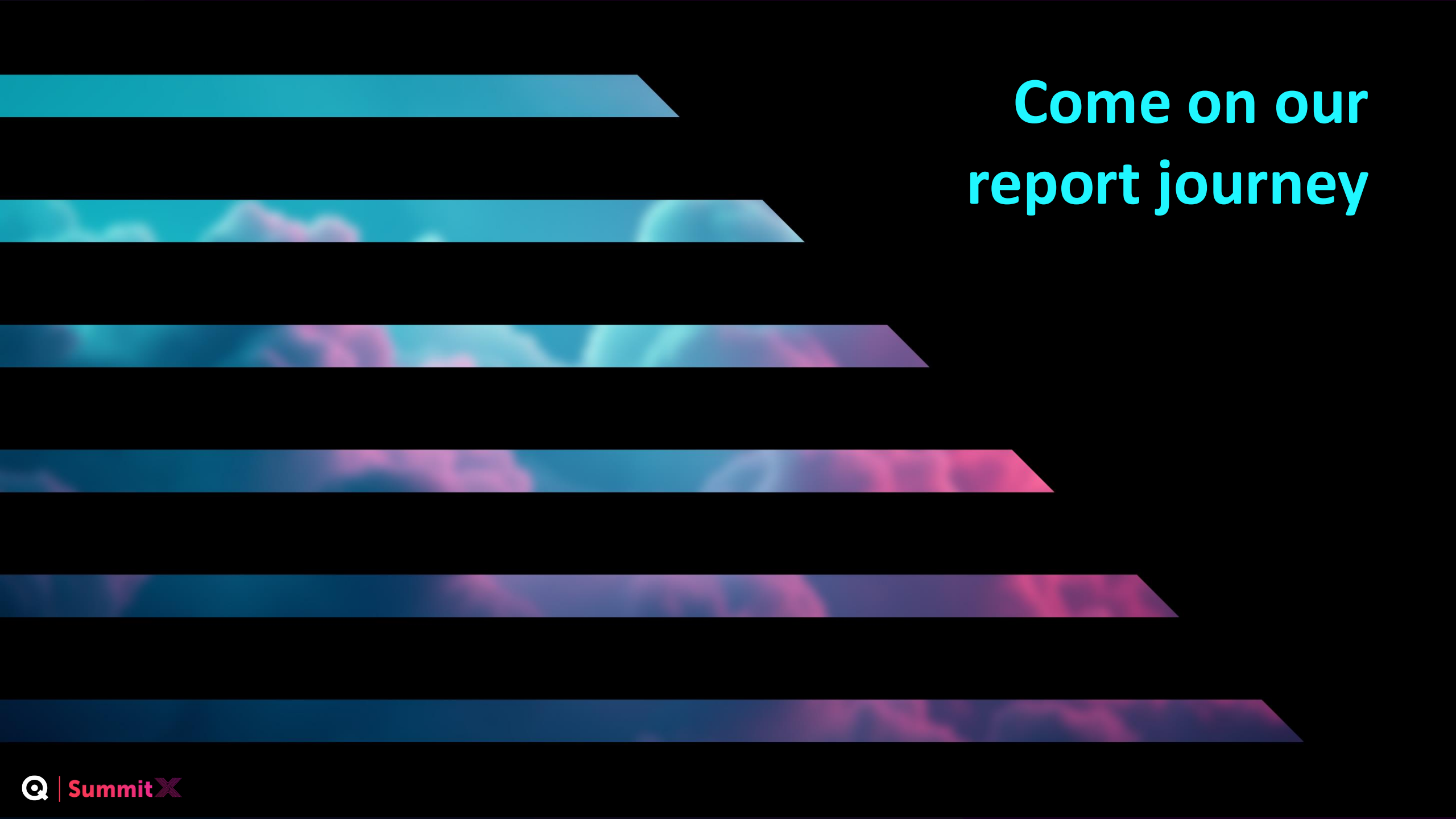


Report now

- Visualizing before reports?
- RQ reports is powerful!
- We're still using RQ reports

Report Evolved

- New data sources
- New Technology
- Years of learning

The background features a series of horizontal bars of varying lengths, each with a diagonal cut on the right side. The bars are filled with a vibrant, ethereal image of clouds, transitioning from a deep blue on the left to a bright pink and purple on the right. The text 'Come on our report journey' is positioned in the upper right area of the image.

