

## Insights

Insights are the important messages relating to your store. They prevent you going Low in Stock or Out of Stock of key products. They report on new top products, good things done in-store and capital tied up in Dead Stock.

Depending on the type of Insight, you can email the insight to a colleague, view further information on product issues raised or add it to your 'To Do List' to deal with later.

Insights reveal on a daily basis the impact on your bottom line of making these suggested changes.

The Insights update daily, so it's important to have a staff member log in once a day, for just a few minutes, to see any important updates. Use the reports on an ad-hoc basis to see the performance of the store.

### Eastern Bay - Insights

Quality Depot  
As at Monday 24th January 2011

[View To Do List...](#)

**Tuesday**

- Out of Stock** ▲ Sales +\$12 per day  
You are out of stock of Canon Powershot A490 Box Kit, a product ranked #84 in the group. An order of 2 unit(s) will provide you with 30 days cover.  
[Email this insight...](#) | [Add to To Do list...](#)
- Congratulations**  
Your store is ranked #1 across the group for Sales Growth with 19%.  
[Email this insight...](#)
- Products Not Stocked** ▲ Sales +\$46 per day  
Your store is not stocking 3 group Top 100 products.  
[View Products...](#) | [Email this insight...](#) | [Add to To Do list...](#)
- Reorder** ▲ Sales +\$446 per day  
There are 19 group Top 100 products that should be reordered.  
[View Products...](#) | [Email this insight...](#) | [Add to To Do list...](#)
- Dead Stock** ▼ Stock -\$35,074  
17% of stock is dead, worth \$35,074 at cost.  
[View Products...](#) | [Email this insight...](#) | [Add to To Do list...](#)
- Greatest Opportunity**  
The greatest opportunity for your store lies in improving Low Stock % from 30% towards the average of 25%.  
[Email this insight...](#) | [Add to To Do list...](#)

Overall Performance					
Ranked 4th from 10 Stores					
<b>Gross Margin %</b>		<b>Sales Growth</b>		<b>Dead Stock %</b>	
Store Result: 29.0%	Rank From To: 4th	Store Result: 19%	Rank From To: 1st	Store Result: 17%	Rank From To: 8th
Group Average: 29.0%	Top Result: 36.6%	Group Average: -7%	Top Result: 19%	Group Average: 17%	Top Result: 13%
<a href="#">Fix</a>	<a href="#">Graph</a>	<a href="#">Fix</a>	<a href="#">Graph</a>	<a href="#">Fix</a>	<a href="#">Graph</a>
<b>Low Stock %</b>		<b>Items Per Customer</b>		<b>Average Price</b>	
Store Result: 30%	Rank From To: 8th	Store Result: 1.40	Rank From To: 3rd	Store Result: \$27.03	Rank From To: 6th
Group Average: 25%	Top Result: 18%	Group Average: 1.41	Top Result: 1.60	Group Average: \$26.38	Top Result: \$34.93
<a href="#">Fix</a>	<a href="#">Graph</a>	<a href="#">Fix</a>	<a href="#">Graph</a>	<a href="#">Fix</a>	<a href="#">Graph</a>

## Scoreboard

The Scoreboard is an overview of how your store is doing relative to the average (or benchmark) of other stores within your group. It is colour coded. Red is below the average; Yellow is around the Average and Green is better than Average. This updates daily.

## KPI Definition

For further information on what a KPI means or how it is calculated, click on the blue link to see a definition of the KPI.

Gross Margin % - Windows Internet Explorer

**Gross Margin %**

**Definition**

Gross Margin % is the difference between Sales \$\* and the Cost of Goods Sold, expressed as a percentage of Sales \$\*.

**Calculation**

$$(30 \text{ Day Sales } \$ - \text{ Cost of Goods Sold}) / 30 \text{ Day Sales } \$$$

e.g.  $(\$120,000 - \$60,000) / \$120,000 = 50\%$

\* Sales \$ are exclusive of GST.

