



Commerce Intelligence for Omni-Channel Brands and Retailers

August 2017

Status Quo

Facts & Figures



100+

Projects in
eCommerce & Retail

120 %

YoY Revenue
Growth Rate

1,9 Billion

Lines of Data
Processed Every Night

6 B€

Managed
Customer GMV

41%

Avg. Customer Growth
by Revenue



INTERSPORT

DEPOT



SCOTCH & SODA
AMSTERDAM COUTURE

LUSH
FRESH HANDMADE COSMETICS



LIBERTY
LONDON

Betty Barclay

ZooRoyal

mymuesli

Commerce Intelligence vs. Business Intelligence

Commerce Intelligence

Definition

Commerce Intelligence is the technological infrastructure and tool set that retailers need to establish a data-driven work culture throughout their entire organization – across all channels.

Three main manifestations of data insights applications:

Commerce Intelligence covers them all



Data Democratization

- Proactive Insights / Alerts
- Action Recommendations
- Segmentation
- Out-of-the-box Reporting
- Collaboration Tools
- APIs to 3rd Party Systems



Central Reporting Engine

- Comprehensive Aggregation
- Automated Reporting
- Data Visualization
- Sharing/Scheduling/Printing Functionalities



Tool for Analysts

- Ad-Hoc Analysis
- Raw Data Access
- Flexibility
- Excel API
- Sharing Functionalities

Commerce Intelligence

Differentiation from Business Intelligence

Other than that,
Business Intelligence...

...is not more than the integration of data from multiple sources
...is not industry-specific, but a generic infrastructure
...is not designed to be actionable
...is not designed to be used by every stakeholder group

Three main
manifestations of
data insights
applications:



+



+



Business Intelligence
usually focusses on
being a tool for
analysts

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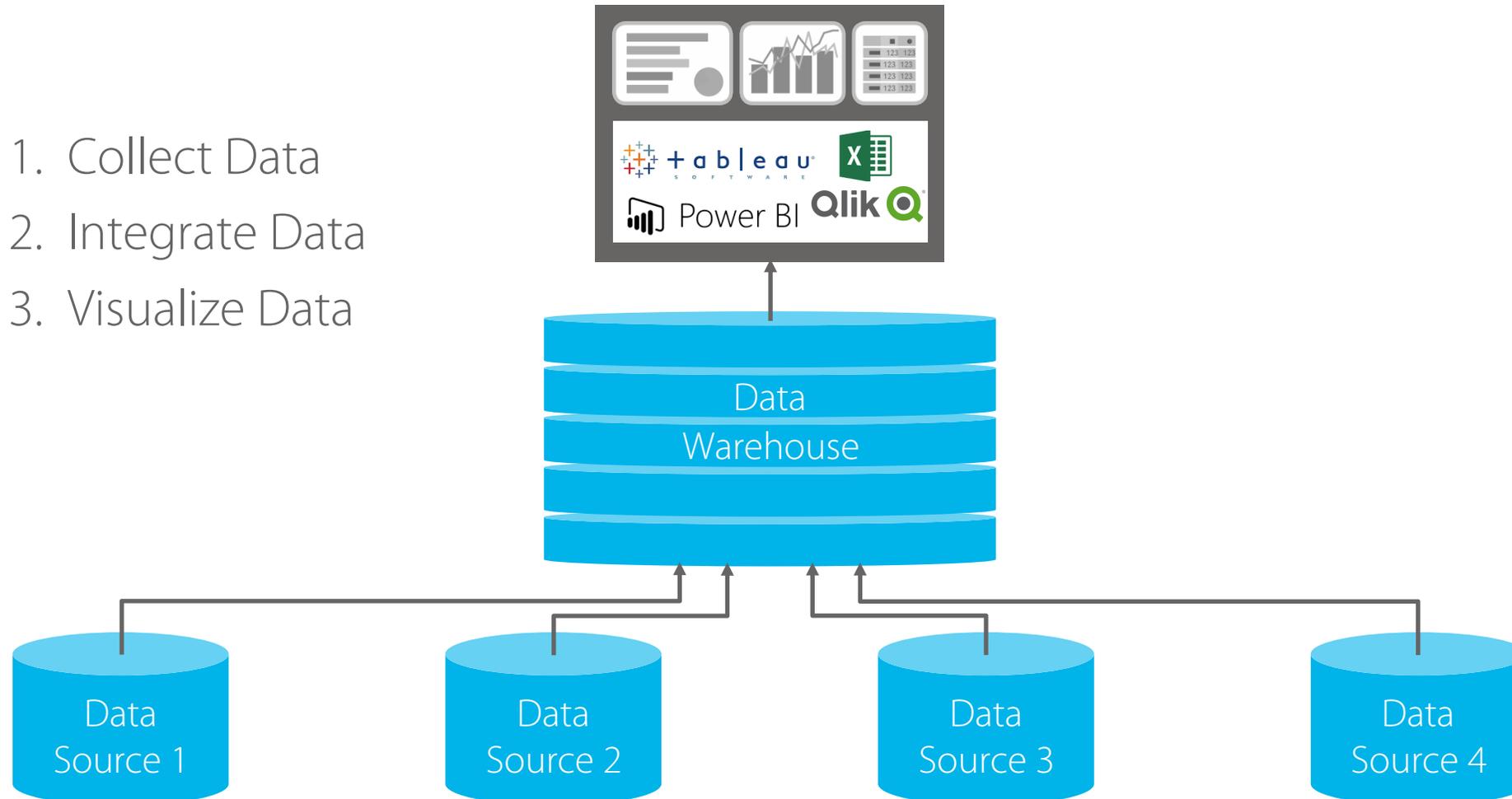
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Classic Business Intelligence Mindset

