



# Customer Self-Service Business Intelligence

LEIRA Technologies



# Introduction

TrackZero is designed to help you cut the development time of your solution by eliminating the need of building Customer Reports.

Customer Reports (The reports that you add to your platform for B2B end customers) are almost always request based, a customer asks for a report, a developer works on it, then it gets rolled out to production so they can use it. TrackZero eliminate the need of writing custom reports by providing the end customer with an easy way to build their own.

As a solution provider, all you need to do is to install the SDK (or use the API). Send the data to TrackZero and open the Spaces Portal (via API) to enable the customer to build their own Reports, Dashboards, Data-Visualization and more.



### Time to Market

Customer Reporting is not  
Your core business.  
And dedicating resources for  
customer report is costly.  
Not to mention the cost of  
maintenance with every new release.



### Flexibility

TrackZero offers high flexibility  
data ingestion. Data can be linked  
together, split or updated in any order.  
We designed TrackZero to be  
as simple and easy to use as possible.



### Satisfaction

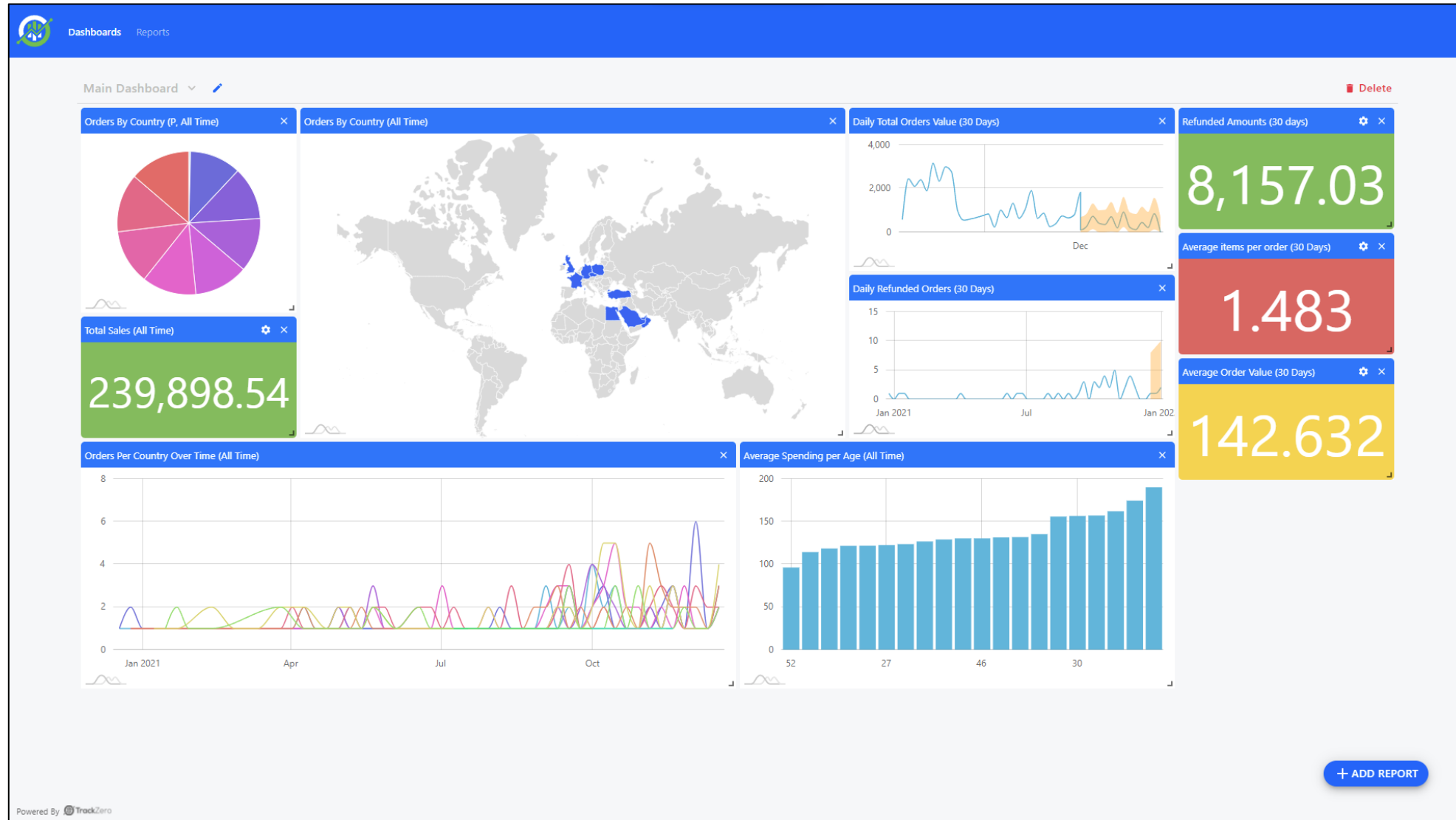
When you focus on your  
core business, you can deliver more  
TrackZero helps you focus on what matters  
and it will help your customers  
access their data easily and reliably