## Fix Wizard

Once you have looked at the information on the scoreboard, click on the Fix Wizard of a KPI you would like to improve. The Fix Wizard will lead you through ways to improve your business performance, breaking it down to a Supplier or Category level.

Increase stocks to optimal levels - Windows Internet Explorer

**Increase stocks to optimal levels**

Fix - Low Stock

Supplier	Optimal Order Value
Alliance Imports	\$4,154
United Supply Co. Ltd	\$3,340
Silk Road Company	\$2,739
Media Wholesale	\$2,613
Acme Industries	\$1,353
McDonald Imports	\$1,254
Kiwi Distribution	\$989
Taylor Brothers	\$794
Diablo NZ	\$534
Play Zone	\$597

View All Suppliers

TP: Check your Reorder report at least once a week.

% [Next >](#)

You can print out any of the pages of the Fix Wizard by using the printer icon in the top right hand corner. The Fix Wizard only focuses on the highest value Categories / Suppliers or Products. To view a full list of items, click on the link to View all.

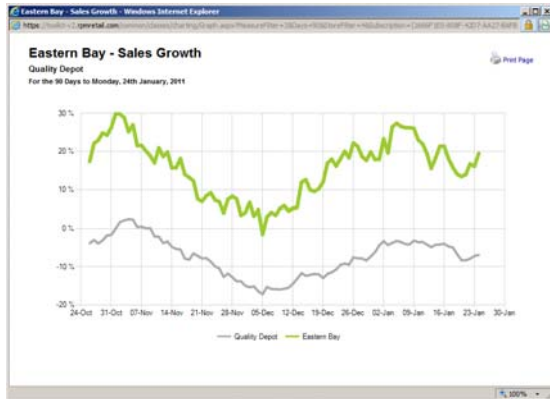
Increase stocks to optimal levels - Windows Internet Explorer

Increase stocks to optimal levels  
Fix - Low Stock

Product	Stock on Hand Quantity	Sales Quantity	Days Cover	Optimal Order Quantity	Optimal Order Value	Store Sales \$ Rank	Group Sales \$ Rank
RUSSELL HOBBS S0600 SLOW COOKE	5	12	16	5	\$322	17	6
REMINGTON R5136A SHAVER	1	5	5	5	\$352	46	17
WOMANS DAV NZ	29	196	5	202	\$660	18	23
GFOREMAN QFSC35 SLOW COOKER	5	14	18	4	\$173	26	23
NZ WOMANS WEEKLY	0	157	0	183	\$570	28	30
REMING D2015B5 KMC PRO PACK	4	8	16	5	\$161	63	42
RAMBOS RHP01 GRILL & GRIDDL	1	4	10	2	\$117	74	87
LISTENER NZ	8	47	6	50	\$156	87	88
TEFAL HB802 CLICK N MIX	0	2	0	1	\$0	100	107
V5 SASSOON VS27A STRNGTR	0	5	0	5	\$219	67	124

View All Products...

Back [Progress Bar] Next



## Graphs

From the Scoreboard, you can view the performance of a KPI over a three month period by clicking on the Graph Icon. A new window will pop up to show you how your store compares with the average for the group.

## Reports – Action Reports

Action Reports help you to run your store quickly and efficiently. Each report title can be clicked on to run a report.

The description highlights how the information is displayed once it has been run. Use them when you do your re-ordering; need information on what other stores are stocking or when you need to evaluate your pricing.

### Action Reports

- Products to Reorder**  
Suppliers of products which are low or out-of-stock, ranked by Optimal Order Value
- Out of Stock**  
Products which are out-of-stock, ranked by Group Sales \$ Rank
- Low Stock**  
Products which are low-in-stock, ranked by Group Sales \$ Rank
- Dead Stock**  
Products which have not sold in 180+ days, ranked by Stock on Hand \$
- Products Not Stocked**  
Products not stocked ranked by Group Sales \$ Rank
- Sales Variance**  
Products where the Sales \$ ranking is beneath the Group result
- High Priced Products**  
Products priced higher than average, ranked by Additional Margin \$
- Low Priced Products**  
Products priced lower than average, ranked by Potential Margin
- High Cost Products**  
Products that have an above average cost, ranked by Potential Margin