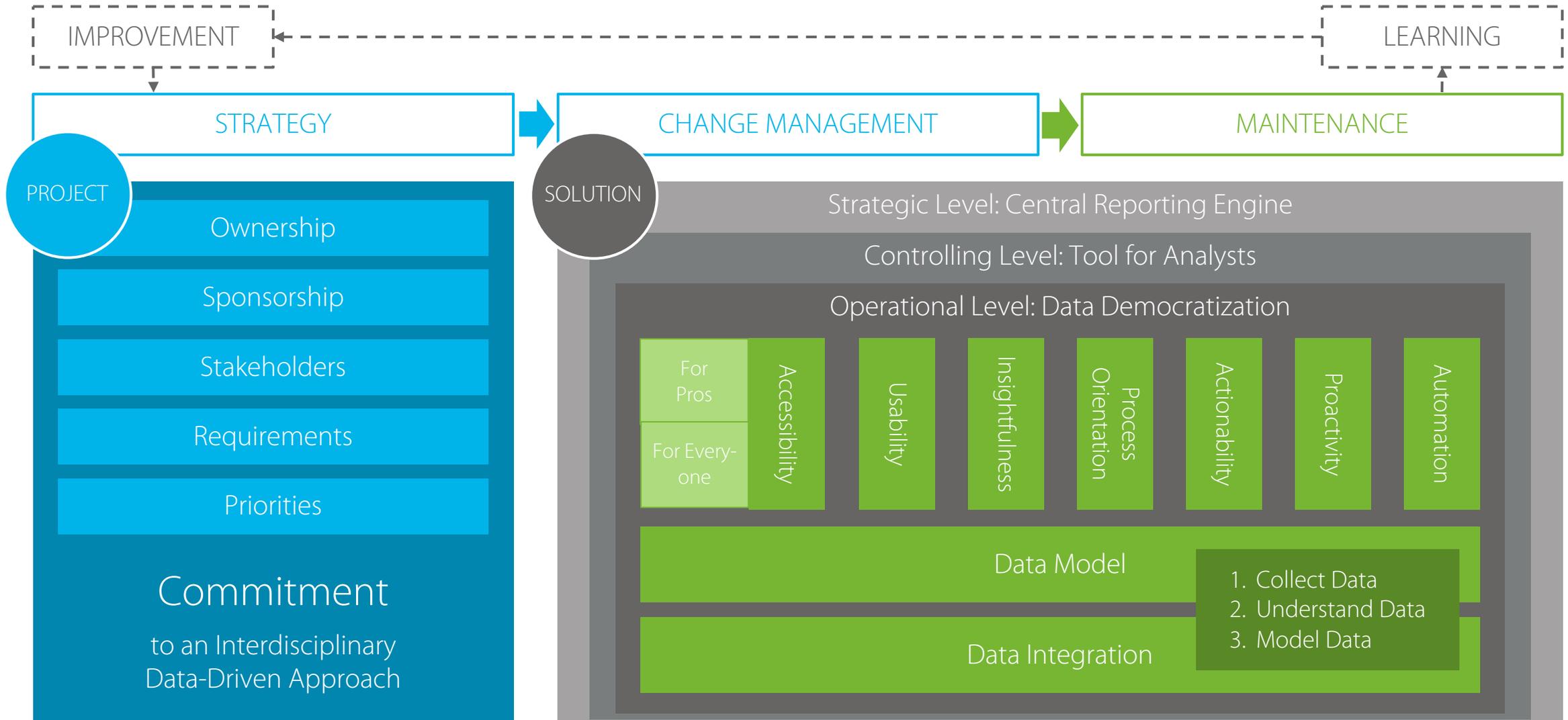
IT Builds an Infrastructure for Data Integration & Visualization

1. Collect Data
2. Integrate Data
3. Visualize Data



Our Commerce Intelligence Blueprint

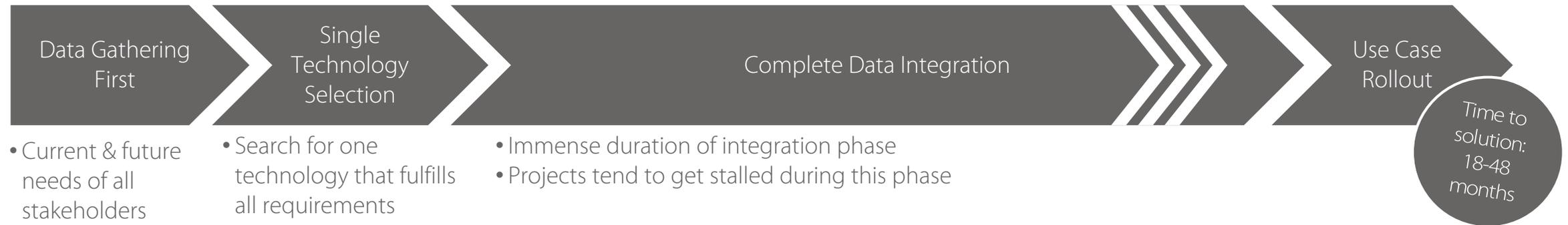
How to Build a Data-Driven Organization



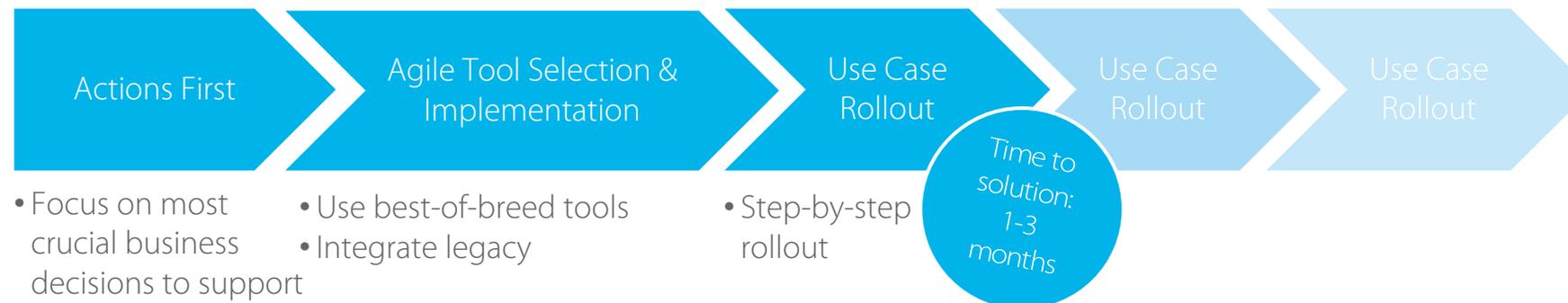
A Question of Strategy

Traditional vs. Agile Approach

The traditional BI approach aims to connect all data sources and cover all use cases within one step. Such an „all or nothing“ strategy often gets stalled during the data integration phase, so the value is realized late – if ever.

