

# How to use Chain potential reports in effectmanager

This guide shows you how to use the POS Chain potential reports in the effectmanager Report module.

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



The Chain potential reports provide you with an overview of how you are performing in the different chains compared to last year. It considers different KPIs like Turnover Index, Volume Index, Category Turnover Index, Category Share and many more.

The Chain potential report is available in two different reports. Below we will go through them.

- [Chain potential daily](#)
- [Chain potential weekly](#)

## Chain potential daily

This POS report will provide you with a table report based on your filtering selection compared to the same period last year. The Chain potential daily report allows you to choose the desired period using the day hierarchy. Whereas the [Chain potential - week](#) uses the week hierarchy and will always sum data on a weekly level.

In this report you get a picture of how you have performed in the chains this year compared to the same period last year in both turnover, volume, and category share.

You can also add a detail filter, to see how a specific Brand or product performs in the chains.

*If you need a guide that show you how to use filters in effectmanager please see our guide [How to use filters in effectmanager](#)*

You also have the option to Schedule Reports for send-out to yourself, your Sales reps or others.

*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](#)*

In the example below I have selected Salling Group from 01/01-2020 to 18/01/2020 this will provide me with a report with all POS data from 01/01-2020 to 18/01/2020.

**Chain potential (Shop)**

Shop	Turnover	Turnover last year	Index turnover	Volume	Volume last year	Index volume	Index turnover in category
All	2,740,771	1,613,538	170	224,921	158,732	142	191
> Bilka	362,747	187,238	194	30,571	16,904	181	177
> DagnNetto	116,566	81,518	143	11,112	11,688	95	164
> Fetex	774,273	457,840	169	60,743	39,344	154	204
> Netto	1,487,185	886,942	168	122,495	90,796	135	191

**Chain potential (Category)**

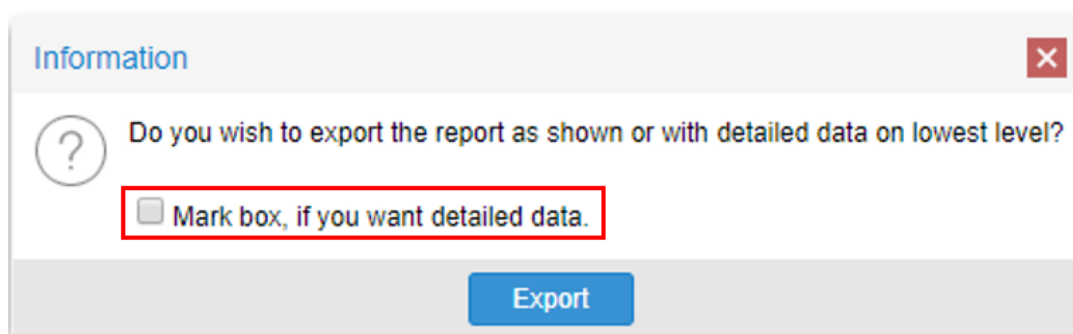
Volume last year	Index volume	Index turnover in category	Index customers	Turnover/... customers	Potential per avg share	Share of category	Share of category last year
158,732	142	191	150	155		7.02%	7.90%
16,904	181	177	141	148	0	7.32%	6.67%
11,688	95	164	149	171	0	8.96%	10.26%
39,344	154	204	148	124	0	7.03%	8.48%
90,796	135	191	156	179	0	6.82%	7.76%

At the bottom of the interface, there are buttons for 'Auto reload', 'Reload report', 'Schedule', 'Excel', 'PowerPoint', and 'PDF'. The 'Schedule' button is highlighted with a red box.

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

**NB! Exporting to PowerPoint** you will be asked if you want to export detailed data?

Checking the box will expand all rows to the lowest level in the exported file.



Information ✕

Do you wish to export the report as shown or with detailed data on lowest level?

Mark box, if you want detailed data.

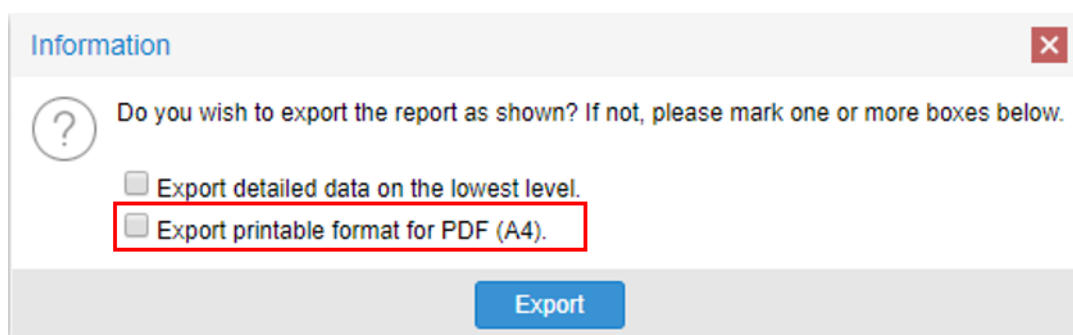
Export

**NB! Exporting to PDF** you will be asked if you want to export detailed data?

Checking the box will expand all rows to the lowest level in the exported file.

