Business Intelligence Zoovy Style

A fast, efficient way to identify and analyze the data that's most important to your company's growth and success

Key Benefits

► *Analyze/Decide/Implement/Adapt*
► *Find the Data that Matters*
► *Important Features*
► *Targeted Reports*
► *Comprehensive Analysis*
► *Save Time*

The ADIA Cycle

Great companies routinely go through a cycle that we refer to at Zoovy as ADIA ("Analyze/Decide/ Implement/Adapt). This allows for optimum analysis of existing sales data and informed planning for future growth. Zoovy has the only e-commerce platform that offers a true Business Intelligence (BI) Decision Support System as a built-in feature giving our customers a tremendous advantage when it comes to adapting to changing business conditions. Zoovy's BI desktop tool is structured for optimum reporting capabilities, allowing for ease of use for smart decision-making.

The Data that Matters

Zoovy's BI desktop tool was designed with detailed input from customers, so it delivers information that's key to a successful web-store. The questions you have are the questions Zoovy answers. Want the growth rate of repeat customers? A few clicks of the mouse and you've got it. Need a list of new customers who haven't repeated? It's right there for you. Other information that's easily available with Zoovy's BI support system includes:

► Repeat customer revenue

► Projections of repeat customer growth

► Separate e-mail lists for repeat customers and new customers, which lets you market specifically to the demographics you're seeking

► Customers purchasing from different categories This lets you alert shoppers to products that may be of interest to them

► Source and revenue reports

► Products that aren't selling well

► Products that should be sold at a higher price

ZOOVY
Success Driven eCommerce Technology

For more information about Zoovy and their products call a representative at **1.877.966.8948** www.Zoovy.com
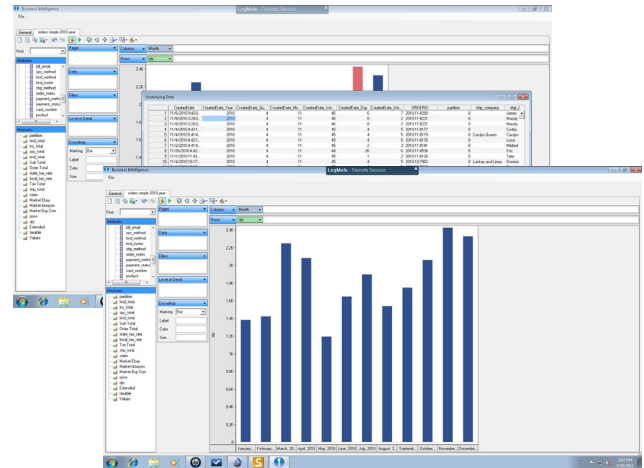
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Important Features

Zoovy's BI tool offers invaluable features, below are a few top features:

▶ **The Data Shelf** – Easy access to measures, filters, pivot tables and charts that help you develop strategies to boost sales and connect with your preferred demographics.

▶ **Data Drill Down and Drill Up** – Product-by-product sales comparisons that can be viewed in a variety of ways depending on your needs.

▶ **Visual Data Correlation** – Instantly view scatter plots to compare two-data variables. Zoovy's BI tool lets you adjust coordinates to the level of detail needed, and a click of the keyboard changes data markers to desired colors and shapes so you can evaluate sales performance in a variety of ways.

▶ **Paging** – Compare sales of individual products or product groups in different time intervals, a great way to track performance trends.

Comprehensive Analysis

Part of Zoovy's success with helping web-store owners increase profits comes from our understanding that all information needs to be integrated in a way that makes it readily available for quick analysis. Whether it's sales channel data, customer habits, product history or other essential information, Zoovy software assembles it in one easy to access central location.

Save Time

Streamlining the ADIA cycle was a primary goal for us when we designed our Business Intelligence platform. It allows e-commerce merchants to easily and instantly track information which leads to quicker and better informed decisions that reduce wasted spending and increase sales.

Targeted Reports

With the Zoovy BI tool, you can quickly generate reports that provide actionable information about specific areas of your business. For CFOs and data analysts, this is a highly useful feature because it virtually eliminates guesswork by organizing data in a way that allows for educated decisions to be made about future business plans. If, for example, the site is experiencing a drop in sales, a merchant can look at all the channels and pinpoint the cause. Is it related to specific products that are under-performing? Is it related to promotions? Demographics? Zoovy gives you the resources to find the answers.

More Information about Zoovy's Business Intelligence see : **http://webdoc.zoovy.com/doc/51602**

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration detail.