

How to use Internal product description reports in effectmanager

This guide shows you how to use the POS Internal product description reports in the effectmanager Report module.

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



The Internal product description reports offer an overview of your own categorization on your wholesalers' POS data. In this report, you can compare Turnover, Sales, and Category on KPIs like index and %share.

The Internal product description is available in two different reports. Below we will go through them.

- [Internal product description daily](#)
- [Internal product description weekly](#)

Internal product description daily

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

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

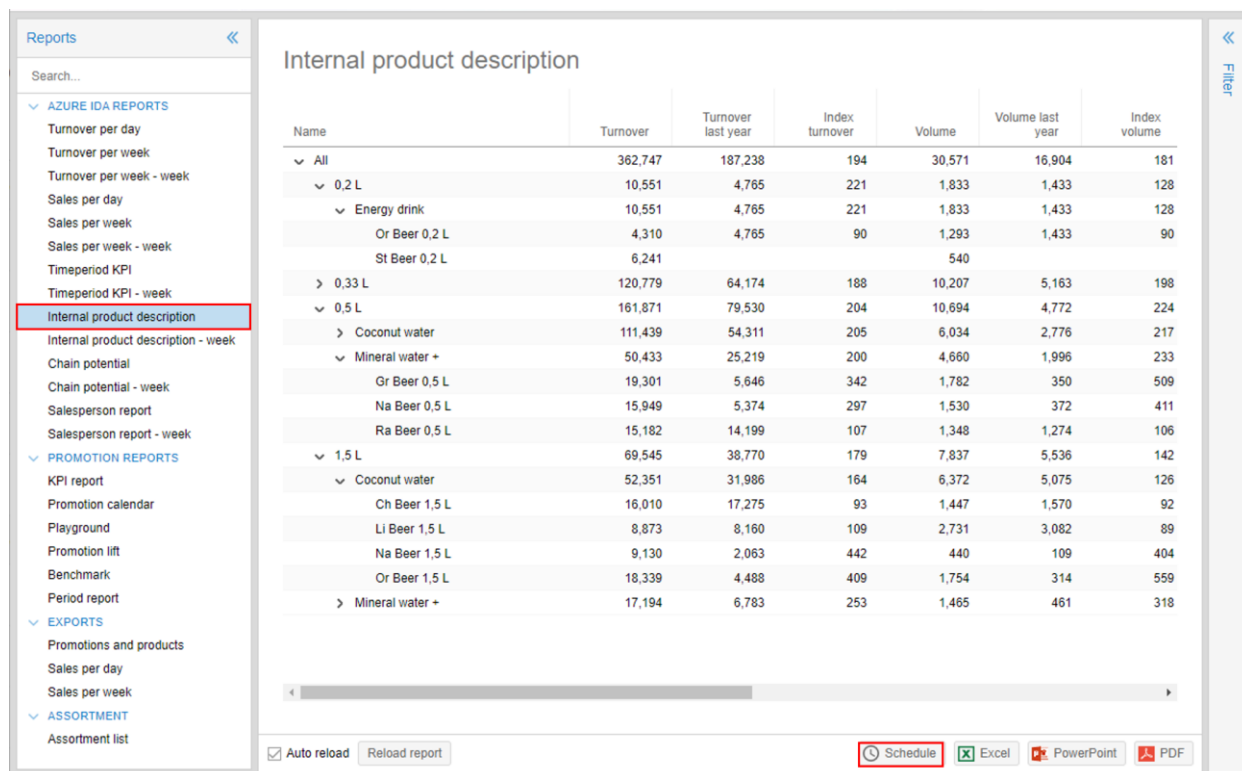
In the example, on the next page, I have selected Salling Group and Bilka - from 01/01-2020 to 18/01/2020 this will provide me with a report with all products sold in Bilka from 01/01-2020 to 18/01/2020, categorized with our own master data.

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

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

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](#)



Name	Turnover	Turnover last year	Index turnover	Volume	Volume last year	Index volume
▼ All	362,747	187,238	194	30,571	16,904	181
▼ 0,2 L	10,551	4,765	221	1,833	1,433	128
▼ Energy drink	10,551	4,765	221	1,833	1,433	128
Or Beer 0,2 L	4,310	4,765	90	1,293	1,433	90
St Beer 0,2 L	6,241			540		
> 0,33 L	120,779	64,174	188	10,207	5,163	198
▼ 0,5 L	161,871	79,530	204	10,694	4,772	224
> Coconut water	111,439	54,311	205	6,034	2,776	217
▼ Mineral water +	50,433	25,219	200	4,660	1,996	233
Gr Beer 0,5 L	19,301	5,646	342	1,782	350	509
Na Beer 0,5 L	15,949	5,374	297	1,530	372	411
Ra Beer 0,5 L	15,182	14,199	107	1,348	1,274	106
▼ 1,5 L	69,545	38,770	179	7,837	5,536	142
▼ Coconut water	52,351	31,986	164	6,372	5,075	126
Ch Beer 1,5 L	16,010	17,275	93	1,447	1,570	92
Li Beer 1,5 L	8,873	8,160	109	2,731	3,082	89
Na Beer 1,5 L	9,130	2,063	442	440	109	404
Or Beer 1,5 L	18,339	4,488	409	1,754	314	559
> Mineral water +	17,194	6,783	253	1,465	461	318