**Come on our
report journey**

RQ reports are thorough

Quantity	Unit Cost	Total Cost	List Price	Selling Price	Original Price	Adjusted Price	Net Profit	Carrier Price	Net Sales	Pricing Discounts	Total Product Coupon	Channel	Region	District
1	\$799.95	\$799.95	\$799.95	\$799.95	\$799.95	\$799.95	\$0.00		\$799.95	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	(\$799.95)	(\$799.95)	(\$799.95)	(\$799.95)	(\$799.95)	(\$799.95)	\$0.00		(\$799.95)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$1,035.00	\$1,035.00	\$1,055.00	\$1,055.00	\$1,055.00	\$1,055.00	\$20.00		\$1,055.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99		\$49.99	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
2	\$0.00	\$0.00	\$49.99	\$99.98	\$49.99	\$49.99	\$99.98		\$99.98	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$750.00	\$750.00	\$1,127.00	\$1,127.00	\$1,127.00	\$1,127.00	\$377.00		\$1,127.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	(\$750.00)	(\$750.00)	(\$1,127.00)	(\$1,127.00)	(\$1,127.00)	(\$1,127.00)	(\$377.00)		(\$1,127.00)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00		\$25.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)		(\$25.00)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)		(\$50.03)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)		(\$50.03)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)		(\$50.03)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)	(\$50.03)		(\$50.03)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$50.03	\$50.03	\$50.03	\$50.03	\$50.03		\$50.03	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$405.00	\$405.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$795.00		\$1,200.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$21.99	\$21.99	N/A	\$21.99	\$21.99		\$21.99	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$21.99	\$21.99	N/A	\$21.99	\$21.99		\$21.99	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00		\$500.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
10	\$0.00	\$0.00	\$80.00	\$1,000.00	\$80.00	\$180.00	\$1,000.00	\$0.00	\$1,000.00	(\$200.00)	\$0.00	Regina Channel	Region A	Valley Area District
10	\$0.00	\$0.00	\$80.00	\$1,000.00	\$80.00	\$180.00	\$1,000.00	\$0.00	\$1,000.00	(\$200.00)	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$80.00	\$100.00	\$80.00	\$180.00	\$100.00	\$0.00	\$100.00	(\$20.00)	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$80.00	\$40.00	\$80.00	\$120.00	\$40.00	\$0.00	\$40.00	\$40.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00		\$1,250.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
-1	\$0.00	\$0.00	(\$1,250.00)	(\$1,250.00)	(\$1,250.00)	(\$1,250.00)	(\$1,250.00)		(\$1,250.00)	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
1	\$1.99	\$1.99	\$10.00	\$10.00	\$10.00	\$10.00	\$8.01		\$10.00	\$0.00	\$0.00	Regina Channel	Region A	Valley Area District
35	\$1,941.99	\$1,941.99	\$3,479.11	\$5,349.10	\$3,435.13	\$3,819.11	\$3,407.11	\$0.00	\$5,349.10	(\$380.00)	\$0.00			

