

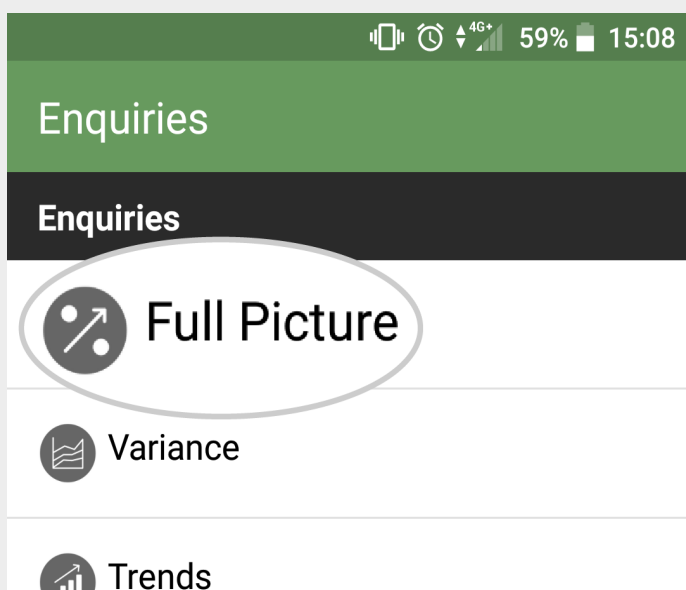
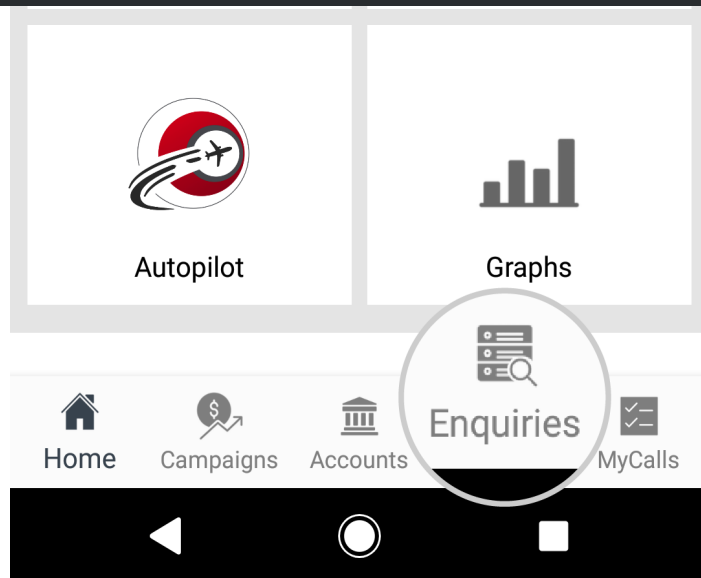
HOW TO FIND YOUR TOP SPENDING CUSTOMERS - ANDROID

Using the Full Picture Enquiry, you can easily see your top spending customers, as well as those which are most profitable or buy the biggest quantity of items from you.

Is your biggest spending customer also your most profitable? What have they bought from you? Are they up or down in spend?

Enquiries is the place to answer these and any other questions you have about customer spend data.

01 From the navigation bar at the bottom of the screen, tap **Enquiries**.



02 There are 4 enquiry types on the mobile app; Full Picture, Variance, Trends and Sales vs Gaps. Each has its own benefit over the others and you can use different enquiries for different queries.

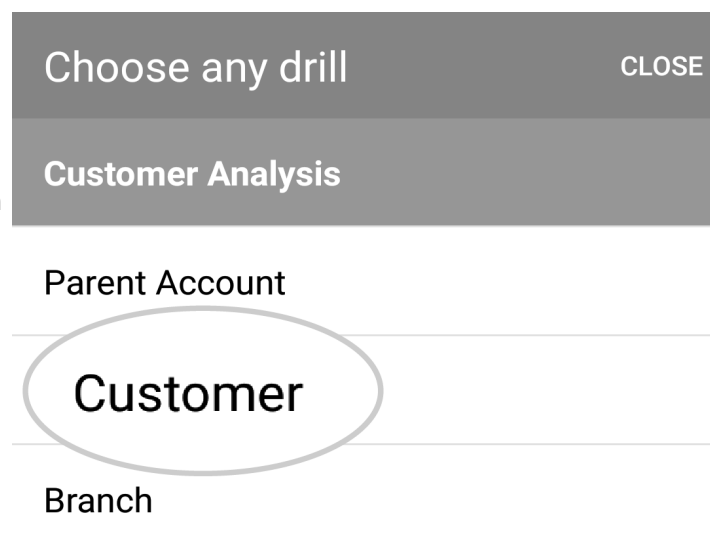
To find our biggest spending customers this YTD, we will be using the enquiry type **Full Picture**, and the default date range, **YTD**.