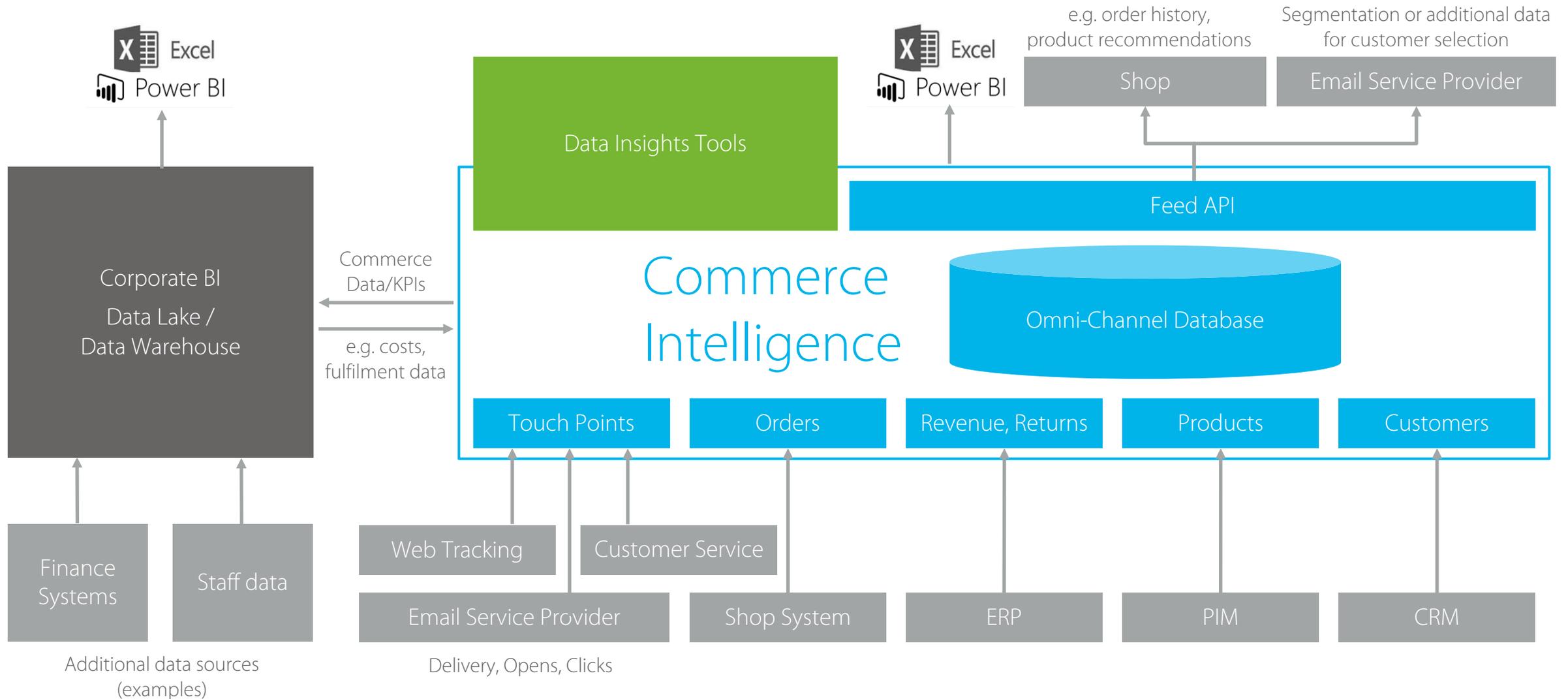


The agile CI approach reduces the risk of a data project by successively implementing solutions for relevant business processes. It follows a best-of-breed selection of suitable solutions, integrates legacy systems and ensures a fast, step-by-step rollout.



Though, They can Become one

Commerce Intelligence as Part of a Corporate BI Strategy

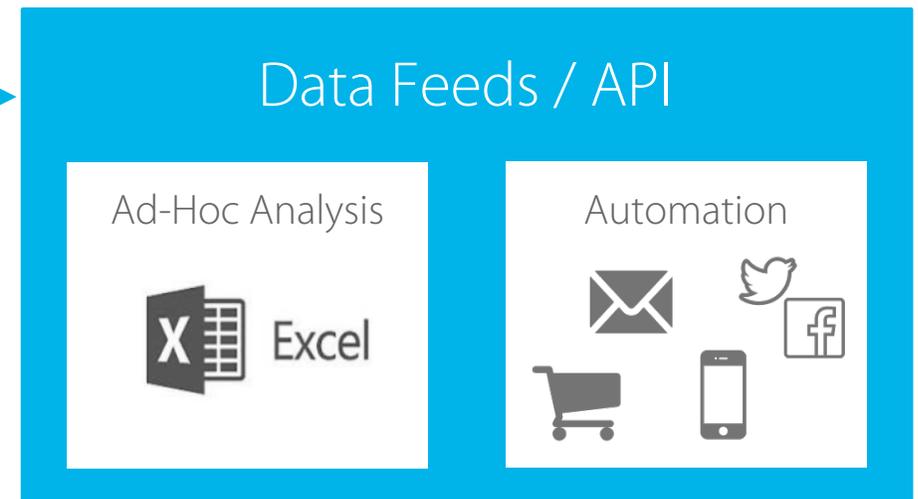
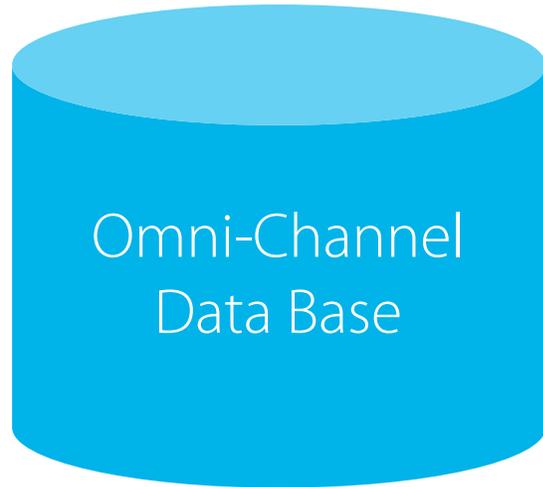


The Product

The Commerce Intelligence Suite

Best-Practice-Based Solution for Easy Enabling of Data-Driven Retail

Grow faster across channels –
with data insights for every role!