Reports <<

Search...

AZURE IDA REPORTS

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- Timeperiod KPI - week
- Internal product description**
- Internal product description - week
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- Chain potential - week
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- Salesperson report - week

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- Playground
- Promotion lift
- Benchmark
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EXPORTS

- Promotions and products
- Sales per day
- Sales per week

ASSORTMENT

- Assortment list

Internal product description

Volume	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	Total shops
30,571	16,904	181	177	141	148	0	7.32%	6.67%	18
1,833	1,433	128	177	141	4	0	0.21%	0.17%	17
1,833	1,433	128	177	141	4	0	0.21%	0.17%	17
1,293	1,433	90	177	141	2	0	0.09%	0.17%	17
540			177		3	0	0.13%		17
10,207	5,163	198	177	141	49	0	2.44%	2.29%	18
10,694	4,772	224	177	141	66	0	3.27%	2.83%	18
6,034	2,776	217	177	141	46	0	2.25%	1.94%	18
4,660	1,996	233	177	141	21	0	1.02%	0.90%	18
1,782	350	509	177	141	8	0	0.39%	0.20%	18
1,530	372	411	177	141	7	0	0.32%	0.19%	18
1,348	1,274	106	177	141	6	0	0.31%	0.51%	18
7,837	5,536	142	177	141	28	0	1.40%	1.38%	18
6,372	5,075	126	177	141	21	0	1.06%	1.14%	18
1,447	1,570	92	177	141	7	0	0.32%	0.62%	18
2,731	3,082	89	177	141	4	0	0.18%	0.29%	18
440	109	404	177	141	4	0	0.18%	0.07%	18
1,754	314	559	177	141	8	0	0.37%	0.16%	18
1,465	461	318	177	141	7	0	0.35%	0.24%	18

Auto reload Reload report

All Internal product description 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?

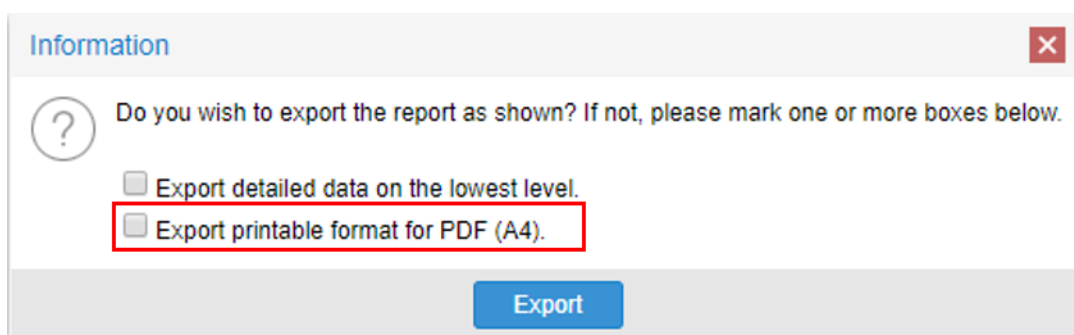
Mark box, if you want detailed data.

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

Internal product description week

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 [Internal product description daily](#) reports allow you to select the period based on a daily period hierarchy.

In the example on the next page 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), for products sold in Bilka categorized with our own master data.

Try comparing turnover for the two reports with the same period selected - this illustrates that the week report always shows data for full weeks.

Internal product description - week

Name	Turnover
▼ All	468,396
▼ 0,2 L	13,068
▼ Energy drink	13,068
Or Beer 0,2 L	5,684
St Beer 0,2 L	7,384
> 0,33 L	167,873
> 0,5 L	204,127
> 1,5 L	83,329

Internal product description

Name	Turnover
▼ All	362,747
▼ 0,2 L	10,551
▼ Energy drink	10,551
Or Beer 0,2 L	4,310
St Beer 0,2 L	6,241
> 0,33 L	120,779
> 0,5 L	161,871
> 1,5 L	69,545