When exporting to PDF you will be asked if you want a printable PDF (A4)?

Checking this box will limit the number of columns exported if not all columns can fit in the PDF.



Information ✕

Do you wish to export the report as shown? If not, please mark one or more boxes below.

Export detailed data on the lowest level.

Export printable format for PDF (A4).

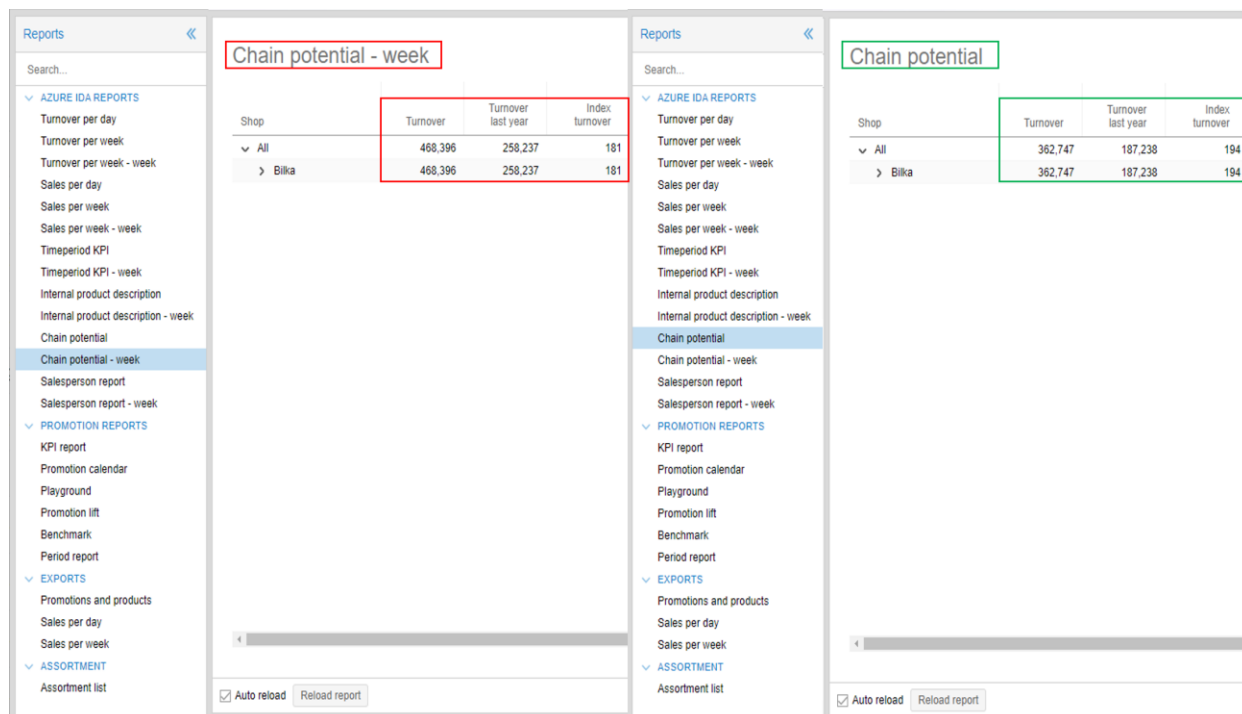
Export

# Chain potential weekly

This POS report will provide you with a table report based on your filtering selection compared to the same period last year. The report uses the week hierarchy and will always sum data on a full week. Whereas the [Chain potential daily](#) reports allow you to select the period based on a daily period hierarchy.

In the example below I have selected Salling Group, Bilka - 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 Turnover Key Figures for the two reports with the same period selected - this illustrates that the week report always shows data for full weeks.



The image shows two side-by-side screenshots of the effectmanager interface. Both screenshots show the 'Chain potential' report for the 'Bilka' shop. The left screenshot is titled 'Chain potential - week' and shows a table with the following data:

Shop	Turnover	Turnover last year	Index turnover
All	468,396	258,237	181
Bilka	468,396	258,237	181

The right screenshot is titled 'Chain potential' and shows a table with the following data:

Shop	Turnover	Turnover last year	Index turnover
All	362,747	187,238	194
Bilka	362,747	187,238	194