<u>Channels</u>	<u>Data Points</u>	
<ul style="list-style-type: none">• Store• Mobile• eCommerce• Marketplace	<ul style="list-style-type: none">• Customer Data• Journey Data• Campaign Data• Product Data	<ul style="list-style-type: none">• Transaction Data• Fulfilment Data• Budget Data

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1 – Central Reporting Engine



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CRM

Private

Jan 01, 2017 - Aug 10, 2017

Sales Channel (3)

First Order Month (45)

Geography (Order) (4)

Total Active Customers

6,721

12 months ago
6,679 0.63% ▲

JAN 01, 2017 - AUG 10, 2017

Revenue by Customer Type



JAN 01, 2017 - AUG 10, 2017

New vs. Returning Customers



JAN 01, 2017 - AUG 10, 2017

Active Customers by Gender



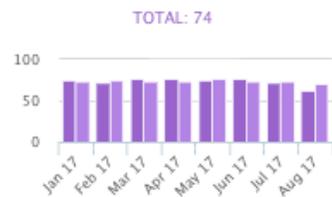
JAN 01, 2017 - AUG 10, 2017

Order Value by Country



JAN 01, 2017 - AUG 10, 2017

Avg. Order Value (Over time)



JAN 01, 2017 - AUG 10, 2017

Orders by City

Hamburg	3,828
Wien	1,527
Berlin	1,429
Munich	1,289
Innsbruck	1,179

JAN 01, 2017 - AUG 10, 2017

Avg. Order Value

€ 74.48

Avg. First Order Value

€ 74.40

Return Rate

9.48 %

Return Rate of First Order

9.89 %

Flexible Dashboarding

- Build custom dashboards for all purposes
- Use comprehensive filter possibilities across all metrics and attributes
- Drill-down to detail reports
- Share dashboards with colleagues
- Manage company dashboards centrally
- Schedule dashboards for email dispatch



What are you looking for?



Overview - All Sales Channels

	▼ JULY 2017				▶ STD (AUTUMN)		
	ACTUAL	BUDGET	LY	LM	VS BUDGET	VS LY	VS LM
Visits	18,745	-	17,921	14,126	-	▲ 4.60 %	▲ 32.70 %
Conversion Rate (Web)	4.09 %	-	4.21 %	4.57 %	-	▼ -2.87 %	▼ -10.64 %
Number Of Orders (Web)	766	705	754	646	▲ 8.62 %		
Gross Order Number	1,619	1,216	1,585	1,318	▲ 33.19 %		
Average Order Value after Discount	€ 71.21	€ 61.95	€ 73.86	€ 74.11	▲ 14.96 %		
Gross Order Value after Discount	€ 115,296.96	€ 75,300.02	€ 117,068.25	€ 97,670.86	▲ 53.12 %		
Gross Order Discount Rate	0.00 %	-	0.00 %	0.00 %	-		
Fulfillment Rate	98.86 %	94.68 %	98.94 %	99.30 %	▲ 4.42 %		
Gross Sales Value after Discount	€ 113,984.69	-	€ 115,832.45	€ 96,989.54	-		
Gross Sales Value after Discount FD	€ 113,984.69	€ 71,290.46	€ 112,992.06	€ 96,989.54	▲ 59.89 %		
Return Sales Value After Discounts RD	€ 10,234.07	€ 7,129.05	€ 9,801.34	€ 9,578.05	▲ 43.55 %		
Return Rate FD RD	8.98 %	10.00 %	8.67 %	9.88 %	▼ -10.2 %		
Net Sales Value after Discounts FD RD	€ 103,750.62	€ 64,161.42	€ 103,190.71	€ 87,411.49	▲ 61.70 %		

Best Practice Reporting

- Ready-to-use reports for key use cases
- Built-in commerce knowledge from 100+ customer projects
- Broad portfolio from management reporting to operational overviews
- Export to Excel and PDF

Reporting > Last Week's Topsellers

▼ Overview - All Sales Channels

Gross Sales Value after Discount FD per Top 5 Sales Channels

	▼ JULY 2017				
	ACTUAL	BUDGET	LY	LM	VS BUDGET
shop.minubo.de	€ 32,620.27	€ 25,887.50	€ 32,815.31	€ 33,745.08	▲ 26.01 %
App	€ 15,239.32	€ 7,185.21	€ 16,550.13	€ 14,115.01	▲ 112.09 %
shop.minubo.at	€ 13,371.35	€ 8,537.06	€ 11,344.82	€ 8,570.64	▲ 56.63 %
Store Hamburg	€ 10,903.71	€ 5,951.15	€ 12,018.04	€ 8,826.77	▲ 83.22 %

1 minubo Sneakers
Shoes > Sneakers

49 Gross Sales Quantity FD
€ 4,117.24 Gross Sales Value after Discount FD
6.12 % Return Rate FD RD
55.82 % Gross Sales Margin Rate after Disc...
0.00 % Gross Sales Discount Rate FD

2 minubo Sweatpants
Apparel > Sweatpants

57 Gross Sales Quantity FD
€ 2,394.48 Gross Sales Value after Discount FD
8.77 % Return Rate FD RD
44.73 % Gross Sales Margin Rate after Disc...
0.00 % Gross Sales Discount Rate FD

