

CustomerView



CustomerView is a free online dashboard tool that helps you gain detailed insights on customer and sales trends so that you can make more effective business decisions and increase sales. This document is intended to act as a quick reference for the purpose and functions of the navigation.

Main Navigation



Overview

View and compare total sales values, sales volumes, average transaction sizes, highest and lowest single transactions, client demographics, peak trading days and times, customer travelling distance, and top performing stores over different periods.



Financials

View and compare detailed breakdowns of sales volumes and trends, average sales per store, customer count, spending trends, basket sizes, average visits per customer, and types of cards used over different periods.



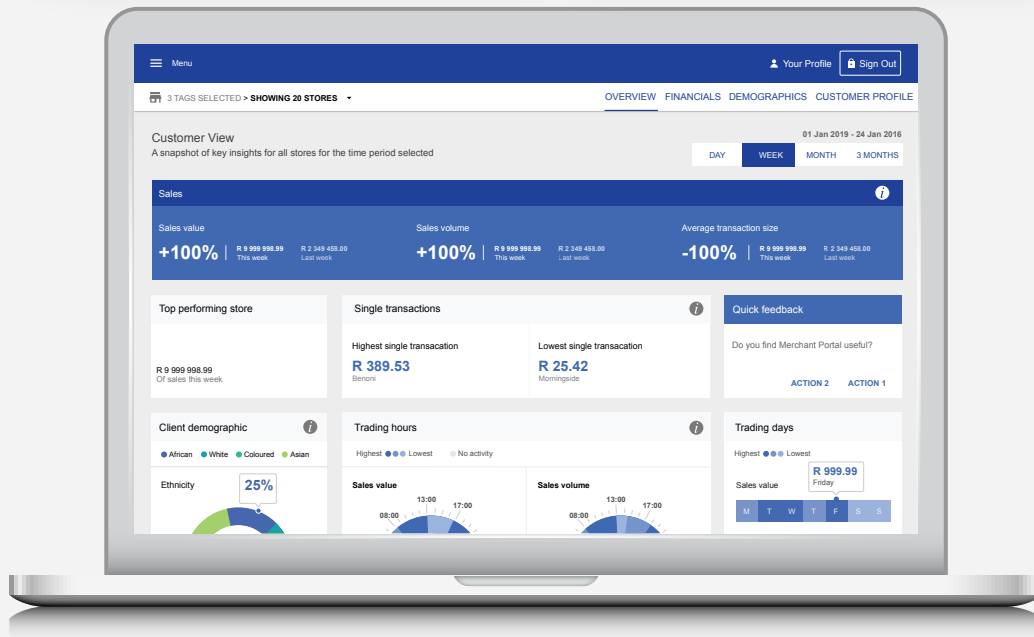
Demographics

View and compare new vs returning customers as well as customers' income brackets, ethnicity, age, gender, and distance travelled to your store over different periods.



Customer Profile

View and compare customers' spending habits over different periods, including percentage of savings, loyalty, debt, and which Standard Bank products they own.



Dropdown Menu



Stores

The 'Stores' drop-down tab shows you a list of all of the stores (in alphabetical order) that are in the portfolio.



Tags

The 'Tags' tab allows you to categorise the stores in the portfolio. For example, you can categorise selected stores as 'Wholesaler' or 'retailer'.



Manage tags

The 'Manage tags' tab displays the tags that you have created when grouping the stores.



Support

The 'Support' tab shows Frequently Asked Questions in terms of general, functional and data queries as well as technical issues.