# Features & Capabilities

# Features

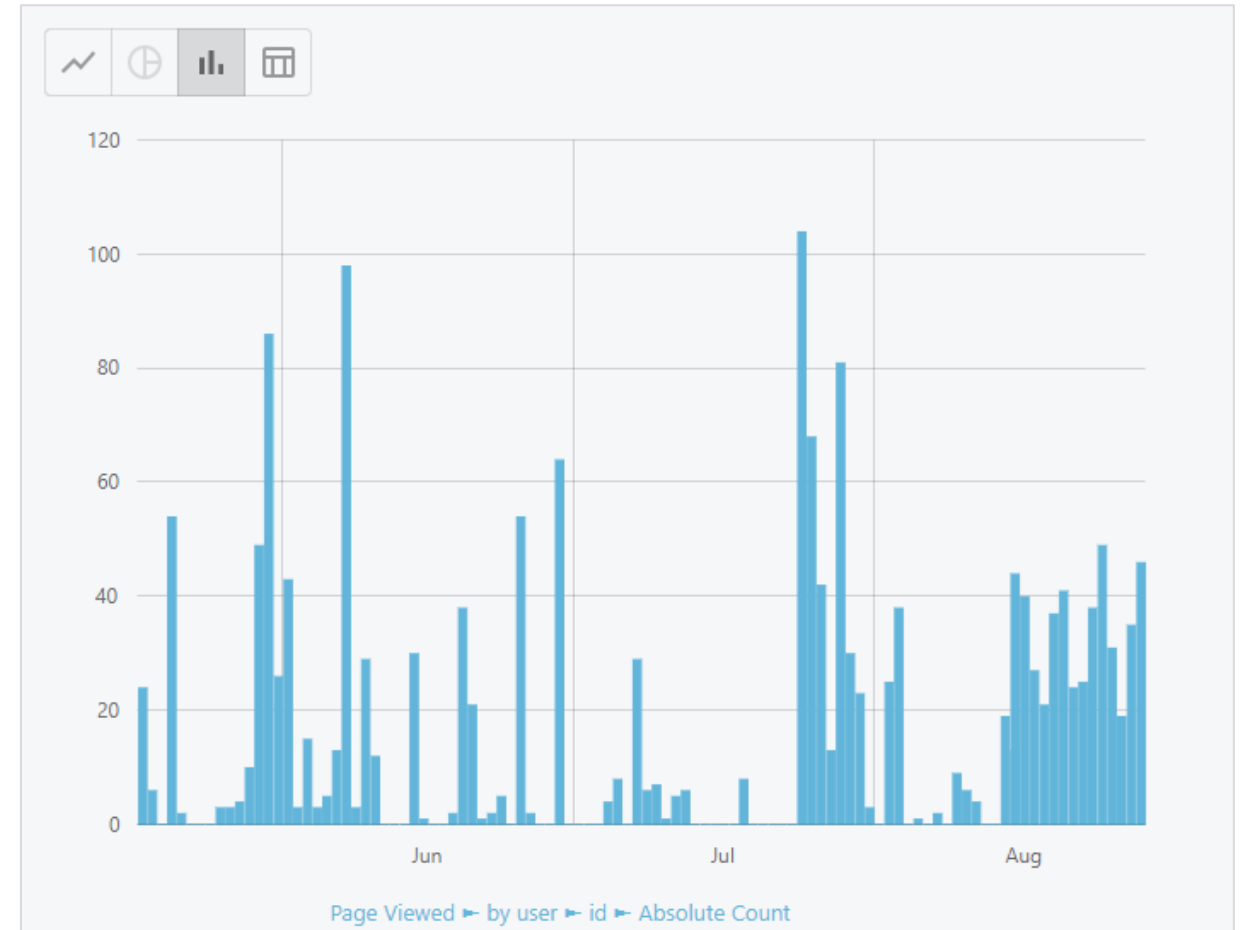