3 minubo T-Shirt
Apparel > T-Shirts

89 Gross Sales Quantity FD
€ 1,616.90 Gross Sales Value after Discount FD
8.05 % Return Rate FD RD

Reporting > Breakeven Analysis By Channel

Jan 01, 2017 - Jul 31, 2017

		MARKETING CHANNEL							TOTAL
GROUP	METRIC	SEA	DIRECT	SEO	SOCIAL	NEWSLETTER	AFFILIATE	REFERRER	TOTAL
Traffic	Marketing Impressions	964,799	0	0	50,767				
	Marketing Click-Through-Rate	5.69 %	0.00 %	0.00 %	21.10 %				
	Clicks	54,901	0	0	10,712				
	Visits	54,901	18,812	18,804	10,712				
	Number of Unique Visitors	27,531	14,121	14,064	9,017				
Orders	Conversion Rate (Web)	4.92 %	4.74 %	4.87 %	4.79 %				
	Gross Order Number	2,702	891	916	513				
	Average Orders per Customer	1.16	1.05	1.05	1.03				
	Number of Customers	2,335	852	873	497				
	Number of New Customers	1,314	439	443	246				
Revenue	Average Order Quantity	2.36	2.36	2.34	2.41				
	Gross Order Quantity	6,373	2,101	2,140	1,237				
	Average Order Value after Discount	€ 72.78	€ 74.52	€ 71.87	€ 81.12				
	Gross Order Discount Rate	0.00 %	0.00 %	0.00 %	0.00 %				
	Gross Order Value after Discount	€ 196,645.61	€ 66,394.11	€ 65,829.92	€ 41,613.13				
Returns	Cancellation Rate (Value)	0.00 %	0.00 %	0.00 %	0.00 %				
	Fulfillment Rate	99.25 %	99.61 %	99.53 %	99.18 %				
	Gross Sales Value after Discount	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
	Gross Sales Value after Discount FD	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
	Gross Sales Fees FD	€ 0.00	€ 0.00	€ 0.00	€ 0.00				
Cost of Goods Sold	Gross Sales Value incl. Fees FD	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
	Return Rate FD RD	8.90 %	9.67 %	9.34 %	9.34 %				
	Return Sales Quantity RD	606	202	211	111				
	Return Sales Value incl. Fees RD	€ 17,368.86	€ 6,394.10	€ 6,118.39	€ 3,856.21				
	Net Sales Value incl. Fees FD RD	€ 177,795.76	€ 59,742.98	€ 59,400.71	€ 37,416.68				
Marketing Costs	Net Sales Cost FD RD	€ 84,140.45	€ 28,036.54	€ 28,261.83	€ 17,765.45				
	Contribution Margin I Rate FD RD	52.68 %	53.07 %	52.42 %	52.52 %				
	Contribution Margin I FD RD	€ 93,655.31	€ 31,706.44	€ 31,138.88	€ 19,651.23				
	Marketing Cost-Per-Click (variable)	€ 0.12	€ 0.00	€ 0.00	€ 0.14				
	Marketing Costs (variable) (assigned) FD	€ 6,314.61	€ 0.00	€ 0.00	€ 1,384.61				

Reporting > Breakeven By Product Line

Feb 01, 2017 - Jul 31, 2017

		PRODUCT LINE						TOTAL
GROUP	METRIC	APPAREL	SHOES	CAPS	BICYCLES	ACCESSORIES	SPORT	TOTAL
Orders	Gross Order Number	6,478	2,661	894	74	2,475	923	9,766
	Average Orders per Customer	1.43	1.17	1.05	1.00	1.15	1.07	1.65
	Number of Customers	4,537	2,275	850	74	2,151	865	5,906
	Number of New Customers	2,982	1,199	448	40	1,158	433	4,509
	Average Order Quantity	1.87	1.58	1.54	1.36	1.61	1.52	2.37
Revenue	Gross Order Quantity	12,113	4,205	1,375	101	3,987	1,399	23,180
	Average Order Value after Discount	€ 50.95	€ 104.55	€ 51.69	€ 573.46	€ 8.19	€ 10.77	€ 74.46
	Gross Order Discount Rate	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
	Gross Order Value after Discount	€ 330,070.48	€ 278,199.96	€ 46,206.93	€ 42,436.13	€ 20,271.54	€ 9,944.55	€ 727,129.58
	Cancellation Rate (Value)	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
Returns	Fulfillment Rate	99.21 %	99.00 %	99.05 %	100.00 %	99.18 %	98.78 %	99.16 %
	Gross Sales Value after Discount	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
	Gross Sales Value after Discount FD	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
	Gross Sales Fees FD	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
	Gross Sales Value incl. Fees FD	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
Cost of Goods Sold	Return Rate FD RD	9.79 %	9.76 %	9.91 %	6.93 %	10.46 %	8.92 %	9.62 %
	Return Sales Quantity RD	1,179	402	135	7	389	120	2,232
	Return Sales Value incl. Fees RD	€ 32,053.12	€ 26,870.57	€ 4,536.68	€ 2,941.12	€ 2,103.45	€ 876.30	€ 69,381.24
	Net Sales Value incl. Fees FD RD	€ 295,396.34	€ 248,556.63	€ 41,233.39	€ 39,495.01	€ 18,002.00	€ 8,947.39	€ 651,630.75
	Net Sales Cost FD RD	€ 141,954.23	€ 119,524.94	€ 21,167.44	€ 14,088.77	€ 7,606.56	€ 3,700.45	€ 308,042.39
Marketing Costs	Contribution Margin I Rate FD RD	51.94 %	51.91 %	48.66 %	64.33 %	57.75 %	58.64 %	52.73 %
	Contribution Margin I FD RD	€ 153,442.11	€ 129,031.69	€ 20,065.95	€ 25,406.24	€ 10,395.44	€ 5,246.94	€ 343,588.36
	Marketing costs (assigned) FD	€ 3,425.71	€ 1,183.41	€ 370.77	€ 29.97	€ 1,177.48	€ 359.57	€ 6,546.90
	Marketing CPO (assigned)	€ 0.53	€ 0.45	€ 0.42	€ 0.40	€ 0.48	€ 0.39	€ 0.71
	Contribution Margin II Rate FD RD	50.78 %	51.44 %	47.77 %	64.25 %	51.21 %	54.62 %	51.72 %
Marketing Costs	Contribution Margin II FD RD	€ 150,016.40	€ 127,848.28	€ 19,695.18	€ 25,376.27	€ 9,217.96	€ 4,887.37	€ 337,041.46

Best Practice Reporting

Three main manifestations of data insights applications:

2 – Tool for Analysts



Data Democratization

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- Segmentation
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Time

Last 7 Days ▼ May 23, 2017 May 29, 2017

Rows	Columns	Values
Product Category	Country	Gross Order Value
Type to add attribute +	Type to add attribute +	Type to add measure

Attribute Filters

Product Group equals ▼ Accessories ×

Start typing to add an attribute filter +

Web Pivot Load Web Pivot

GROSS ORDER VALUE	COUNTRY						TOTAL
PRODUCT CATEGORY	AUSTRALIA	CANADA	FRANCE	GERMANY	UNITED KINGDOM	UNITED STATES	
BIKE RACKS	€120.00	€240.00	€120.00	€240.00	€120.00	€120.00	€960.00
BIKE STANDS	€318.00	€159.00	-	-	-	€159.00	€636.00
BOTTLES AND CAGES	€34.94	€143.81	€19.97	€24.96	€4.99	€189.72	€418.39
CLEANERS	€31.80	€31.80	-	€7.95	-	€47.70	€119.25
FENDERS	€65.94	€175.84	€87.92	€21.08	€43.96	€285.74	€681.38

Web Pivot

- Flexible ad-hoc analysis tool to find answers immediately
- Query huge amounts of data in no time
- Access all 600 metrics and 200 attributes
- Comprehensive filter possibilities
- Drill-down to raw data level
- Direct access to single view pages (e.g. single customer, single product, single order, single country...)



