



Data Sheet

myridas[™]

SALES PATTERN ANALYSIS

An important part of customer relationship management is to understand a customer's buying patterns; not just what products they buy, but how many and how regularly. Sales Pattern Analysis gives easy access to this information in a form prescribed by the user.

Key Features

Sales Period Definition

Provides the facility to identify meaningful time slots into which a sales history can be accumulated – at 'ship to address' level.

History Take-on

An update routine to bring existing sales transactions into a summarised history.

Sales Pattern Enquiry & Report

A summarised Sales Pattern Enquiry screen enables the user to view a summary of transactions by period. There is a drill down to enable the users to see the transactions associated with these summaries.

Sales Pattern Warning

A facility to set a rule in SQL that identifies exceptional conditions arising from the sales pattern and alert the user to those items where further investigation may be needed to identify why sales have fallen.

Links to Catalogue Sales

When used in conjunction with *Myridas Catalogue Based Sales* these sales period summaries are available as columns of information in the user-configurable item search screen.

Application Power

When used in conjunction with Myridas Catalogue Based Sales:

- The easy availability of sales pattern information at order entry time enables users to sell more interactively by quickly identifying those items where sales should be anticipated
- Helps users provide improved customer service by being able to identify for customers those products that they should be considering purchasing
- Provides an early warning to management of a possible change in buying behaviour by a customer, which may indicate they are buying elsewhere



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