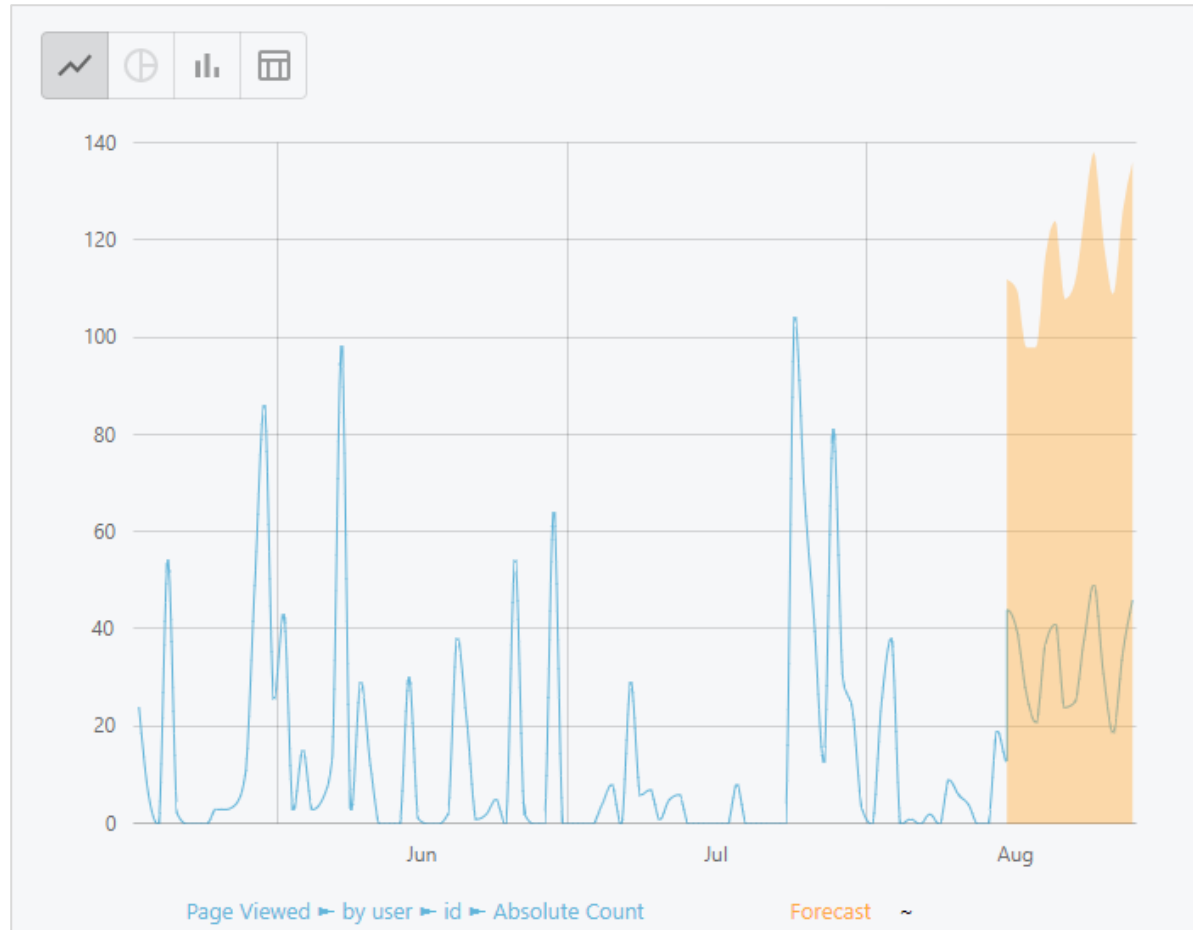
## Dashboards