Reset

Transform to Webpivot Download Preview Changes Cancel Saved

Category Performance GER, AT

Hide Feed from other users

Feed Options

Filter options

- % New Visits
- ABC Activity Segment
- ABC Days Of Inventory Segment
- ABC Profitability Segment
- ABC Return Segment
- ABC Segment (Produkt)
- ABC Segment Cluster
- ABC-Segment (Customer)
- Account Owner
- accountReference
- Acquisition Campaign Level 1 (Customer)
- Acquisition Campaign Level 2 (Customer)

Edit Feed

Custom Dates

2017-07-31 2017-08-10

ATTRIBUTES

ROWS: ~ 50

- Product Category
- Product Name
- Visit country

MEASURES

- Gross Order Value
- Net Sales Value
- Return Rate by Value

Attribute Filters

Country equals Austria Germany US

Not in feed: Country

Feed Preview

PRODUCT CATEGORY	PRODUCT NAME	VISIT COUNTRY	GROSS ORDER VALUE	NET SALES VALUE	RETURN RATE BY VALUE
Flipflops	minubo Flipflops	(empty)	€ 1,276.99	€ 1,176.18	7.89 %
Flipflops	minubo Flipflops	Austria	€ 201.63	€ 201.63	0.00 %
Flipflops	minubo Flipflops	Germany	€ 1,041.26	€ 940.94	6.67 %

Data Feeds

- Feed data into 3rd party systems via URL (e.g. Excel, visualization tools, email providers, recommendation engines)
- Use various formats like csv, html, json, xml
- Automated feed updates from minubo's data warehouse
- Define custom feeds with access to all metrics and attributes and flexible filters
- Provide single feeds to suppliers without granting access to the application

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[Download CSV](#) [Edit](#)

Reactivation M – online – GER

Rules

Filter by Customer Attributes

Gender equals **M** .
 AND
 Country equals **Germany** .
 OR
 Days Without Order Cluster equals **31-90, 91-180, 181+** .

Filter by Transaction History

Time: Between **Aug 22, 2016** and **Aug 21, 2017** (Last 365 Days).
 Transaction Attributes
 Channel equals **Webshop, Amazon** .
 Transaction Measures
 Gross Order Value is greater than or equal to **300** .
 AND
 Return Rate by Value is less than or equal to **0.3** .

AND

Time: Between **May 24, 2017** and **Aug 21, 2017** (Last 90 Days).
 Transaction Attributes
 Product Category does not equal **Hoodies, T-Shirts** .

Summary (Projection)

Number of Customers **208** Avg Order Value (incl VAT, ex Discounts) **€ 105.83** Return Rate by Quantity **8.04 %**

Preview

Meier, Max
 e Mail: 112994@testdata.com
 Avg Order Value (incl VAT, ex Discounts): € 78.20
 Return Rate by Quantity: 2.86 %

Maier, Carolin
 e Mail: 114497@testdata.com
 Avg Order Value (incl VAT, ex Discounts): € 104.54
 Return Rate by Quantity: 0.00 %

Avg Order Value (incl VAT, ex Discounts): € 72.01
 Return Rate by Quantity: 5.56 %

Richter, Lara
 e Mail: 115828@testdata.com
 Avg Order Value (incl VAT, ex Discounts): € 139.55
 Return Rate by Quantity: 7.14 %

Koch, Alexandra
 e Mail: 115935@testdata.com
 Avg Order Value (incl VAT, ex Discounts): € 268.32
 Return Rate by Quantity: 13.04 %

Bauer, Kevin
 e Mail: 116369@testdata.com
 Avg Order Value (incl VAT, ex Discounts): € 48.65
 Return Rate by Quantity: 0.00 %

Customer Segmentation

- Easy-to-use, yet fully flexible segmentation criteria
- Integration of all relevant data points: demographics, transactions, journeys
- Segment export via csv or direct integration to e.g. email service providers
- Instant overview of segment's key metrics
- Compact preview with direct access to single customer pages





e Mail
110436@testdata.com

First name
Emma

Last name
Fischer

Country
Germany

Gender
F

Company Number
-

Company
-

Customer Group
-

First Order (Date): **Feb 19, 2015**

Days without Order (Customer): **606**

ABC-Segment (Customer): **A (Top Customers)**

Gross Order Quantity

30

Gross Order Value after Discount

€ 963.61

Return Sales Value Rate after Discount

8.59 %

Net Sales Value After Discount

€ 803.99

Orders

Customer Journeys

ORDER NUMBER	ORDER DATE		
118071	Feb 19, 2015		
PRODUCT NUMBER	PRODUCT NAME	VARIATION	GROSS ORDER QUANTITY
00001	minubo Cup	standard / white / DE / -	1
			1

ORDER NUMBER	ORDER DATE		
119822	Mar 20, 2015		
PRODUCT NUMBER	PRODUCT NAME	VARIATION	GROSS ORDER QUANTITY
00013	minubo Cap	small / blue / Flexfit / -	2
00006	minubo Frisbee	small / blue / - / -	1
00004	minubo T-Shirt	L / blue / print-logo / -	3
			6

Product Name
minubo Sweatpants

Product Number
00010

Product Category
Sweatpants

432 currently in stock.