IQHub, giving the data you need

iQ Hub

Control Center

Search

Orders

Customers

Performance

Inventory

Rebates

Finance

Analytics

Report

Visualize

Explore

Pulse

More

MY APPS

iQ Storefront

iQ Repair

Workflows

Admin

Sign out

Back to reports

Analytics

Metrics

☒ Total revenue

☒ Gross profit

☐ Units sold

☐ Gross margin %

☐ Foot traffic

☐ Conversion rate

☐ Average transaction value

☐ Customer satisfaction score

Dimensions

☒ Store location

☐ Region

☐ Time period

☐ Store size

Location comparison

Side-by-side comparison of store performance

Cancel

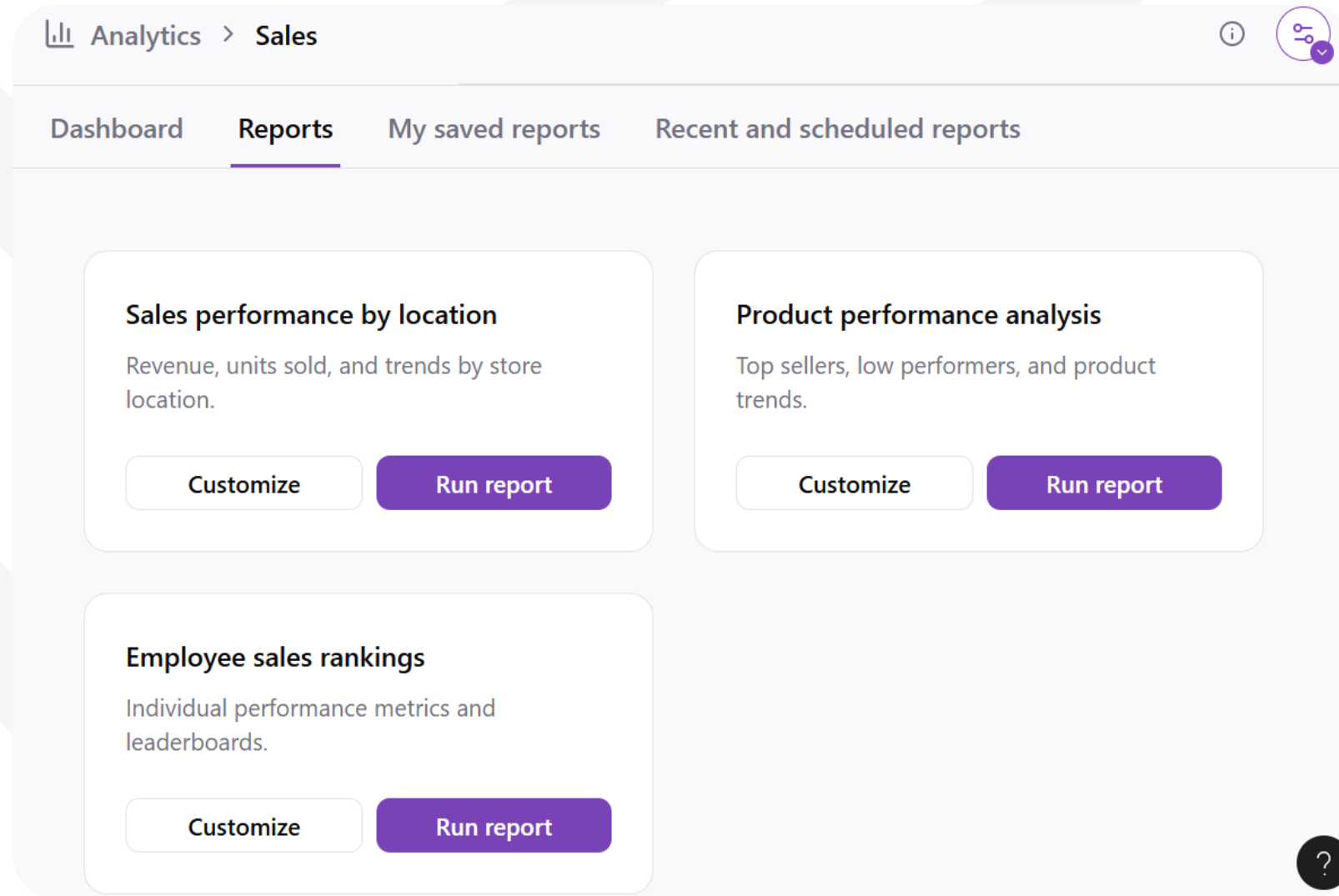
Run report

Save report

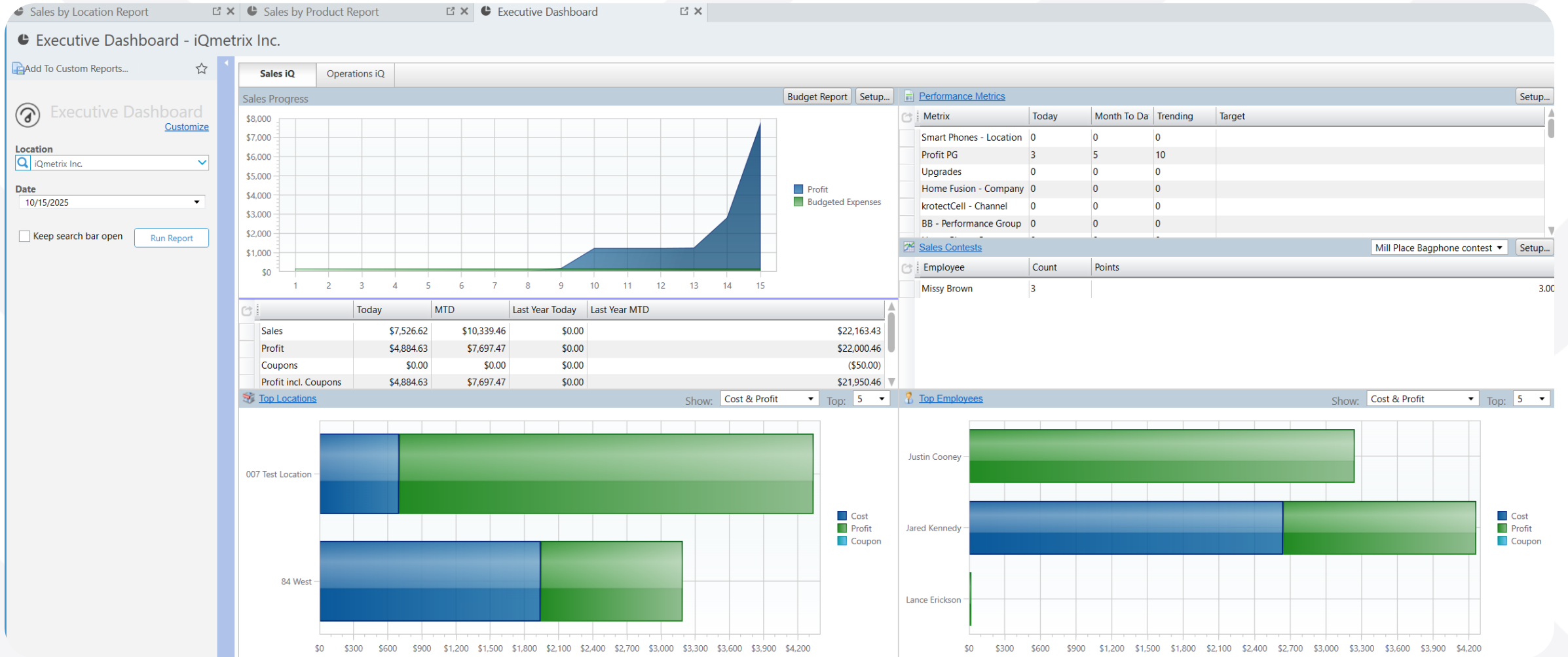
Data preview

Store location	Total revenue	Gross profit
Northeast	3,846	3,206
Southeast	3,813	3,953
Midwest	3,040	3,380
Southwest	3,914	5,037
West	3,305	3,916

