



Analytics for *SME*

Make data your ally with Kweevo

* No Code or Tech Skills Required

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Introduction

Running a company is an incredibly challenging task and business leaders could therefore use all the help they can get. As companies collect data daily, they can, in fact, use the same data to not only measure their performance, but also generate insights to help with their decision-making.

Now, with Kweevo, you can finally make data your ally! Kweevo is a no-code Analytics SaaS Platform hosting pre-built and automated data apps (or modern dashboards) designed to accelerate insight generation for businesses.

In this e-Book, we combined a curated selection of data apps available on Kweevo to help you analyse and optimise your business performance.



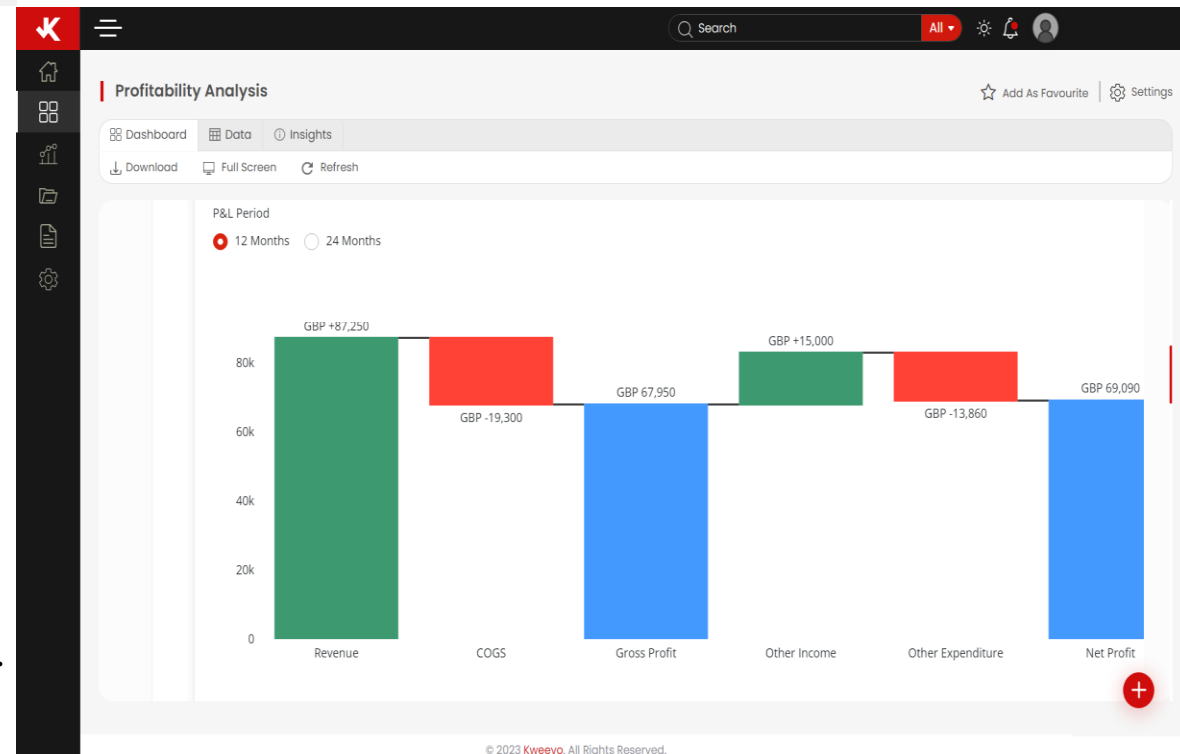
Financial Performance

Assess Your Business Financial Health & Profitability

Revenue is vanity, Profit is sanity, Cash is reality... Your business may be generating revenue, but is it profitable? Do you have a healthy cash flow? Having good revenue streams doesn't mean you are profitable, and the costs incurred by your company can have a major impact on your bottom line if not kept in check. Having a profitable business being a key objective, it is essential to evaluate and optimise your profitability to ensure you run (or on your way to) a healthy and sustainable business.

