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 a 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.

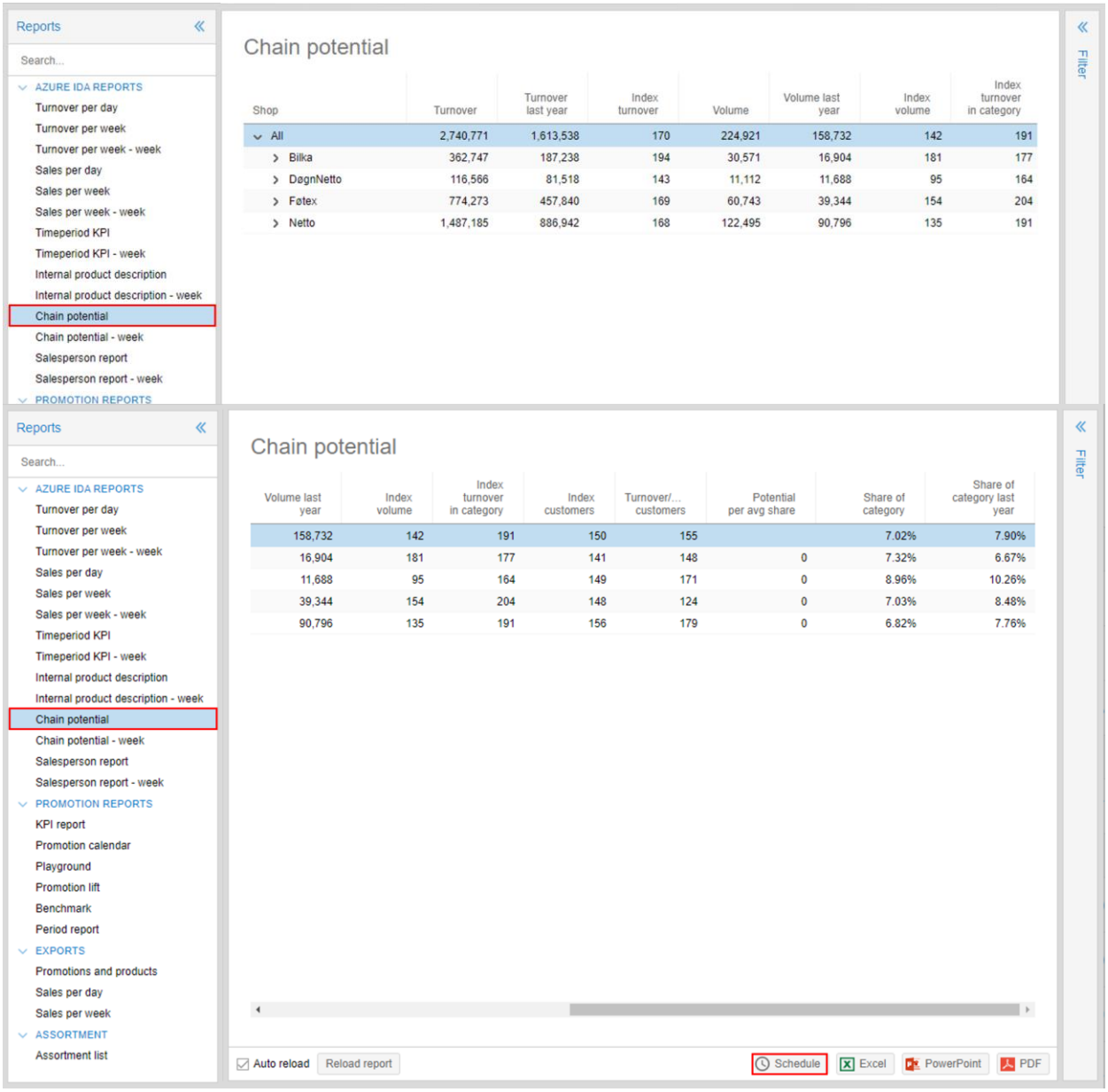
You can also add a detail filter, to see how a specific Brand or product performs in the chains.

> *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.

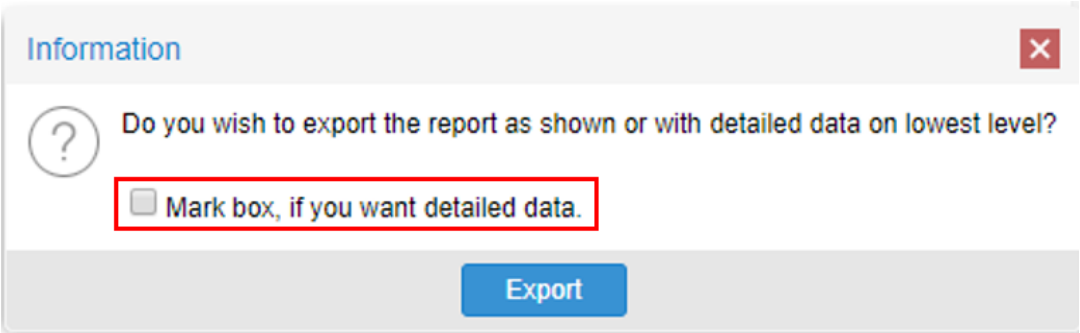
> *If you need a guide that show you how to schedule reports in effectmanager, please see our guide [How to schedule a task/report in effectmanager]*

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.