Tap **Full Picture** now.

03 This next screen is your Enquiries home page. You'll see four main sections: Customer Analysis, Product Analysis, CRM Field and Transaction Analysis. These are the four categories through which the system can drill into information for you depending on what you're trying to find out.

To see our biggest spending customer, tap the **Customer** line.

Please note: you can also tap the Parent Account line to see overall spend for that account, as opposed to spend for each delivery address separately.



Full Picture

... > Customer

Totals: Customer

Sales Value	Quantity	Trans. Count	Avg. Price
10,091,123	5,614,244	423,653	1
Sales Cost	GP	Profit	
7,551,737	25	2,539,386	

P1 January 2018 - P11 November 2018

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Sales Value	Quantity	Trans. Count	Avg. Price
520,606	149,369	47,690	3
Sales Cost	GP	Profit	
308,889	40	211,717	

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04

sales-i has now run this query for you, your biggest spending customers by sales Value are automatically sorted in descending order. The results can be seen in the table.

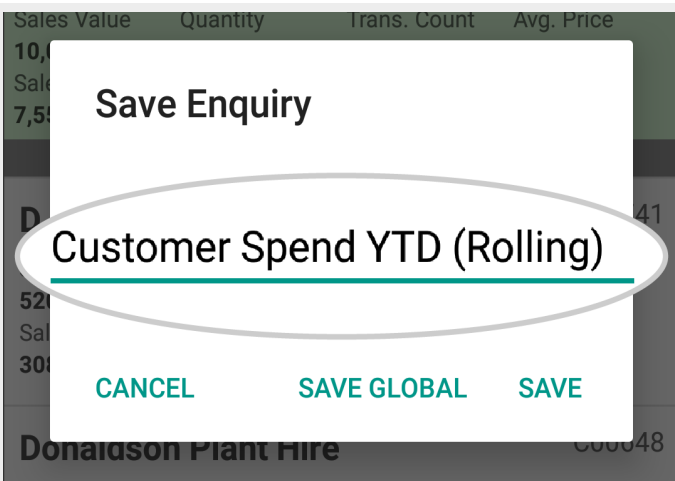
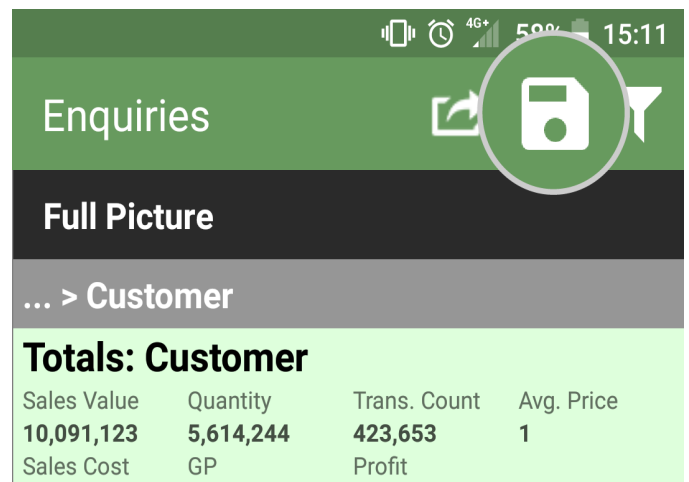
The totals bar in light green at the top of the page shows an overall sum total for each measurement type. Underneath each customer name you will see their total Sales Value spend so far this year.

You will also see other measurement types, such as Sales Cost, Profit, GP and Quantity. (So, you can see how much profit you're getting from your biggest spending customer, or what quantity of items they're buying from you).

05

You can also save this enquiry for future reference.

To do so, tap the **Save icon** in the top right corner.



06

Type in a name for this enquiry, e.g. 'Customer Spend YTD (Rolling)'

Please note: it is good to be as clear as possible when naming saved enquiries, to help you understand what the enquiry will show when you come back to it at a later date.

07

Tap **SAVE**.

This saved enquiry will now be accessible via the **Saved Enquiries** button on your Home Page and will automatically update with the latest sales data.

Please Note: A Power User will have the option to **SAVE GLOBAL** – this globally saved enquiry will then appear on the Home Page for all users.