With the **Profitability Analysis Dashboard**, you can:

- Measure your business profitability;
- Build your 24-month cash flow model;
- Analyse your cash flows and profit margins;
- Determine your burn rate and runway;
- Generate various financial modeling scenarios;
- Identify costs to cut or reduce to increase your profitability.



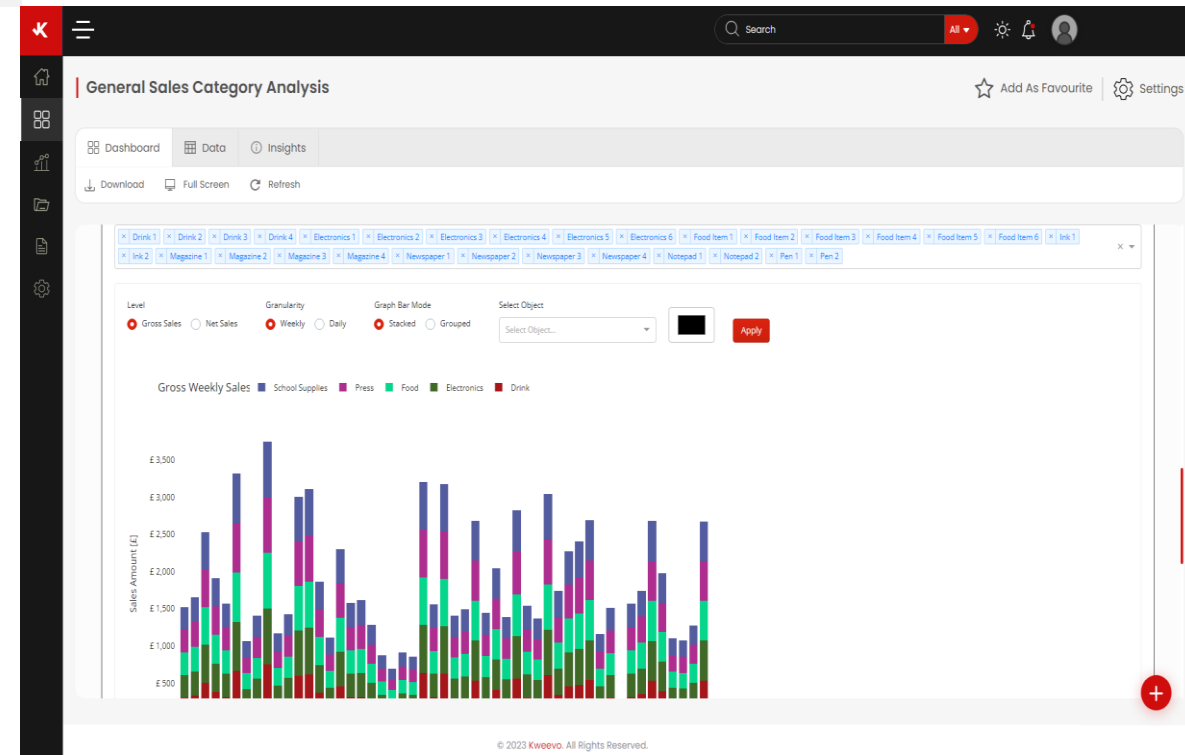
Sales Performance

Measure Your Sales Performance

You can't improve what you don't measure... Optimising your sales performance starts with analysing your sales data to help you measure the performance of your organisation's sales efforts, your sales team and/or your individual salespeople. Your sales metrics can be used to set smart goals, spot areas of weakness in your sales function and overall help you drive improvement over time.

With the **General Sales Category Dashboard**, you can:

- Monitor your overall sales performance over time;
- Analyse your sales performance overall, by product or by category;
- Identify your sales trends as well as your best and worst selling items to help you refine your sales strategy, pivot when required and optimise your sales.





