

# CONTROL - Sales and Profit Analysis

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## INTRODUCTION

Are you looking to easily obtain insight into the performance of your retail operation to help you sell more and be more competitive?

If you are, then CONTROL's Sales and Profit Analysis module will assist. CONTROL compiles comprehensive sales and gross profit reports allowing you to review the performance of stores and staff on one hand, and products and customers on the other.

The system comes with around 150-plus predefined reports that are highly configurable. You will instantly see what is selling and what is not, and you will be able to recognise trends, and act on them.

The CONTROL Sales and Profit Analysis module includes store, department, category and supplier analysis, stock item analysis, customer analysis, and more.

## CONTROL SALES & PROFIT ANALYSIS FEATURES

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### Delivers accurate insight and helps you refine sales strategies

The following features will greatly assist to hone sales targets:

- > Reporting of sales history. This is limited only by storage capacity – the retention time period is nominated by you. Some retailers save five years and more history on line at all times. Information shown can include:
  - Sales value
  - Gross profit
  - Gross profit percentage, and
  - Budgets
- > All stock-related reports may be for a single location or consolidated across any range or group of locations.
- > Reports can run for any selected periods. For example, while planning for this year's Easter sale, a report comparing the two previous "Easter Sales" can be produced.

## Comprehensive analysis across Store, Department, Category and Supplier

- > Access a variety of pre-configured reports by day, week, period and year showing various statistics such as:
  - sales value
  - GP value
  - GP percentage
  - value on hand
  - No. of periods of stock cover, etc.
- > Also available are many specialised reports showing:
  - Comparisons to budget
  - Sales per fixture or square metre per department
  - Average sale value
  - Comparison to selected alternate periods, etc.
- > Analysis is also provided for Best/Worst Categories/Departments/Suppliers
- > Access sales and stock reporting by price range
- > CONTROL Sales and Profit Analysis also provides Stock turn and Gross Margin Return on Investment (GMROI) reporting – providing a true picture of store profitability.

## Ensure investment in staff resources provides a good return

CONTROL Sales & Profit Analysis provides a multitude of reports to measure staff performance. These include:

- > Day by day comparison of sales by salesperson showing:
  - Number of sales
  - Number of multi-item (add-on) sales
  - Average sale value
- > Sales by Hour reporting, important when determining optimum staffing levels
- > Sales by product group, by salesperson: this highlights a salesperson's strong and weak sale's areas. When compared over multiple periods, it can show changes from training, motivation, etc.
- > Salesperson comparison to budgets, for both Period and Year to Date, with Variance.
- > Analysis of discounts given by salesperson
- > Commission reports

## Fast access to stock performance helps you make more informed decisions

CONTROL Sales & Profit Analysis provides a multitude of reports to measure stock performance. These include:

- > Analysis by Style, Colour and Size, including stockholding and sales in each location
- > Report of Best / Worst items overall or within a department or product category
- > Stock Turns and Gross Margin Return on Investment (GMROI) reports allow comparison of return

on investment between stock items. All items can be reviewed to ensure they achieve the acceptable ROI or the item may be re-priced, replaced in the product mix, or some other decision made to achieve the required Return on Investment.

## Insight into customer buying patterns helps with future sales strategies

CONTROL Sales & Profit Analysis provides a multitude of reports to analyse customer buying history, and enables more informed decision-making into type of sales tactics to use for individuals or groups of customers. Analysis includes:

- > Sales by Customer and by Customer Group
- > Best / Worst customers
- > Analysis/comparison of different customer loyalty levels and loyalty points given
- > Analysis of what types of products customers are buying
- > Analysis of customer survey data
- > Multi-period comparisons to analyse buying patterns

## Extra Reports to improve business performance even more

CONTROL Sales & Profit Analysis can help you dig deeper into retail performance with built-in reporting for:

- > Comprehensive promotion and markdown analysis
- > Recording of lost sales to determine where insufficient stock is carried
- > Extensive facilities to analyse the raw sales transactions. For example, by salesperson, customer; date, gross profit range, stock location, stock group, etc.

## SUMMARY

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CONTROL's integrated Sales and Profit Analysis system is essential for the retailer that wishes to grow their business, increase sales, and boost staff and stock performance. It also provides you with more accurate sales data for improved decision-making in a fast-changing and competitive retail environment. Sales and Profit Analysis also provides great forecasting and budgeting insight for long-term planning.

Significantly, CONTROL Sales and Profit Analysis has been designed by Creative Computing, a retail software vendor of more than 25 years where we aim to deliver practical retail software innovations that assist retailers to compete better locally and internationally.