

How To Discover Which Of Your Customers Are Spending Less

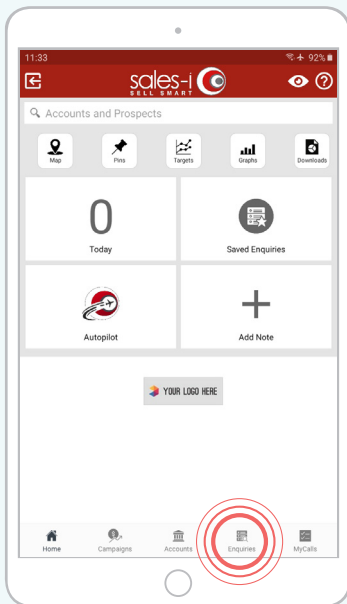
Android

The Variance Enquiry within sales-i allows you to compare over two different date ranges to find any rise or to stop any leakage in spend.

This guide will show you how to use this enquiry to see a list of customers who are spending less with you allowing you to protect and improve sales growth.

01 CLICK ENQUIRIES

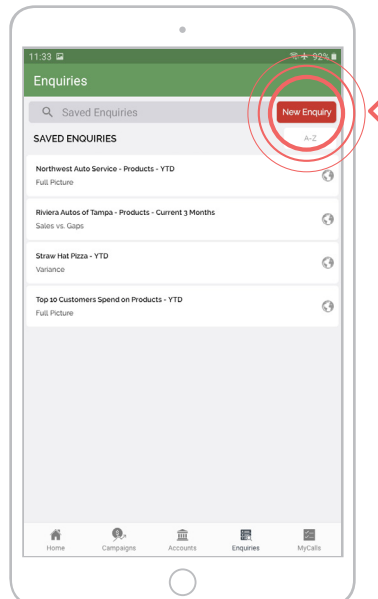
From the navigation bar at the bottom of your screen, tap 'Enquiries'.



02 CLICK DROP DOWN

Here you can choose whether to dive into a already saved enquiry or to start a new enquiry.

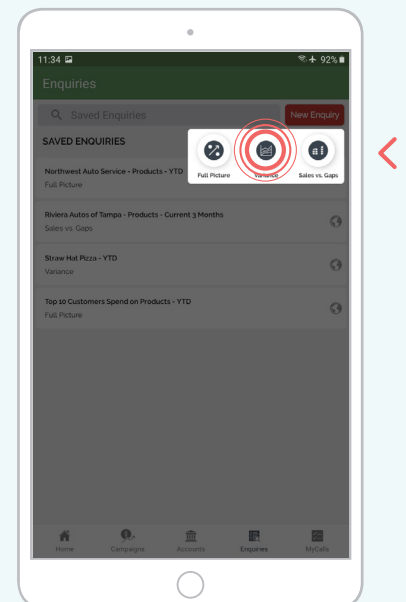
Tap the red 'New Enquiry' button on the top left of your screen.



03 SEARCH

Tapping this button will then give you 3 enquiries to choose from.

Tap on Variance.

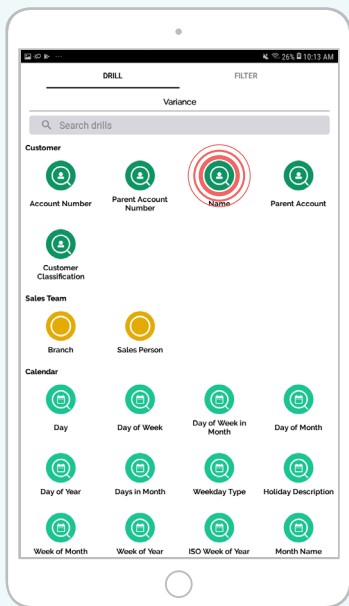


04 CHOOSE BUBBLE

Here you will see your data analysis bubbles.

These bubbles are broken down into 5 analysis fields. Customer, Sales Team, Calendar, Sales and Product.

Scroll down your screen to see more bubbles. In the Customer Analysis Field, tap the 'Name' bubble.



05 RESULTS

sales-i will default to show your biggest shrinking customer first.

You can now see your customers spend for the current YTD vs the PYTD and the variance between those two figures. These are your customers that are spending less year on year.

Note: You can tap on any of the table headers to sort them in alphabetical, ascending or descending order.

The default date range selected includes the current month and the last full day, meaning you can now compare dates up to the end of the last day in both date ranges.