### Performance Reports

- Category Sales Performance**  
Sales metrics by Category for the past 30 days
- Category Stock Performance**  
Stock metrics by Category
- Supplier Sales Performance**  
Sales metrics by Supplier for the past 30 days
- Supplier Stock Performance**  
Stock metrics by Supplier
- Top 100 Products**  
Top 100 selling products over the past 30 days
- Companion Sales**  
Products which are selling together
- Staff Sales Performance**  
Sales metrics by Staff member for the past 30 days
- Graphs**  
Performance for the past 90 days

### Group Performance Reports

- Category Sales Performance**  
Sales metrics by Category for the past 30 days
- Category Stock Performance**  
Stock metrics by Category
- Supplier Sales Performance**  
Sales metrics by Supplier for the past 30 days
- Supplier Stock Performance**  
Stock metrics by Supplier
- Top 100 Selling Products**  
Top 100 selling products over the past 30 days
- Companion Sales**  
Products which are selling together

## Reports – Performance Reports

Performance reports are the detailed information on your business. Viewed biweekly or monthly they show the Sales and Stock performance of your store by Category, Supplier or Staff Member.

The Group Performance Reports show you the same sort of Category / Supplier information but from a group perspective. \$ Figures are removed and the number of stores stocking a product are revealed.

## Report Functionality

Re-sort columns by clicking on the Column heading or drill down for more detail by clicking on a 'blue link'

Use the icons on the top right hand side to print. Export to Excel or change the focus (if the option exists).

### Eastern Bay - Sales Performance

As at Monday 24th January 2011  
All Categories.

 View Variance to Average  
 Export to Excel  
 Print Report

	Category	Sales \$	Share of Sales	Sales Growth	Gross Margin %	Products Sold	Average Price
1	Small Appliances	\$27,699	25.1%	-11%	11.4%	118	\$65.48
2	Digital Cameras	\$22,202	20.2%	198%	33.6%	23	\$382.78
3	Toys	\$14,003	12.7%	-12%	44.4%	168	\$15.39
4	Magazines	\$12,807	11.6%	24%	35.1%	321	\$6.70
5	Cookware	\$11,350	10.3%	103%	11.6%	12	\$945.86
6	Cosmetics	\$10,212	9.3%	-8%	37.0%	262	\$28.45
7	Frames	\$4,940	4.5%	33%	56.0%	165	\$20.25
8	Books	\$3,957	3.6%	48%	40.5%	157	\$19.02
9	Haircare	\$1,665	1.5%	-27%	37.5%	87	\$12.81
10	Skincare	\$1,307	1.2%	-37%	37.8%	48	\$18.68
	<b>Total</b>	<b>\$110,144</b>	<b>100.0%</b>	<b>19%</b>	<b>29.0%</b>	<b>1,381</b>	<b>\$25.46</b>

## Your Name and Feedback & Support



Click on your name to Change your Password and update your email address / contact details.

Use the Feedback and Support section to log any bugs / issue you may have with RPM, or simply to suggest new features you would find beneficial within RPM.

## Freestyle

To access data going back 2 years, select the Freestyle view from the drop down box in the top menu bar. For further information on the reports available within Freestyle, please see the Two-minute Freestyle User Guide.

## Keeping your data up to date.

If your store has not loaded information, you may notice a message under your scoreboard like this...



### Data Out-of-Date

Store XYZ has not successfully loaded data since Tuesday 14th June 2011.

If you see this message, it probably means that the computer has been switched off at some point and missed the scheduled time to send information.

### To rectify this:

1. Click on the Start button of the Computer.
2. Select "All Programs" or "Programs"
3. Find RPM Retail on the list and Click on this.
4. Select the Transfer to "RPM Option" to begin a transfer. Your store will be up to date the following morning.
5. Carry on with your normal day!