

How to use Brand sales reports in effectmanager

This guide shows you how to use POS Brand sales reports in the effectmanager Reports module.

This guide is only of relevance if you have the online POS reports module in effectmanager.

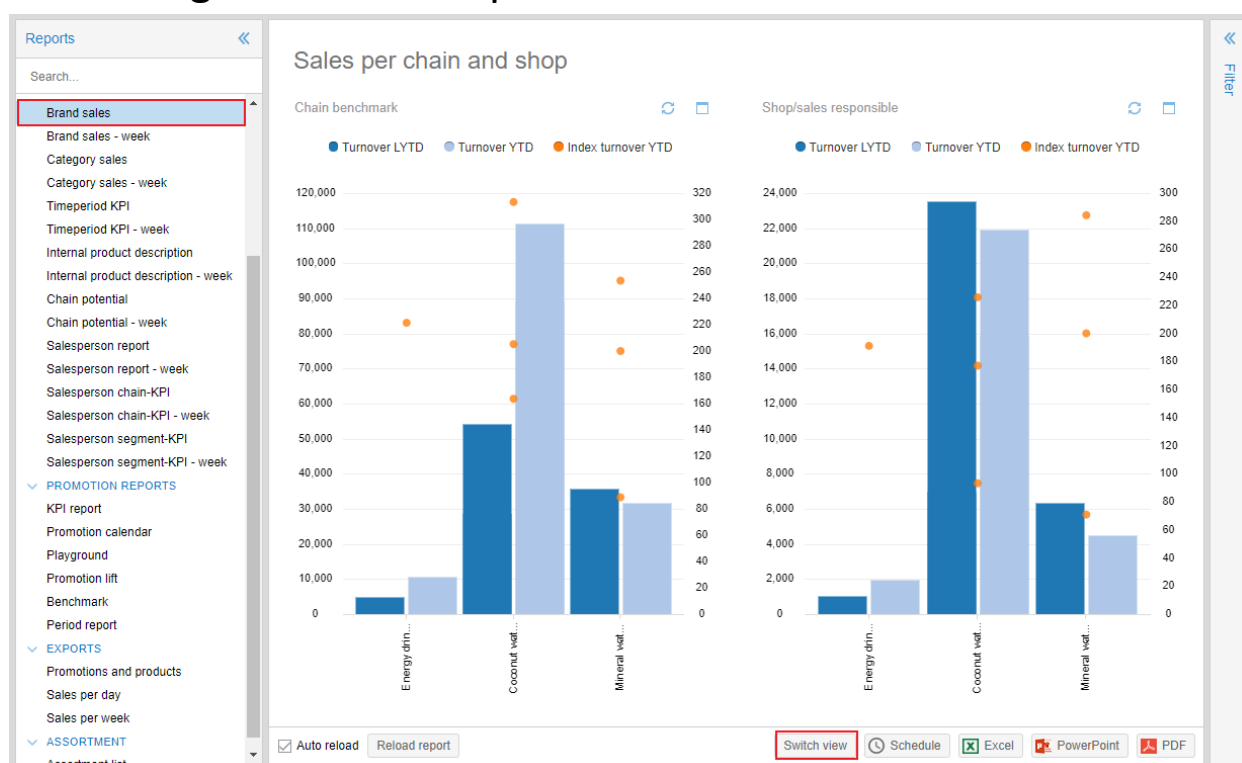


In the Brand Sales reports, you get Turnover reports, where your own categorizations from Brand is used on wholesalers POS data.

NB! If some products are not categorized with your own data, it will not be included in the Index calculations for the segment.

If you need a guide that shows you how to maintain your categorization of POS data, please see our guide [How to maintain categorization of POS data](#)

The reports show sales per chain and shop and a chain benchmark. The report offers two bar charts with the Key figures Turnover YTD, Turnover LYTD, and Index Turnover YTD. The left side report is the chain benchmark and the right-side report you can filter on a specific show or the sales rep. You can also see the table report used for the bar charts by switching view in the report.