Start with ours, customize to yours



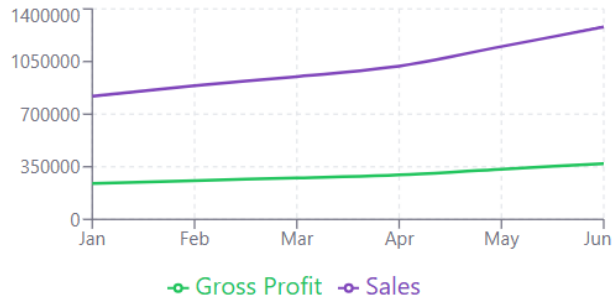
Dashboards



To Cards

Sales trends over time

Total revenue and gross profit by month



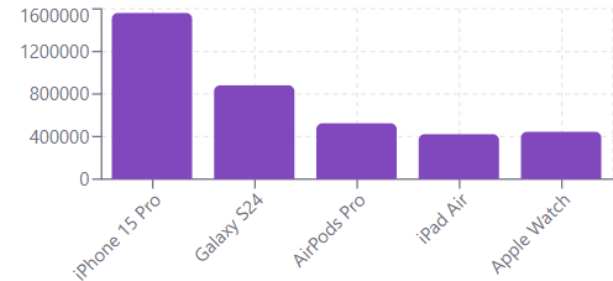
Revenue by location

Revenue and gross profit by store



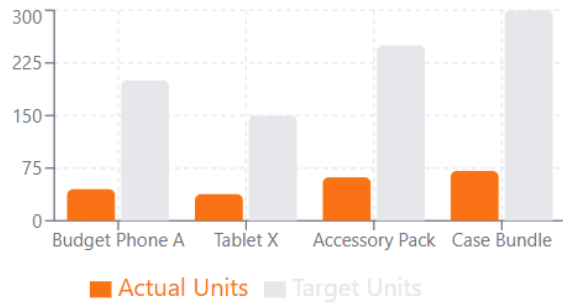
Top selling products

Best performers by revenue



Low performing products

Products below target sales



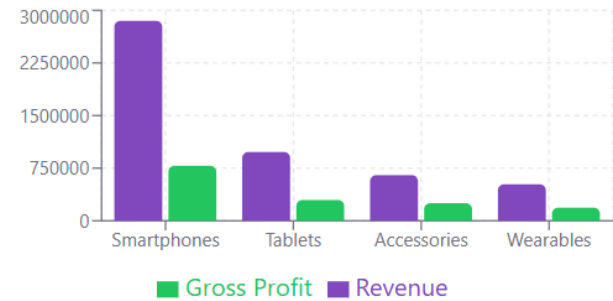
Top performing employees

Sales and gross profit by employee



Sales by category

Revenue distribution across product types



Reports handed to you

iQ Hub

Control Center

Search

Orders

Customers

Performance

Inventory

Rebates

Finance

Analytics

Report

Visualize

Explore

Pulse

More

MY APPS

iQ Storefront

iQ Repair

Workflows

Admin

Sign out

Analytics > Report > Sales

Dashboard Reports My saved reports Recent and scheduled reports

Sales performance by location

Revenue, units sold, and trends by store location.

CustomizeRun report

Product performance analysis

Top sellers, low performers, and product trends.

CustomizeRun report

Employee sales rankings

Individual performance metrics and leaderboards.

CustomizeRun report

Sales trends and forecasting

Historical trends with predictive analytics.

CustomizeRun report

Category performance

Sales breakdown by product category and brand.

CustomizeRun report

Location comparison

Side-by-side comparison of store performance.

CustomizeRun report

Visualize & Explore

Build your AI-native Data-Driven Strategy

Built for retail scale with one governed source of truth

- Consistent numbers everywhere with a single, governed Lakehouse
- Fast loads with precomputed, materialized views for top reports
- Resilient pipelines that auto-recover and keep data fresh
- Tenant and user-level security by default, fully audited
- Snapshots and scheduled digests so teams stay in sync