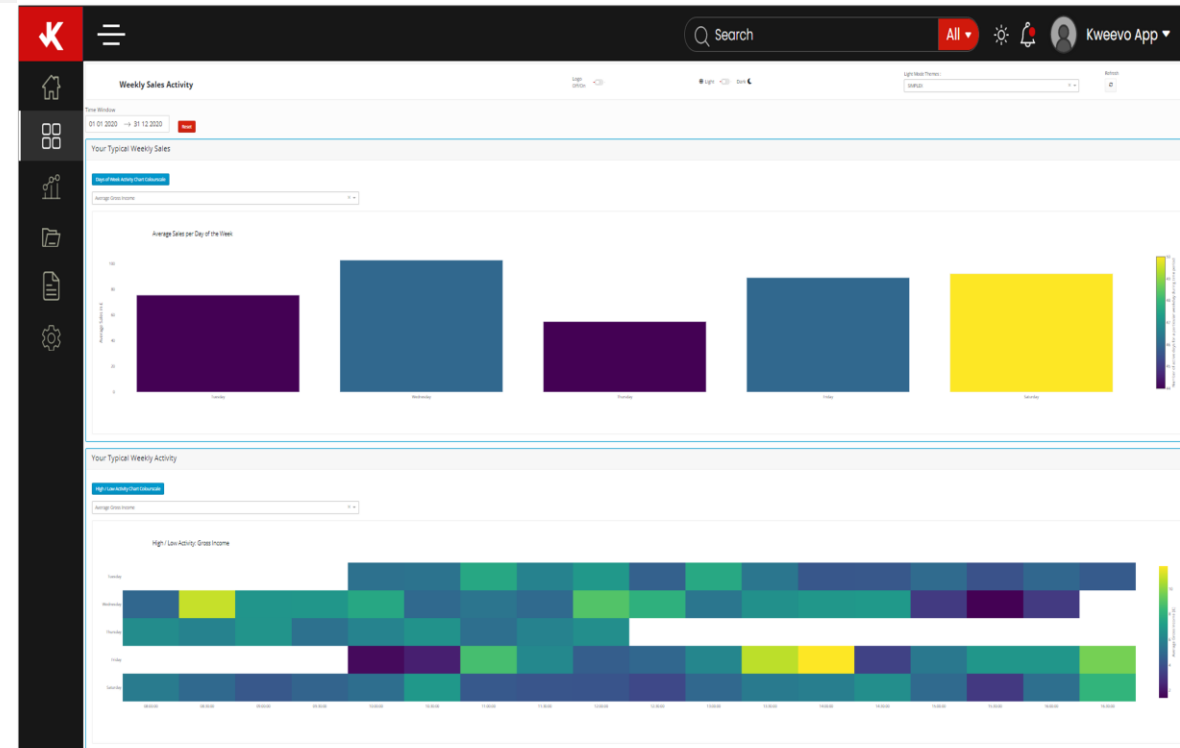
Sales Performance

Identify Busy Periods & Optimise Your Sales

Knowing which weekdays are the busiest (or the quietest), or identifying your busiest time periods during the day, can help you adjust your sales strategy and operations to improve your performance. For example, an e-Commerce business could launch targeted promotions during their busier periods to encourage people to buy and boost sales, or even implement solutions to drive more traffic to their site during quieter times.

With the **Weekly Sales Activity Dashboard**, you can:

- Optimise your sales performance by analysing your weekly sales activity;
- Identify your most active days during the week and most active times during the day. This will help you refine your sales strategy and refocus your sales efforts to drive better performance and boost revenue.





