

HOW TO DISCOVER WHICH CUSTOMERS HAVE STOPPED BUYING A CERTAIN PRODUCT - APPLE

You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.



03 Now, you need to select the Date Filters you would like to search with.

If you want to see data for a certain date period tap **Date Range**.

Please Note: If you want to search for a particular product you can tap Add a Filter and then tap **Product**.

Date Range	
Complete Months off	
Date Range	Year to Date
Add a filter	>
Measurements	>

Next, tap Apply Filter in the top right hand corner

Cancel	Apply Filter
Date Range	
Complete Months off	
Date Range	Year to Date
Add a filter	>
Measurements	>



Tap **Product** from the Quick Drills.

06



05 Now it's time to select the type of enquiry you would like to run.

Tap Sales vs. Gaps.

Please select an enquiry drill

Quick Drills

Parent Account	
Customer	
Product Group Level 1	
Product Group Level 2	
Product Group Level 3	
Product	
Customer Analysis (4)	>
Product Analysis (4)	>
CRM Field (15)	>
Transaction Analysis (2)	>

0	7
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Now you need to select the product you would like to see sales information for (in this case, who has bought and not bought).

To do this swipe right to left on the product line and then tap the blue Drill+ button that appears.

No SIM 🗢	17:06		83% 🔲
< Enquiries	Product + Filt	ers	¢
>Product + Filter			
Totals P1 January 2 Group: Product Order:	013 - P8 August 2013 : Total		
Hide gaps	3,612,696.15	j	í
	Records - Descen	ding	
	Totals		
UNV21200			
011121200	163,837.43		i
0,278.29	i	More	(\mathfrak{S})
UNV12113			
0111/12/13	36,775.03		í
CLIP,BINDER,S	MALL		
	29,164.79		í
UNV10210 UNV10210			

08 Now you have selected your chosen product, it's time to see which customers have and haven't been buying it.

> To do so, tap **Customer** from the Quick Drills.

Parent Account	
Customer	
Customer Analysis (4)	>
Product Analysis (0)	>
CRM Field (15)	>
Transaction Analysis (2)	>

ASOWHITETOP : Please select Drill

You will now see a list of customers who 09 have bought or not bought that product.

> Some of them may have a red info (i) icon with a number next to them. This number represents the number of gaps in spend over the months in this date range.

If you would like see a monthly breakdown of their spend, (including any gaps), tap on the (i) icon.

