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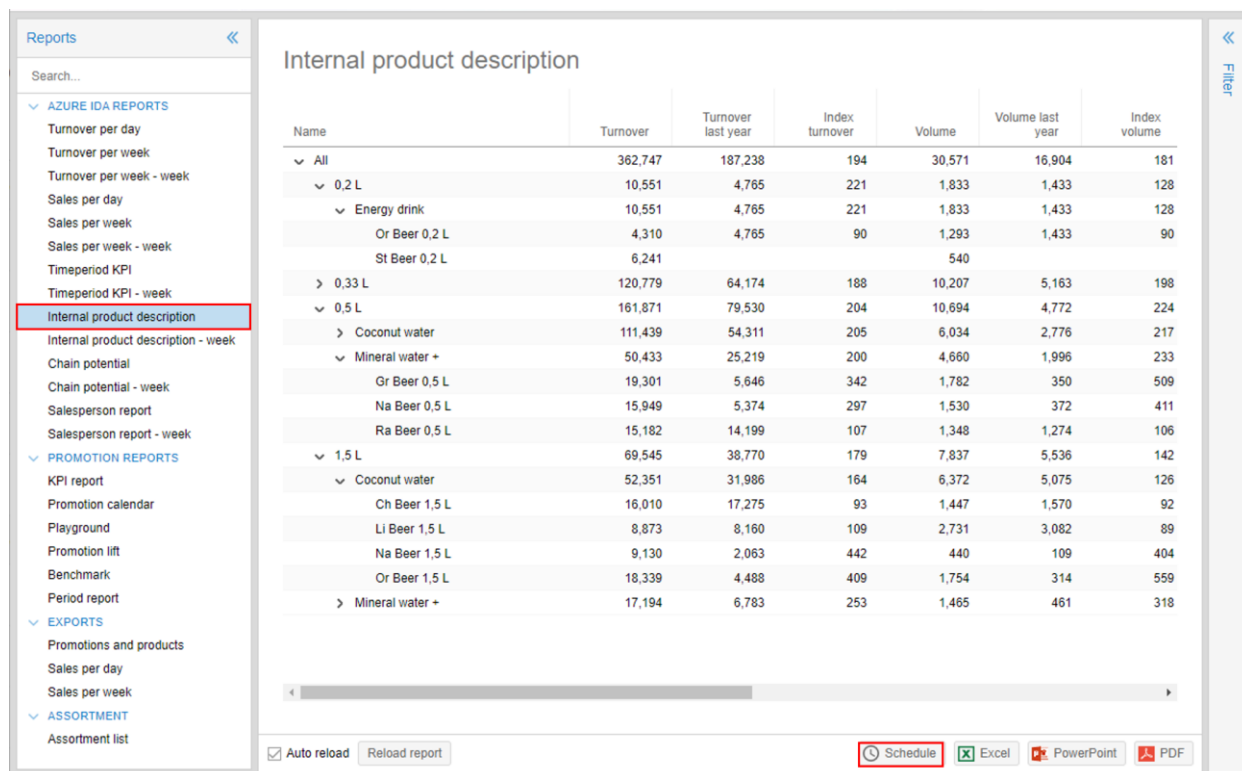
In the example, on the next page, I have selected Salling Group and Bilka - from 01/01-2020 to 18/01/2020 this will provide me with a report with all products sold in Bilka from 01/01-2020 to 18/01/2020, categorized with our own master data.

In this report you a 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

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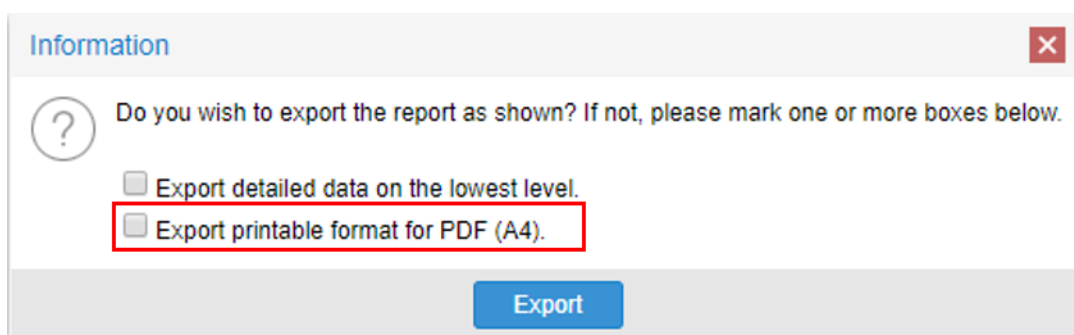
NB! Exporting to PDF you will be asked if you want to export detailed data?
Checking the box will expand all rows to the lowest level in the exported file.

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.

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.