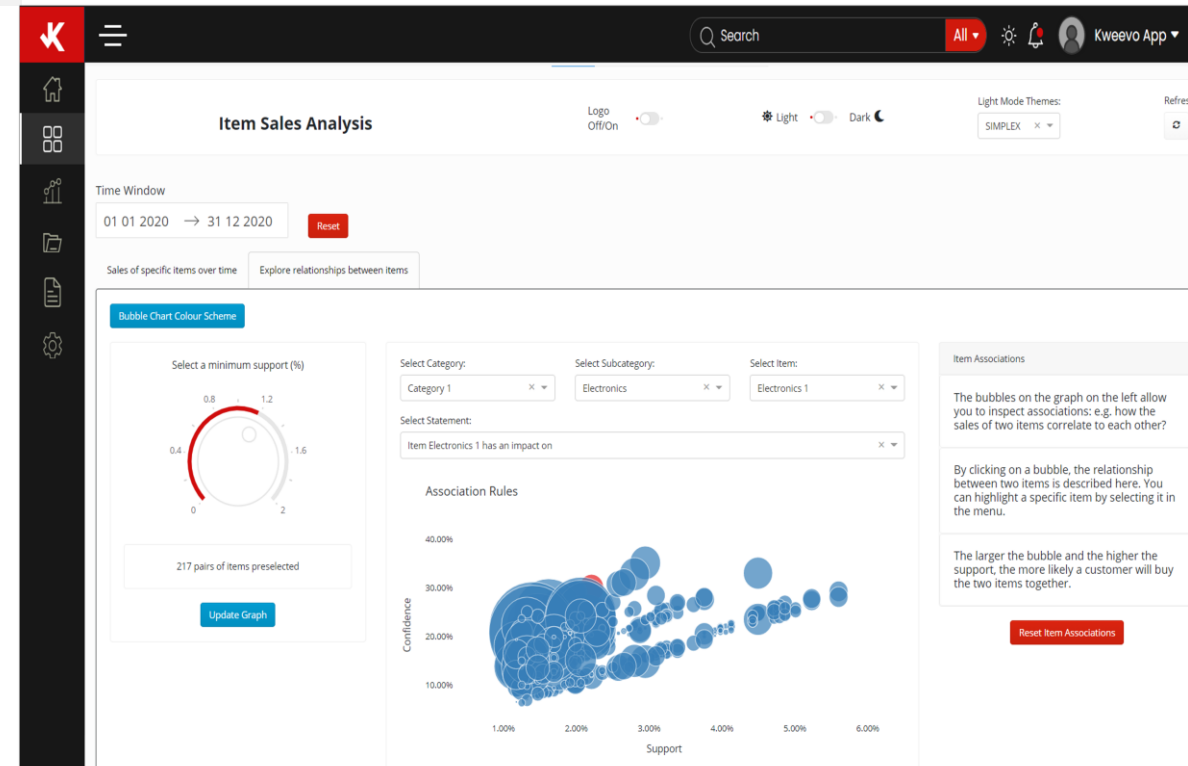
Sales Performance

Determine Effective Product Pairing To Boost Your Sales

With the **Item Sales Analysis Dashboard**, you can:

- Monitor the sales performance of specific items over time and analyse their relationships with each other;
- Use Item Association to determine which items are best sold together, refine your sales strategy and improve your sales performance. Association models allow you to predict which items are most likely to appear together and predict the strength of the relationship between them.

Product pairing allows you to make intelligent recommendations and secure more sales. By pairing products likely to be sold together, you can provide your customers more value for their money, and in return you are cross-selling and driving a revenue increase per order. Product pairing can consider items that are frequently sold together. Popular products can also be paired with less popular ones to reduce inventory for example.