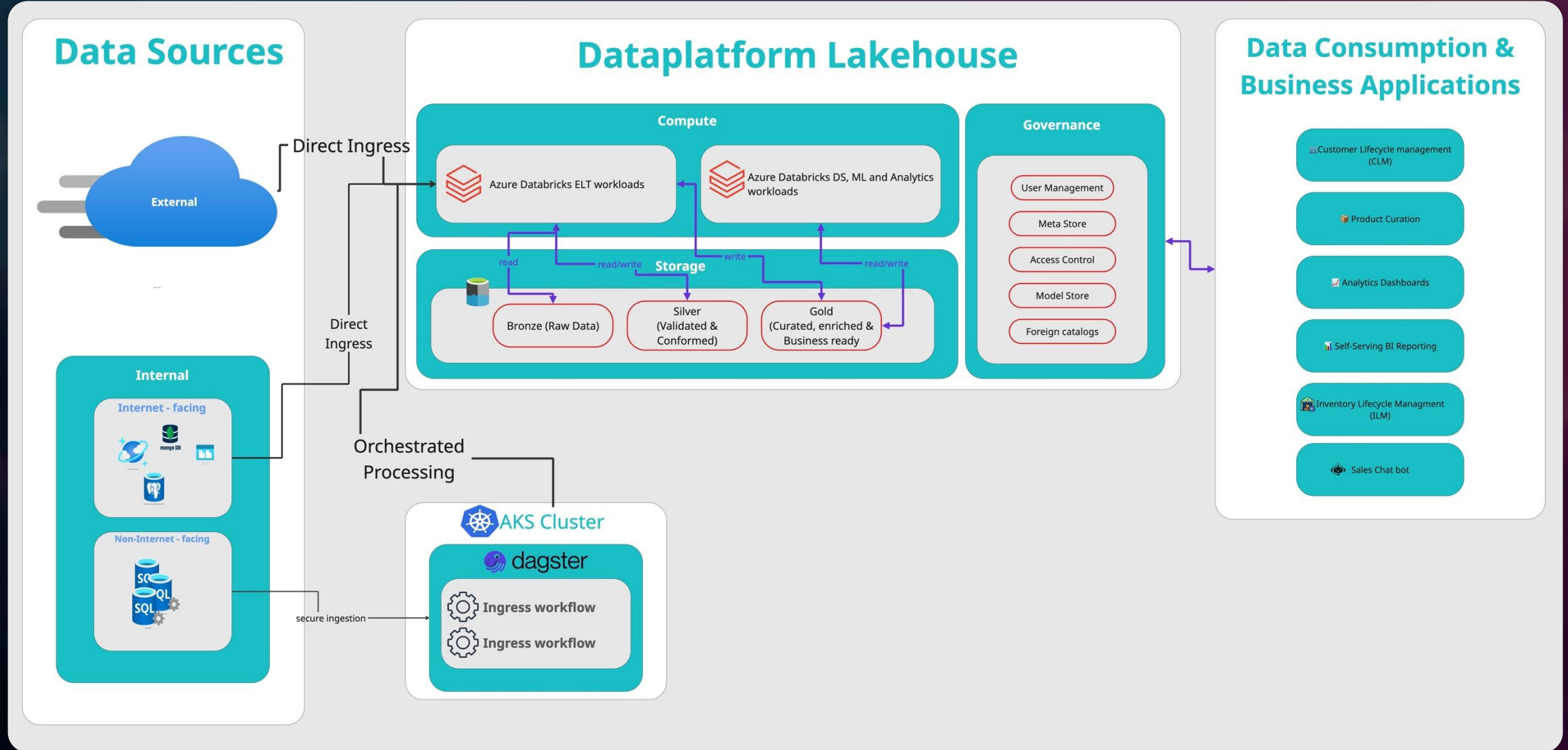
Powerful dashboards inside Hub

- Comprehensive visualization library (maps, funnels, cohorts, 30+ types)
- Filter once and everything updates; save and share “My Views”
- Drill-down to transactions, drill-through across dashboards, or back to your app
- Derived metrics and calc fields for quick parity checks on key numbers
- One-click export, scheduling, and threshold alerts when something changes

From questions to insights in a single prompt!

- Ask in plain language and get the right chart instantly
- Refine with follow-ups (“last quarter,” “by store,” “sort by margin”)
- Built on governed data, so answers respect your access and definitions
- Save the result to a dashboard with one click
- Auto-generated summaries turn charts into clear takeaways