In approx **28** days out of stock

All time return rate is **9.05 %**

508
Sum of last 30 days

€ € 21,340.27
Sum of last 30 days

Gross Order Value
Order value before cancellations and discounts

Last 30 days (Jul 18, 2017 - Aug 16, 2017) 5.18 % Change from the adjoining period

678
Avg. of last 30 days

Inventory Quantity (historical)

Last 30 days (Jul 18, 2017 - Aug 16, 2017) -42.50 % Change from the adjoining period

Variations

Variation Distribution

Returns

Yesterday Last 7 Days Last 30 Days

PRODUCT NAME	VARIATION 1	VARIATION 2	VARIATION 3	VARIATION 4	GROSS ORDER QUANTITY	GROSS ORDER VALUE	INVENTORY QUANTITY (HISTORICAL)
minubo Sweatpants	L	black	tight		57	€ 2,394.48	28
minubo Sweatpants	S	blue	baggy		54	€ 2,268.45	30
minubo Sweatpants	S	black	baggy		49	€ 2,058.41	0
minubo Sweatpants	L	blue	baggy		45	€ 1,800.38	46

Single View Pages

- Detail pages on single objects – e.g. customers, products, categories, orders or countries
- Compact data insights like key metrics, development figures, overview charts or background information
- Direct access to further single view pages



Aug 21, 2016

	Out of Stock (3)	8 topseller variants are out of stock		
	Reactivation Opportunities (2)	199 customers show irregular buying behavior and should be targeted now		
	70 existing customers have just crossed the time threshold in which they usually come back to make another purchase. They should be targeted so they do not slip away.		03:16 AM	
	View details			
	The majority of new customers come back for a 2nd purchase within 77 days of their 1st purchase. 129 customers have just crossed this threshold and should be targeted so they do not slip away.		03:16 AM	
	View details			
	Data Import	Your data has been imported successfully by 03:15 AM		

Aug 20, 2016

	Out of Stock (11)	19 topseller variants are out of stock		
	Low on Stock (1)	1 topseller variants are low on stock		
	Reactivation Opportunities (2)	181 customers show irregular buying behavior and should be targeted now		
	View details			
	Data Import	Your data has been imported successfully by 03:16 AM		

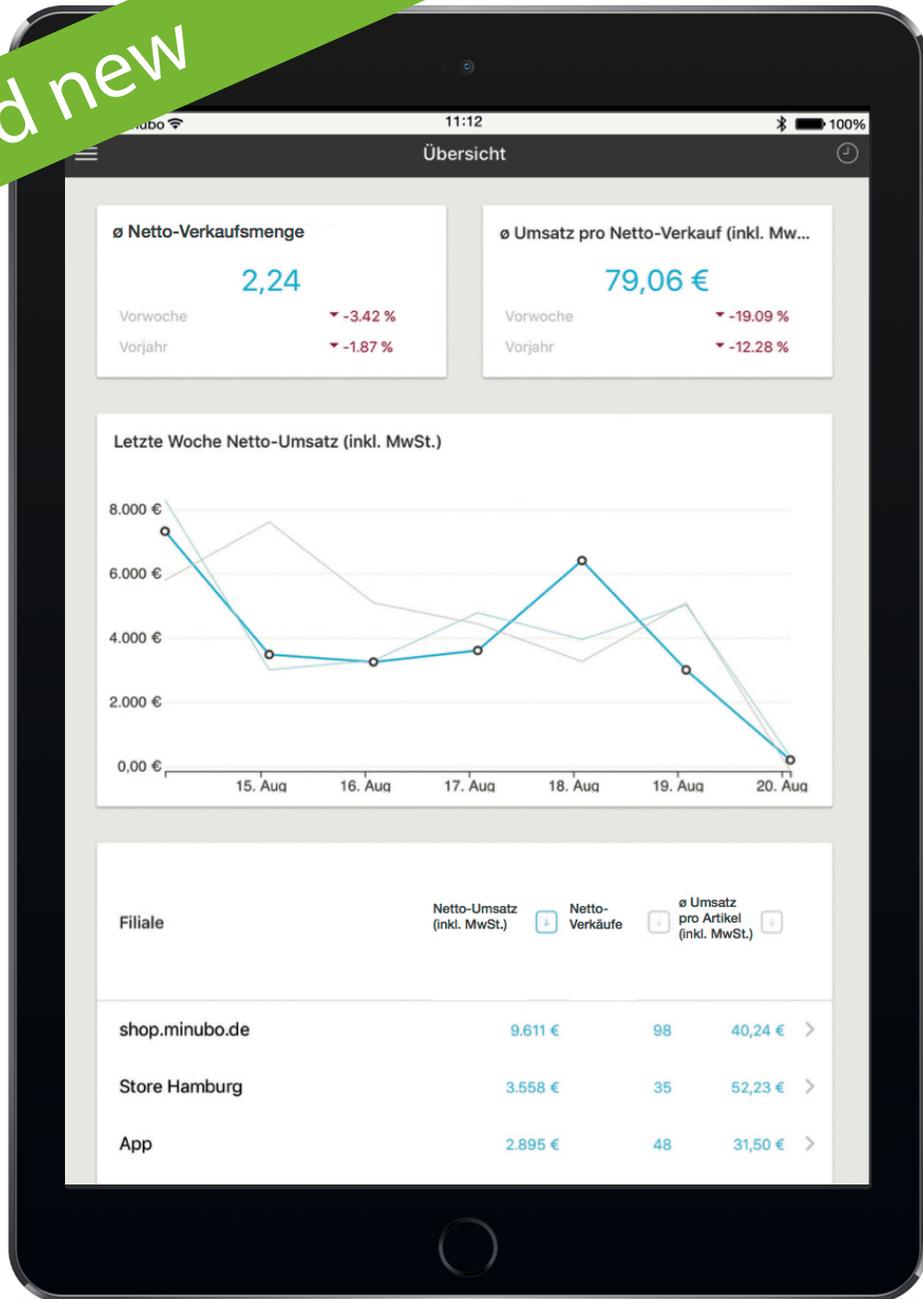
Aug 19, 2016

	Out of Stock (10)	24 topseller variants are out of stock			
	Low on Stock (2)	2 topseller variants are low on stock			
	Reactivation Opportunities (2)	190 customers show irregular buying behavior and should be targeted now			
	View details				
	Data Import	Your data has been imported successfully by 03:11 AM			

Proactive Insights

- Alerts on business risks like topsellers going out of stock
- Alerts on business opportunities like unused reactivation potential within customer base
- Built-in intelligent algorithms
- Direct access to single view pages for more detailed information
- Sharing and workflow functionalities

Brand new



minubo Store Monitor

- Best Practice POS reporting
- Company-internal benchmarking
- Full insights into product performance
- 360° customer profiles
- Integrated eCommerce data
- Easy access from any mobile device

“With minubo, my team can act on data insights in the blink of an eye.