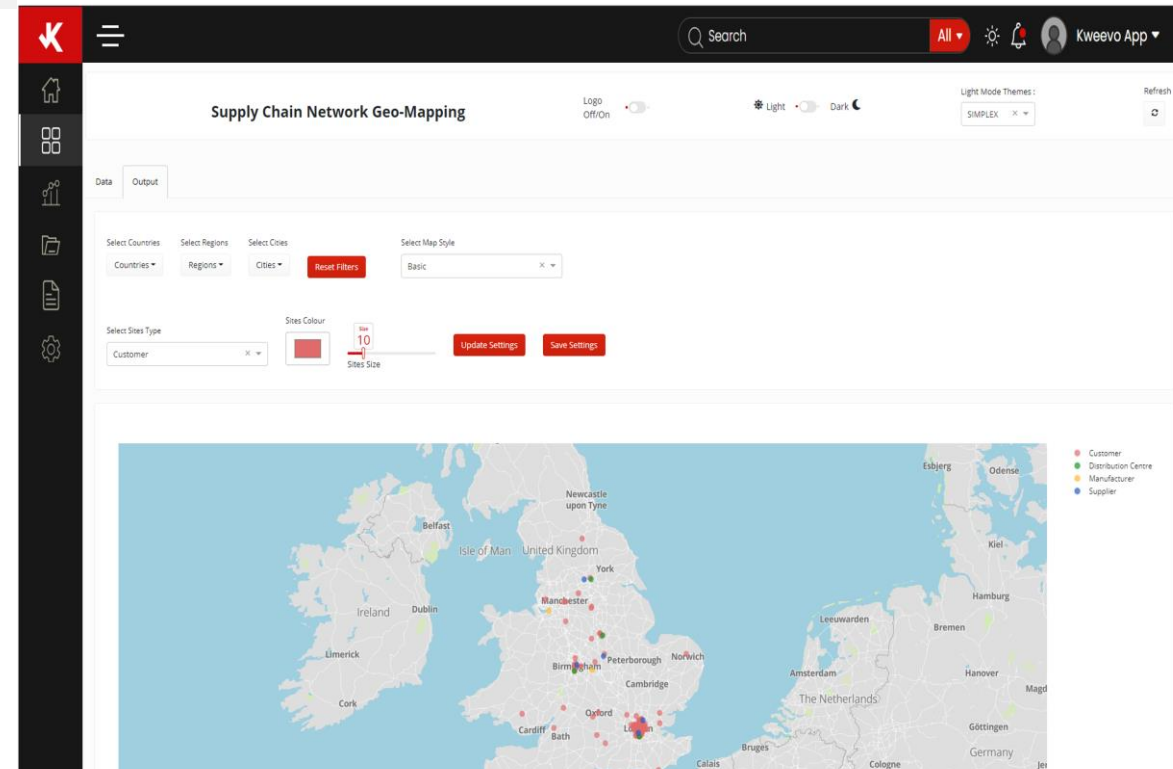
Sales, Marketing and Operational Performance

Perform Geospatial Analysis to unlock hidden insights

Geolocating your customers or contacts can have great benefits for your business such as allowing you to perform customer base analysis and market segmentation, help refine your marketing and sales strategy, choose optimal location for a store or inventory point, analyse your customers' proximity to your inventory locations, map your operational sites' locations (e.g. stores, suppliers, distribution centres), assess location-based risks, and much more.