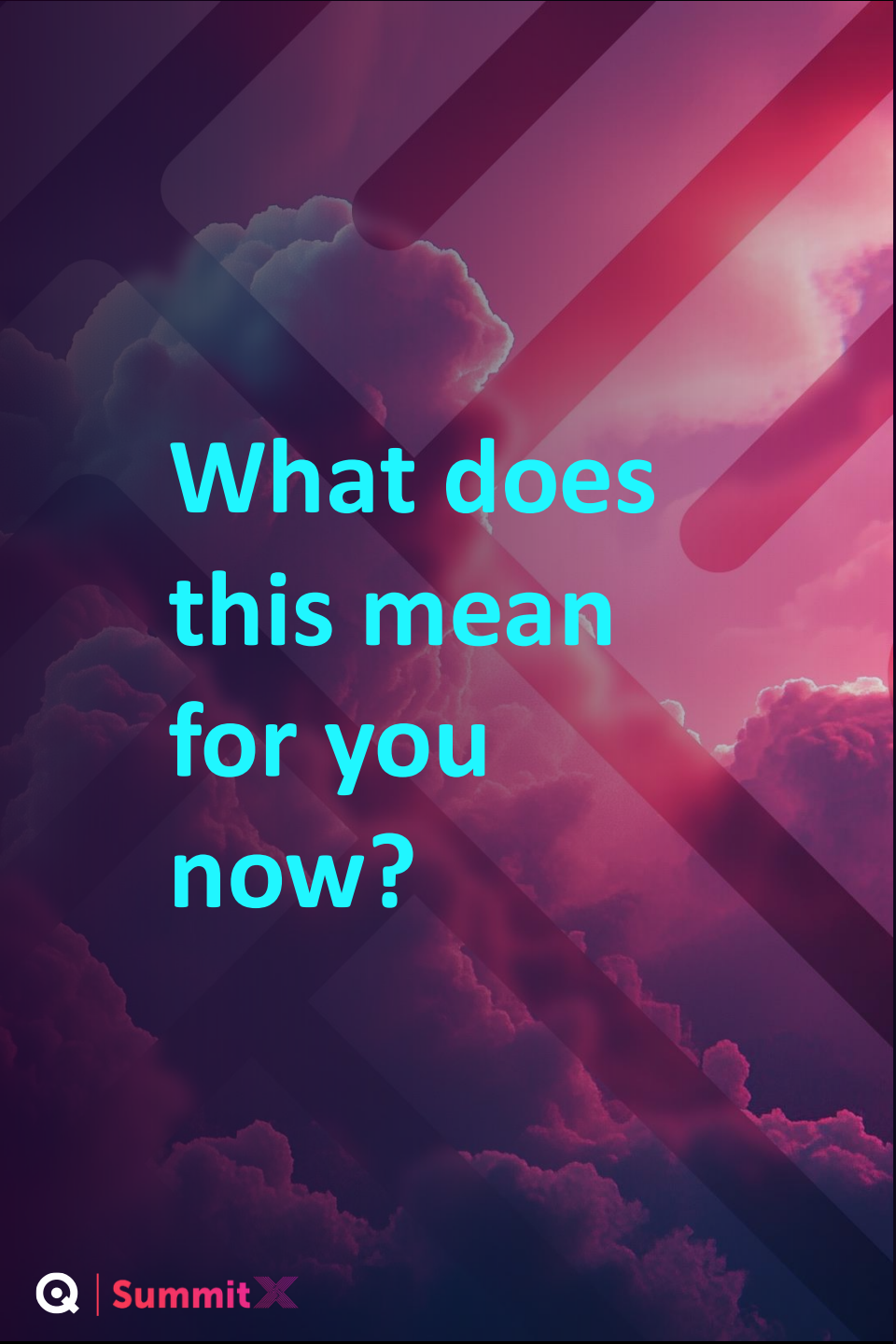
Governed Lakehouse feeding an embedded analytics experience that everyone can use



All the things you love about BI and more!

What you valued or wished for in BI	Visualize & Explore
Scheduled reports to your inbox	Smarter delivery: schedules to email/Slack, time-zone aware, plus threshold alerts when something changes
Familiar KPIs you trust	Governed metrics with clear definitions, parity validated, audit trail + lineage
Quick tweaks & filters	In-app, self-serve dashboards with drill-downs, saved/sharable views, + text-to-analysis for ad-hoc questions
Runs when everyone's looking (month-end, holidays)	Elastic performance: autoscale compute + caching so peak loads stay fast
Right people see the right data	SSO + row/column-level security aligned to roles and stores/regions
Occasional deep dives beyond a single table	Lakehouse depth: blend tables, events, JSON, even images—without leaving the governed environment
A much simpler experience	AI native with text to visualization and insights

Enough slides, let's show you!



What does this mean for you now?

- New platform available Q4 2025
- We are building expertise across our business in the new platform
- New user onboarding details coming soon!

Q & A



Thank You!