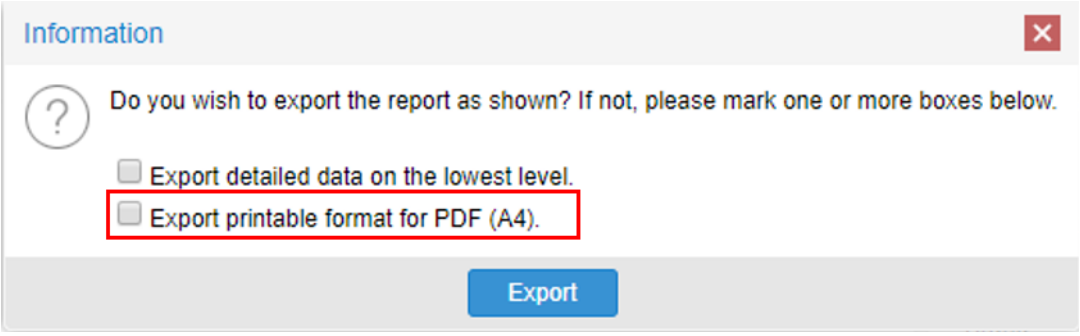
All Chain potential reports can be exported to Excel, PowerPoint, and PDF by pressing the icons at the bottom of the report.

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.



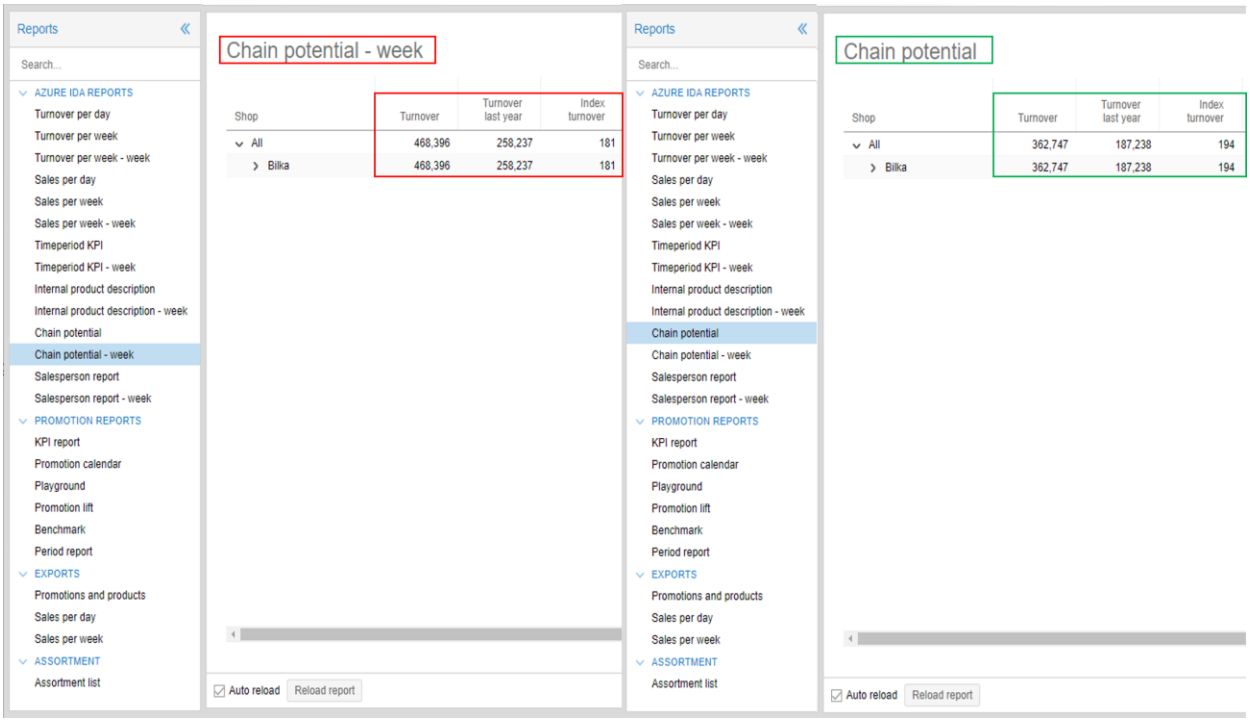
NB! Exporting to PDF you will be asked if you want to export detailed data?
Checking the box will expand all rows to the lowest level in the exported file.

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.



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.