Thus, they work in a far more focussed and productive way.”



Andreas Bindhammer, CEO
eXXpozed – Outdoor Sports & Fashion



Complementary Offering

The Commerce Intelligence Center

Our Complementary Service Offering



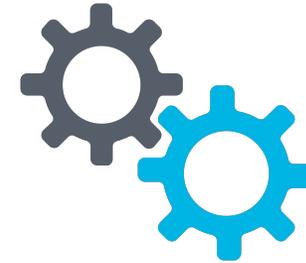
Consultancy

- BI/Omni-Channel Data Strategy
- Use Case Definition
- BI/CRM/ESP Vendor Selection & Project Management



Enablement

- Implementation Services
- User Profiles Training & Mentoring
- Change Management
- On-Going Support



Managed Services

- Technology Maintenance
- Analytics as a Service
- Day-to-Day Operations in CRM, Procurement & Category Management

GoProactive
Become a Data Leader. Today.

We help you build a data-driven company.

The Commerce Reporting Standard

Our Complementary Best Practice Offering



By bundling commerce reporting best practices into one comprehensive model, we want to provide commerce companies with a shortcut to a data-driven decision culture – and enable easier industry benchmarking.

- Interactive web platform at commerce-reporting.com
- Regularly published blog posts & newsletters on commerce reporting topics
- On-site partner workshops with in-depth discussions
- Publication of defined results

Sign up for our
Newsletter!

commerce-reporting.com/newsletter



Our Value Proposition

Our Value Proposition

Build a Major Competitive Edge With a Data-Driven Work Culture



minubo enables brands and retailers to act data-driven on both strategic & operational levels. For three main reasons, this is no longer optional, but mandatory to keep pace with the market:

Digital Transformation

Every digital transformation must be built on transparency and measurability to allow sustainable decision-making and smooth operations.

Omni-Channel

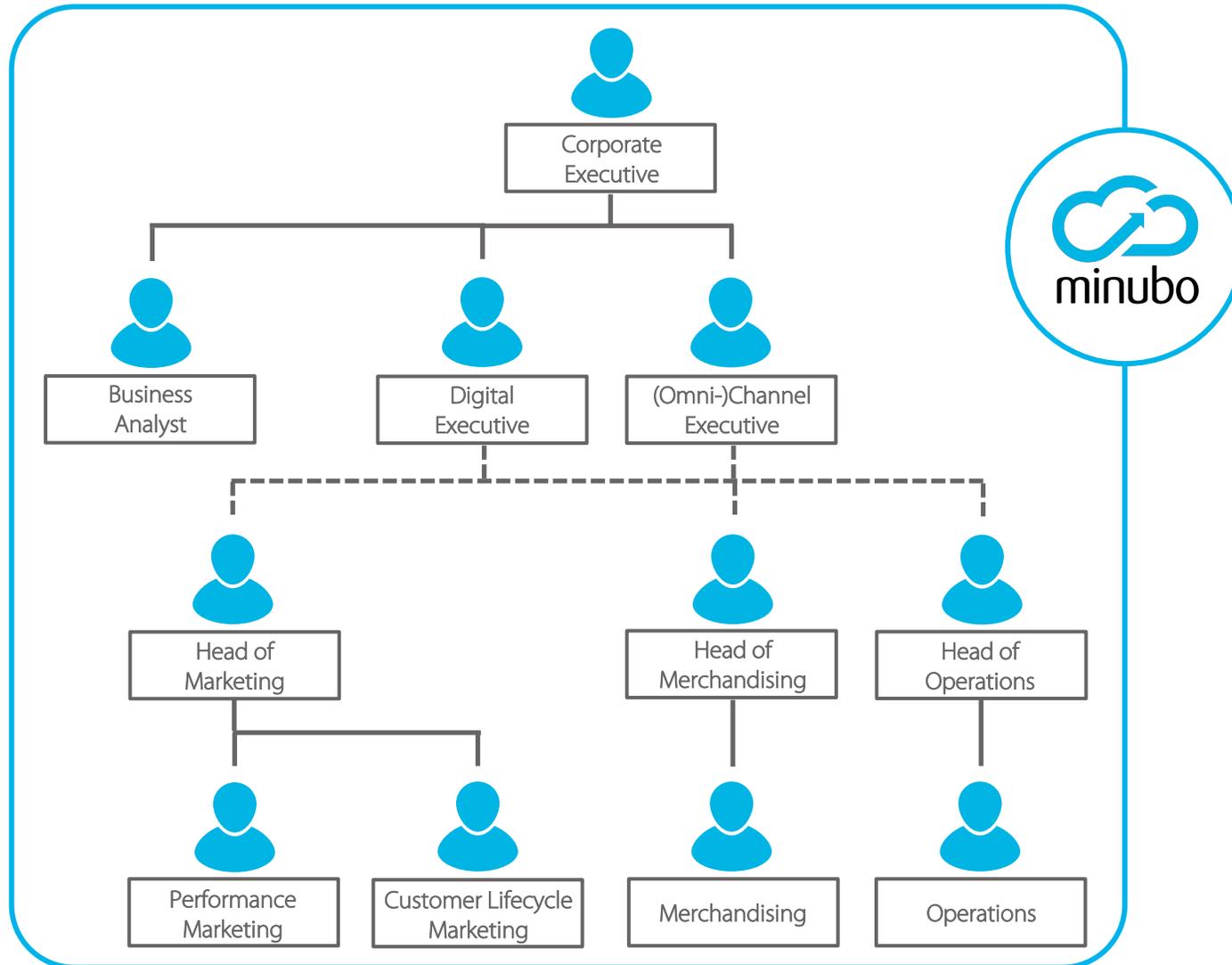
Omni-channel commerce can only work with a cross-channel data infrastructure (transparency, process efficiency, people enabling, automation).

Operational Excellence

A competitive edge does not only require informed strategic decisions, but operational excellence on all levels – and that requires data insights.

Data Insights for Every Role

minubo Ensures Good Decision-Making on all Levels



minubo brings your organization together:

Data insights for both strategic and operational roles create true transparency and drive results.

Thank you!

Don't hesitate to contact us with any questions:

contact@minubo.com · 040 – 398 06 75-101