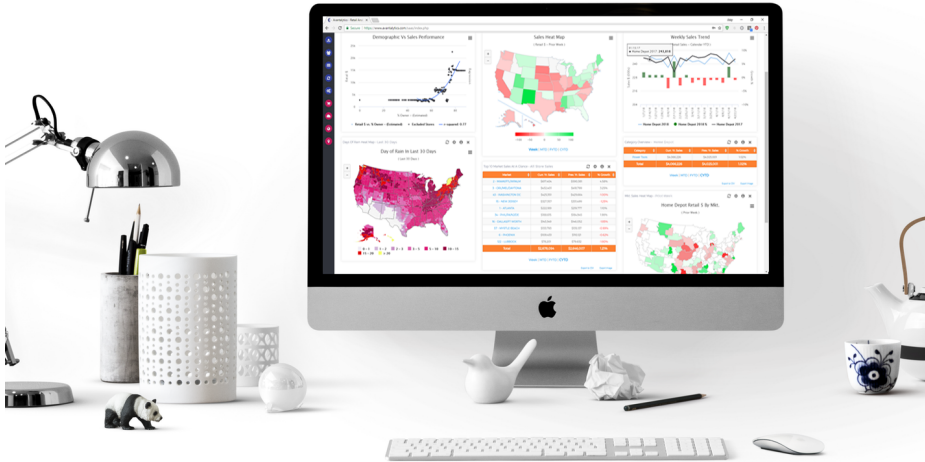


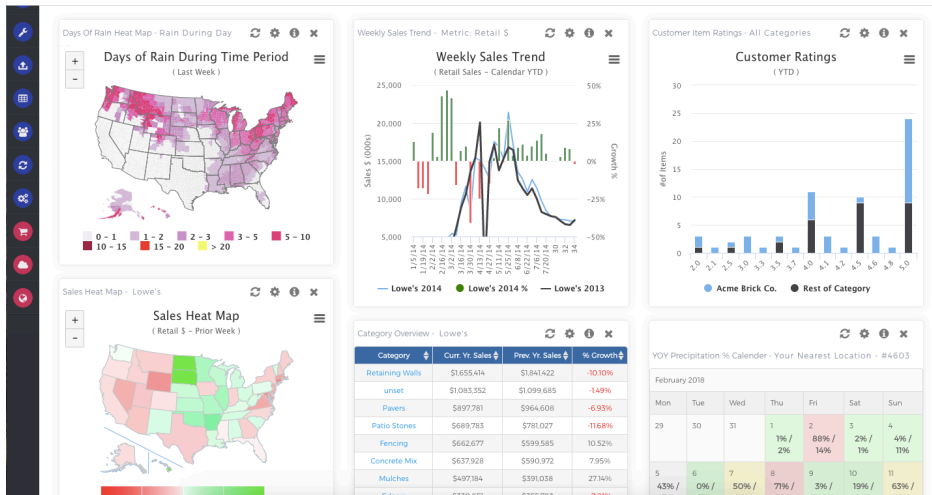
Getting Around Avantalytics



WELCOME TO AVANTALYTICS USER DOCS

Here you can find many resources for learning how to best utilize our system. The documentation is designed to allow you to learn how to do specific things with the system as opposed to being an exhaustive resource for all functionality. If you're looking for something specific, we have a handy search bar for you along the top!

Getting Started: Insight Panels



Most users will interact with the insight panels in their day-to-day use of Avantalytics, so learning about the Insight Panels is a great place to get started in the documentation. We have several categories of Insight Panels for you to explore, which are:

- **Sales Insights** (panels which revolve around displaying the POS sales data)
- **Weather Insights** (panels which revolve around displaying weather data where you can specify the region and dates)
- **Merchandiser Insights** (panels which revolve around tracking field team hours and tasks)
- **Field Team Insights** (panels which revolve around tracking the actual work your field team performs on site)
- **Inventory Insights** (panels which revolve around tracking inventory management, including ships and sell-throughs)
- **Efficiency Insights** (panels which revolve around making it easy to find data on reports you have previously run)
- **Category Insights** (panels which revolve around item categorization and comparison of said categories)

Getting Started: Report Library

Item Sales Report - Home Depot

Log ID: 58017 Report ID: 14.