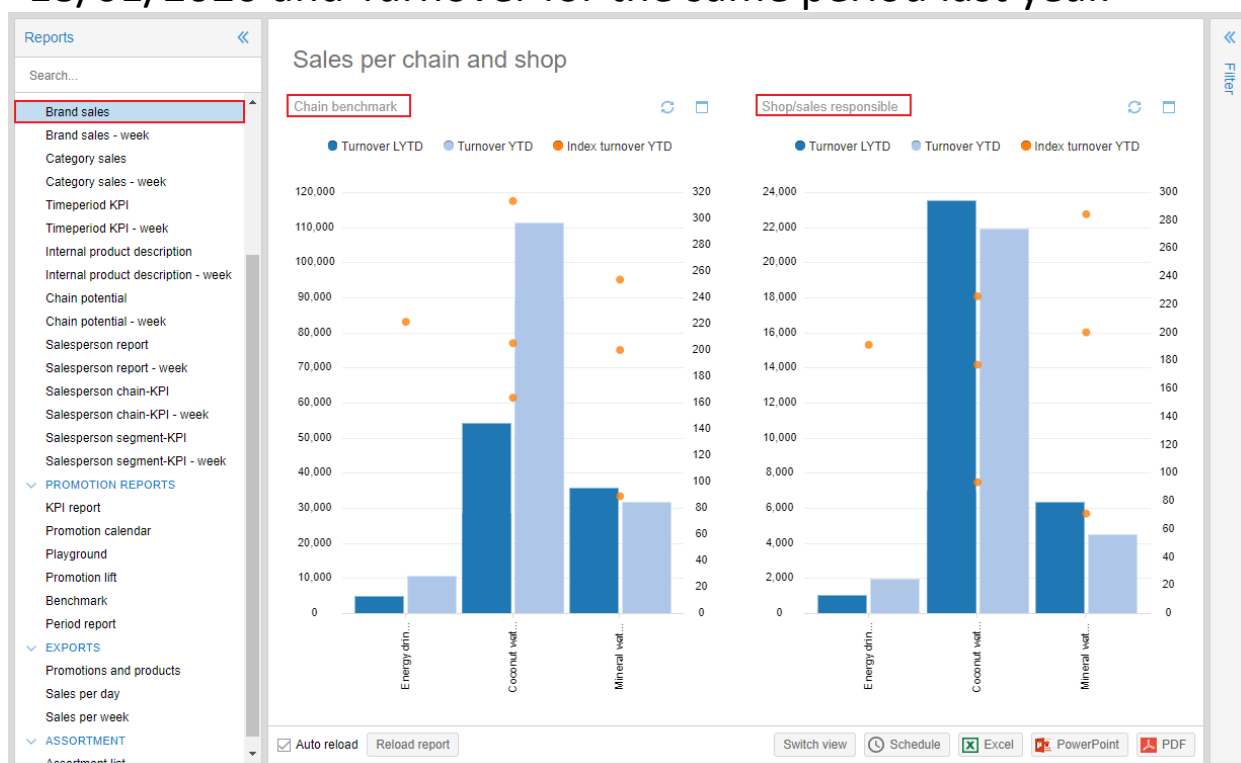
The Brand Sales report is available with two different period hierarchies: Brand Sales Daily or Brand Sales Weekly

Brand Sales Daily

This report provides you with two bar charts based on your filtering selections comparing Shop or Sales Rep brand sales to a chain benchmark. The Brand Sales daily report allows you to choose the desired period using the day hierarchy. Whereas [Brand Sales - week](#) uses the week hierarchy and will always sum data on a weekly level.

In the example below I have selected the Bilka chain for Salesperson Bjarne Pedersen in the period from 01/01-2020 to 18/01/2020 this will provide me with a report with all POS data from Bilka stores that Bjarne Pedersen visits enriched with your own Brand categorization.

It will show the Chain Benchmark as well as Shop or Sales Rep Turnover and Turnover Index for the period 01/01-2020 to 18/01/2020 and Turnover for the same period last year.



All POS reports can be exported to Excel, PowerPoint, and PDF by pressing the icons at the bottom of the report.

You also have the option to Schedule Reports for automatic send-out to yourself, your Sales reps or others. Using the dynamic filters is great for an automatic send-out of a POS report.

If you need a guide that show you how to schedule reports in effectmanager, please see our guide [How to schedule a task/report in effectmanager](#)

Brand Sales Weekly

This report provides you with two bar charts based on your filtering selections comparing Shop or Sales Rep brand sales to a chain benchmark. The Brand Sales weekly uses the week hierarchy and will always sum data on a full week. Whereas [Brand Sales Daily](#) allows you to select the period based on a daily period hierarchy.

See example on the next page comparing the Brand Sales Daily with Brand Sales Weekly hierarchy.

In the example below I have selected Bilka Chain and Salesrep Bjarne Pedersen - from 01/01-2020 to 18/01/2020. Using the weekly hierarchy I will get a report from 30/12-2019 to 19/01/2020 (week52-week 3).

Try comparing the Turnover YTD on Coconut Water for the two reports with the same period selected - this illustrates that the week report always shows data for full weeks.

