Visualization

Create custom dashboards with the flexibility of standard grid and graph reports.

Aperity's Visualization tool lets users sharpen their focus on key market measures and quickly develop a visual snapshot that's easy to understand. Our user-friendly platform integrates critical industry data sets and custom metrics to make analysis and reporting intuitive and accessible to any user.

- Define and refine data attributes to construct your own views of the market.

- Combine multiple data sources up to 100 times faster with no queries and no IT.

- Display and share results in a variety of professional-looking, easy-to-read visualizations.

Visualization puts you in charge of the metrics you want to analyze — without running queries or waiting for results.

Turn data into targeted opportunities.

Aperity offers user-friendly tools for every level of technical expertise. Developed on a MicroStrategy platform, our analytical solutions provide easy access to crucial metrics that support key decision makers within an organization.

- Access and interpret the information you need faster and easier.

- Customize performance indicators for inventory management, distribution modeling, brand launch performance, promotional effectiveness, and more.

- Get split-second responses to ad hoc requests from any web or mobile device.

- Quickly create Microsoft Office-based presentations for broad distribution.

Aperity's suite of Business Intelligence solutions work seamlessly together or as stand-alone applications.

Data Collection

INTEGRATOR™

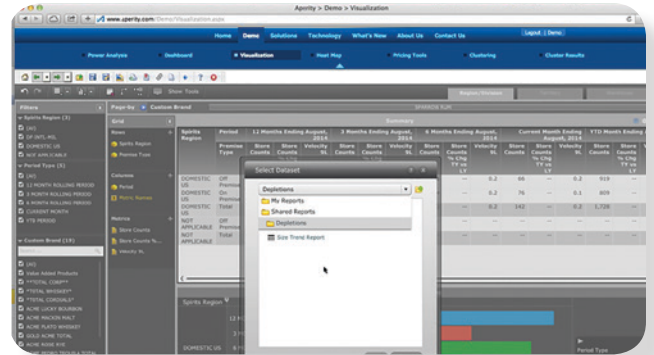**Analytics & Reporting**

Standard

Visualization

Heat Maps

Clustering

For more information, visit
www.aperity.com

Visualization

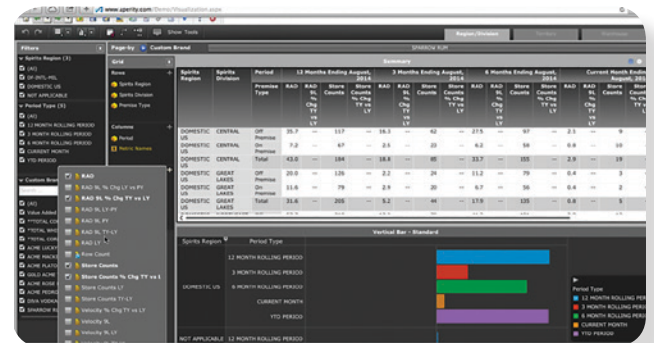## Access the performance metrics you need on demand.

- Aperity's Visualization tool puts dashboard creation in the hands of the user and requires no programming expertise.

- The easy-to-use graphical interface replaces standard grid reports while providing additional flexibility.

- Use our built-in database as a stand-alone application or quickly import and incorporate any other data source.

Add your own data sets on the fly — for instance, download economic indicators from a government website to quickly see their impact on sales growth.

Fine-tune your analysis with the touch of a finger.

- Modify your dashboard any way you need to explore your data. The grid and graph are linked, so changes update instantly.

- Drag and drop filters to customize your brands, geography, and time periods. Add additional filters to customize further.

- Check your selections on the pull-down menus to break data into different subsets.
  - Region/Division
  - Time Period
  - Premise Type
  - Store Count
  - Volume
  - Velocity
  - Geography
  - Demographics

- Click on the radio buttons or tabs to swap between various report views.
  - Summary
  - Reorder
  - Territory
  - Warehouse

Set hierarchies of reorder and retention levels to instantly evaluate distribution patterns within a territory.

Present trends and patterns in ways that make sense.

- Display your data in compelling formats that let end users quickly zero in on the insights they need to see.

- Update, edit, rearrange, and otherwise modify parameters without having to restart your report from scratch.

- Export as an image, Excel file, pdf, or use the pop-up menu to create a variety of interactive visualizations with just a few clicks.
  - Density Map
  - Grid
  - Graph
  - Graph Matrix
  - Heat Map
  - Network
  - Geographical Image Layout
  - Geographical Map

Quickly fulfill end-user requests for revisions yourself — without involving an IT specialist.

For more information, visit
www.aperity.com