Report Parameters:
 Display Times: Localtime.
 Notes: None.
 Business Type: All Sales Data
 Sales Valuation: Retail \$
 Mature Stores (Open >=365 Days): False
 Category Filter Type: Category
 Category Filter(s) Applied: All Categories
 Date Range: CYTD (2013-12-30 - 2014-07-20)



Print/Export/Display Options

- Send to New Window
- Create WebQuery
- Make A Favorite
- Schedule Report
- Send to Excel
- Send to CSV

Item #	Description	Category	Retail \$ OY	Retail \$ PY	Retail \$ Growth %	Units OY	Units PY	Unit Growth %	ASP \$	Retailer MO%
998627	16 in. x 8 in. x 8 in. Concrete Block	Concrete Block	\$138	\$206	-33.3%	64	96	-33.3%	\$2.15	27.91%
985508	Best Shreds 40 lb. Dehydrated Cow Manure		\$164,485	\$167,484	-1.8%	32,963	33,584	-1.8%	\$4.99	42.48%
983025	8 in. x 12 in. Concrete Garden Wall Block	Retaining Walls	\$76,701	\$55,485	38.2%	29,729	21,506	38.2%	\$2.58	20.54%
982893	8 in. x 12 in. Concrete Garden Wall Block	Retaining Walls	\$116,278	\$78,558	48.0%	45,069	30,449	48.0%	\$2.58	20.54%
975872	1-1/3 R. Georgian Concrete Edging	Edgers	\$67,381	\$60,819	-5.7%	30,685	32,385	-5.2%	\$1.87	43.85%
973925	15-1/2 in. x 21 in. Irregular Concrete Step Stone	Patio Stones	\$212,249	\$179,928	18.0%	51,158	42,273	21.0%	\$4.15	26.95%
964058	1-1/3 R. Georgian Concrete Edging	Edgers	\$46,552	\$60,599	-23.2%	29,463	38,354	-23.2%	\$1.58	48.50%
962050	80 lb. Acme-crete 5000 Plus Concrete	Concrete Mixes	\$1,808,906	\$1,755,016	3.1%	963,239	952,020	3.2%	\$4.98	26.96%
948213	50 lb. Type S Hydrated Mason Lime	Concrete Mixes	\$4,964	\$6,139	-19.1%	521	642	-18.8%	\$9.53	38.34%
945840	80 lb. SI 700 Pre-Blended Stucco Mix	Concrete Mixes	\$1,060,585	\$1,077,804	-1.6%	213,268	216,667	-1.6%	\$4.97	27.72%
940890	16 in. x 8 in. x 4 in. Concrete Block	Concrete Block	\$351,548	\$286,740	22.8%	286,051	236,117	21.1%	\$1.23	12.88%

Most users, especially those savvy with Excel, will also use the Reporting Library on a frequent basis. We also have several categories of Reports for you to choose from. Below is a handy breakdown of the categories.

- **Category Monitoring** (These reports allow you to see what competitors are doing with sales, which new products they have introduced, and which products are identical/similar to yours)
- **Demographics** (These reports allow you to see your sales broken down along demographic lines)
- **Exception** (These reports allow you to easily find gaps in the data entered into AvantaAnalytics, like POS items that have not yet been set up in the system)
- **Inventory** (These reports allow you to get to know your sell-through percentages, out of stock trends and shrink/swell issues in detail)
- **Merchandising** (These reports allow you to see everything you need to keep track of your sales team's activities)
- **Miscellaneous** (These reports offer a number of views that do not fall cleanly in the other categories, but are nonetheless great resources to help you save time and delve deeper into your data)
- **Multi-Retailer** (These reports allow you to select and display information for multiple-retailers together for quick and thorough comparisons, executed with simplicity)
- **National Sales** (These reports provide a multitude of POS sales reports as well as shipment sales reports)
- **Ordering** (These reports allow you to delve into different aspects of ordering, such as pack types)
- **Retailer Consolidation** (These reports help you analyze different aspects of inventory sell-through percentages)
- **Sales Research** (These reports allow you to learn about the performance of your sales and other promotions)
- **Salesforce** (These reports allow you to see data shared with you by your field sales team)

Getting Started: Video Library

Finally, the easiest way to delve in and learn is simply to dabble in our Video Library. Below are a few to get started, and you can find the rest [here](#):

Your browser does not support the video tag.

State Sales Heat Map

Your browser does not support the video tag.

State Sales Heat Map - Reports

Your browser does not support the video tag.

Market Year-Over-Year Temperature Differences - The Basics

Your browser does not support the video tag.

Temperature Heat Map - The Basics

Your browser does not support the video tag.

Precipitation Map - The Basics