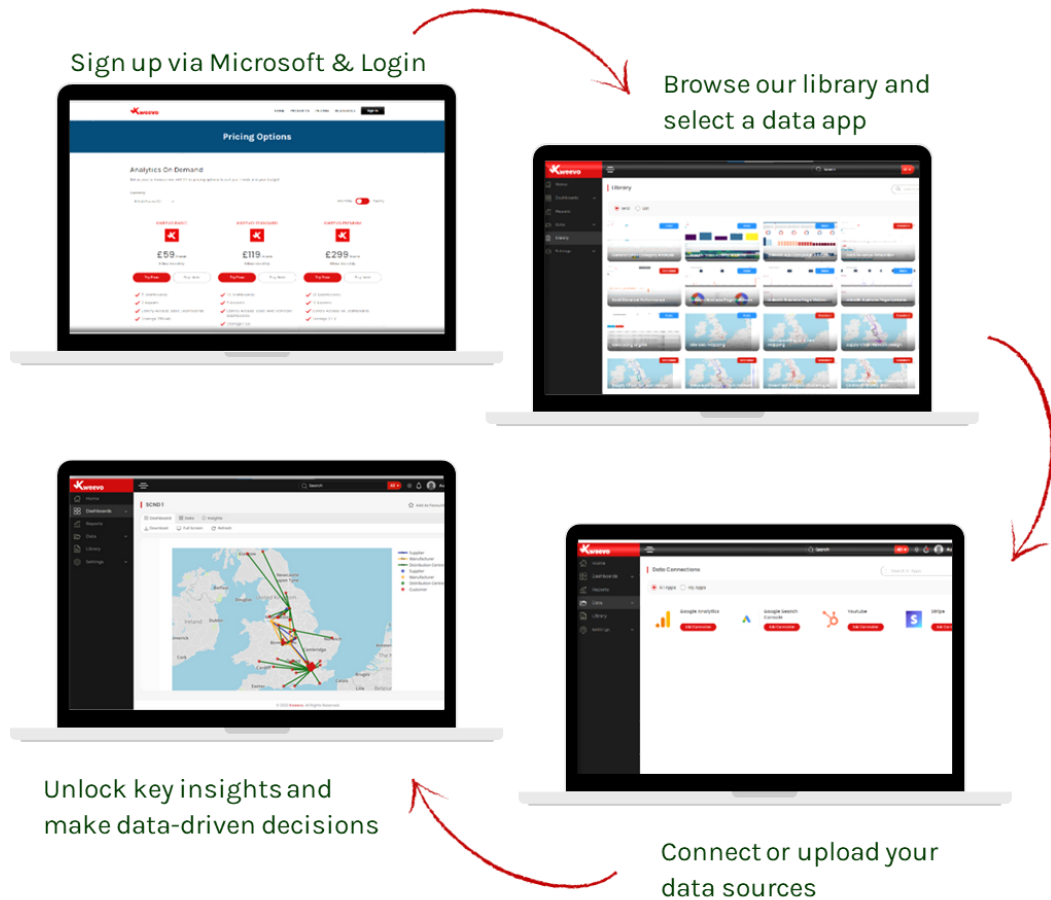
With the **Site Geo-Mapping (with Geocoding) Dashboard**, you can:

- Analyse your supply chain's nodes geographically with site geo-mapping. Geo-mapping can help perform spatial analysis, visualise your supply chain sites and highlight significant trends and information such as operational territories, sites clusters, etc.;
- This dashboard is also embedded with our Geocoding Engine to help you perform bulk geocoding in a few clicks.



Get started with Kweevo

We simplify Analytics to accelerate insight-generation and support your decision-making process.



- Visit our Website: [Kweevo Website](#)
- Discover our Data Apps: [Kweevo Library](#)
- View our Plans and Sign up: [Kweevo Plans](#)
- Explore our Documentation: [Kweevo Resources](#)

What Do You Get By Subscribing?

Monthly Subscription to Kweevo*

with access to pre-built and automated data apps:

- ✓ Profitability Analysis Dashboard
- ✓ General Sales Category Dashboard
- ✓ Weekly Sales Activity Dashboard
- ✓ Sales Item Association Analysis
- ✓ Item Sales Analysis Dashboard