The screenshot displays the 'Intuitive Report Builder' interface. At the top, a blue navigation bar contains a logo and the text 'Dashboards Reports'. Below this, the report title 'Orders Per Country Over Time (All Time)' is shown with an 'Open' button. The 'Fields' section includes five selectable items: 'Countries (Automatic)', 'Customer', 'Order' (highlighted), 'Product', and 'States (Automatic)'. The 'Attributes' section contains three rows of configuration:

- Row 1: Attributes: Country (Automatic), Relation Attributes: Name, Aggregate By: No Aggregation.
- Row 2: Attributes: Date, Aggregate By: No Aggregation, Manipulate By: Date.
- Row 3: Attributes: id, Aggregate By: Count.

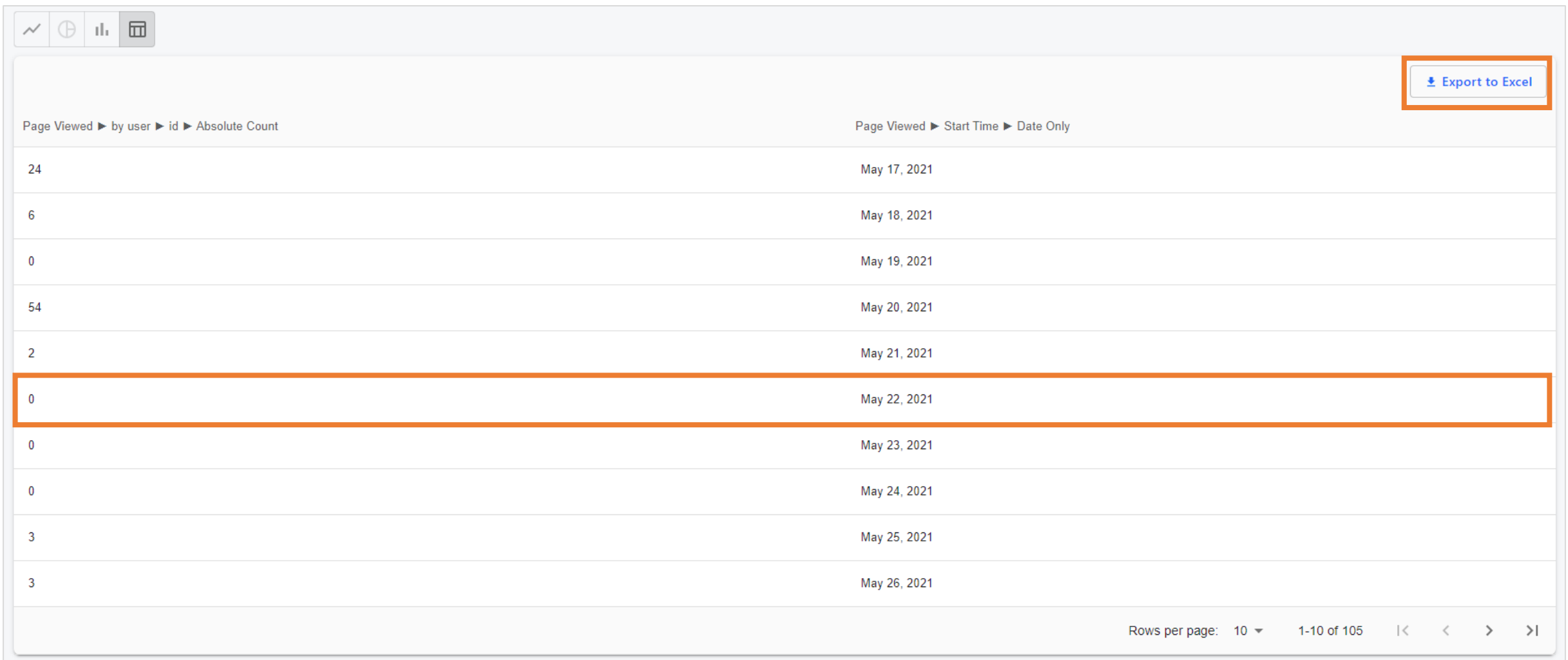
Each row in the 'Attributes' section has a red trash icon to its right. Below the attributes, there are '+ Add Field' and '+ Add Filter' buttons. At the bottom right, there is a 'RUN REPORT' button with a dropdown arrow.





