How to use Chain sales reports in effectmanager

This guide shows you how to use POS Chain 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 Chain Sales reports, you get Turnover reports, where your POS Sales in the chains are benchmarked against the same period last year.

The report offers a bar chart with the Key figures Turnover YTD, Turnover LYTD, and Index Turnover YTD.

The Chain Sales report is available with two different period hierarchies, below we will go through the two:
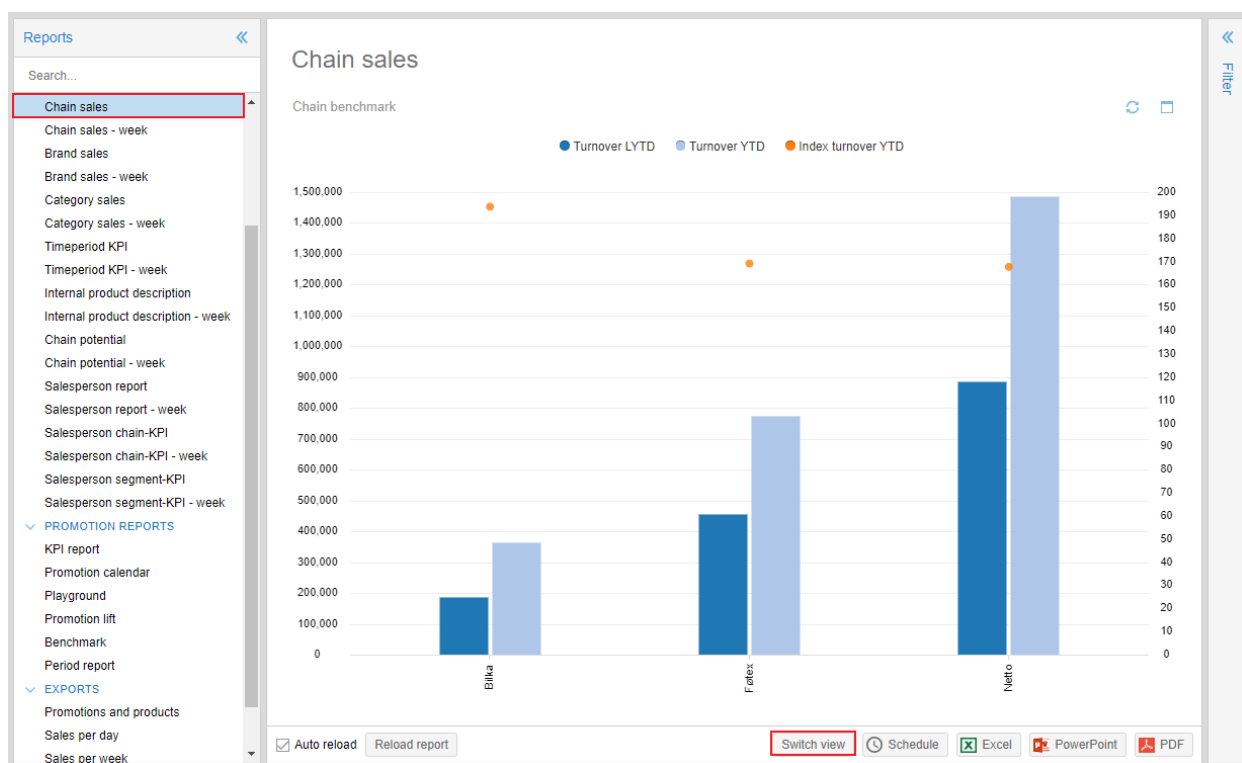
- Chain Sales Daily
- Chain Sales Weekly

Chain Sales Daily

This report provides you with a bar chart based on your filtering selections comparing Chain Sales YTD with LYTD. The **Chain Sales daily report allows you to choose the desired period using the day hierarchy.**

Whereas Chain Sales - week uses the week hierarchy and will always sum data on a weekly level.

In the example on the next page, I have selected the Salling Group chain in the period from 01/01-2020 to 18/01/2020 this will provide me with a report with all POS data from Salling Group Chains in the selected period compared to the same period last year.

You can see the table report used for the bar chart by switching view in the report.

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

Chain Sales Weekly

This report provides you with a bar chart based on your filtering selections providing you with a Chain Benchmark on Turnover YTD vs. Turnover LYTD. **The Chain Sales weekly uses the week hierarchy and will always sum data on a full week.**

Whereas Chain Sales Daily allows you to select the period based on a daily period hierarchy.

In the example below I have selected Bilka Chain 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 for the two reports with the same period selected - this illustrates that the week report always shows data for full weeks.