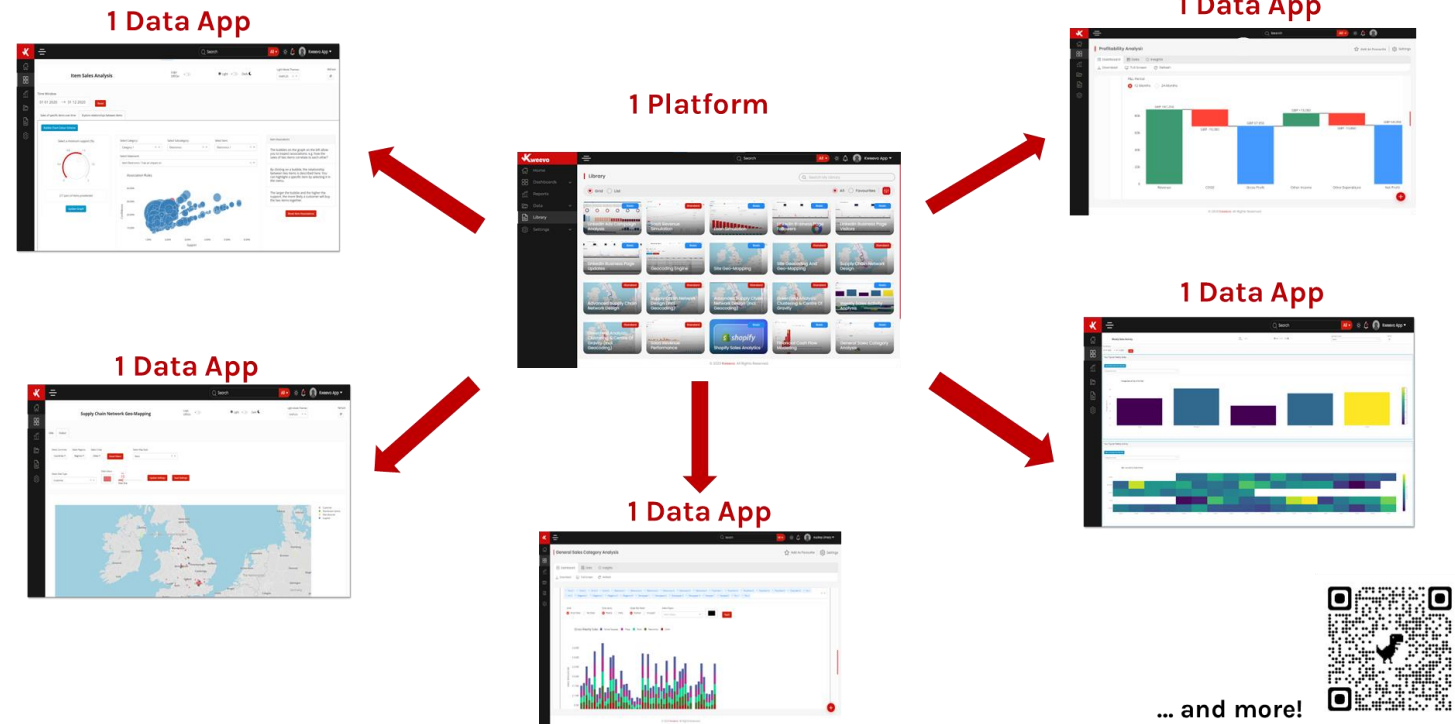
...and many more!

Including:

- Kweevo Onboarding Guide
- 1 Excel Data Template with each Data App (to help you prepare and input your data)

* You can cancel anytime.

One Platform = Multiple Data Solutions



Explore Our Plans

	Basic Plan	Standard Plan	Premium Plan	Enterprise Plan
Platform Access	Access to Kweevo App incl. 14-Day Free Trial			Dedicated Platform
Allowance	<ul style="list-style-type: none">✓ 5 Data Apps✓ 2 Reports✓ Library: Basic Data Apps	<ul style="list-style-type: none">✓ 10 Data Apps✓ 5 Reports✓ Library: Standard Data Apps	<ul style="list-style-type: none">✓ 20 Data Apps✓ 10 Reports✓ Library: Premium Data Apps	<ul style="list-style-type: none">✓ Unlimited Data Apps✓ Unlimited Reports✓ Library: Custom
Pricing	£59/user/month	£119/user/month	£299/user/month	From £4,500/month/capacity

* We also offer tailored data apps and data services on a project basis.

Visit the [Kweevo Library](#) to find out which data apps are included in each Plan.

We recommend the **Standard Plan**, which grants you access to all our data apps.



Start with Kweevo now to
generate data-driven insights
for your business and boost
your performance



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