# Features

## Raw Data View, Automatic Date Completion & Export



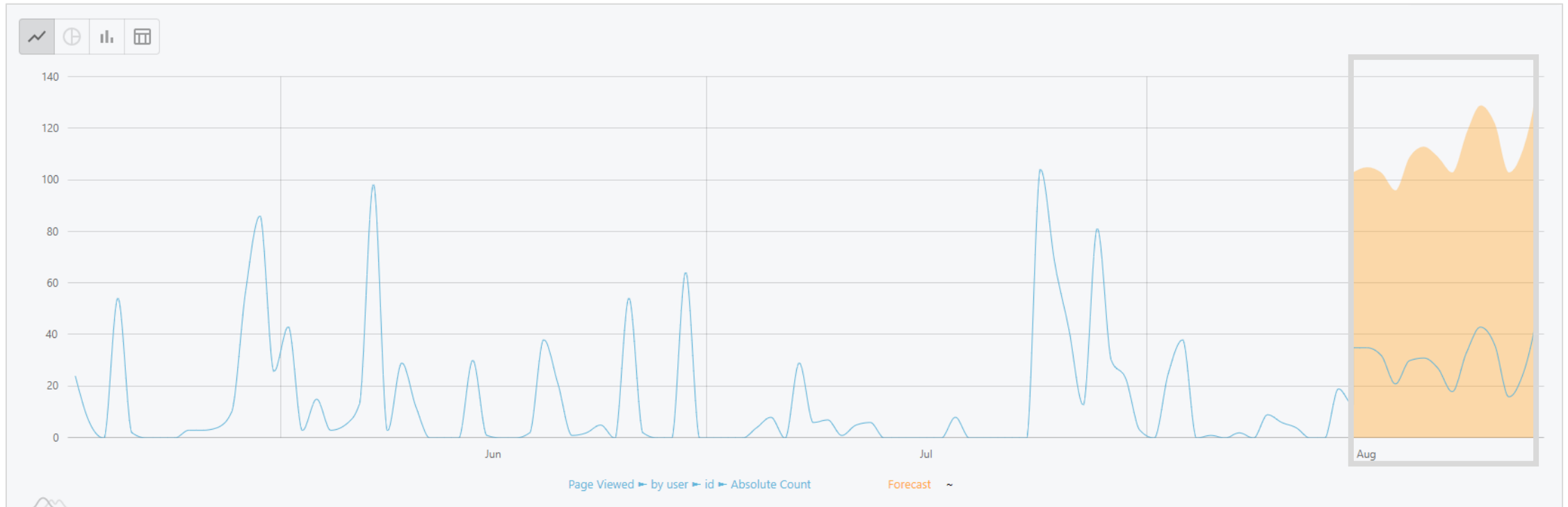
The screenshot shows a data table with two columns: 'Page Viewed by user id Absolute Count' and 'Page Viewed Start Time Date Only'. The table contains 10 rows of data. The row for May 22, 2021, with a count of 0, is highlighted with an orange border. In the top right corner, there is a button labeled 'Export to Excel' with a download icon, also highlighted with an orange border. The bottom of the table shows pagination controls: 'Rows per page: 10', '1-10 of 105', and navigation arrows.

Page Viewed by user id Absolute Count	Page Viewed Start Time Date Only
24	May 17, 2021
6	May 18, 2021
0	May 19, 2021
54	May 20, 2021
2	May 21, 2021
0	May 22, 2021
0	May 23, 2021
0	May 24, 2021
3	May 25, 2021
3	May 26, 2021

Rows per page: 10 1-10 of 105 |< < > >|



# Machine Learning in Analytics





### Singular Spectrum Analysis

nonparametric forecasting of  
an observed time series



### Real Time

Runs in real-time on report data



### Expanded Result

Provides value over time and bounds