



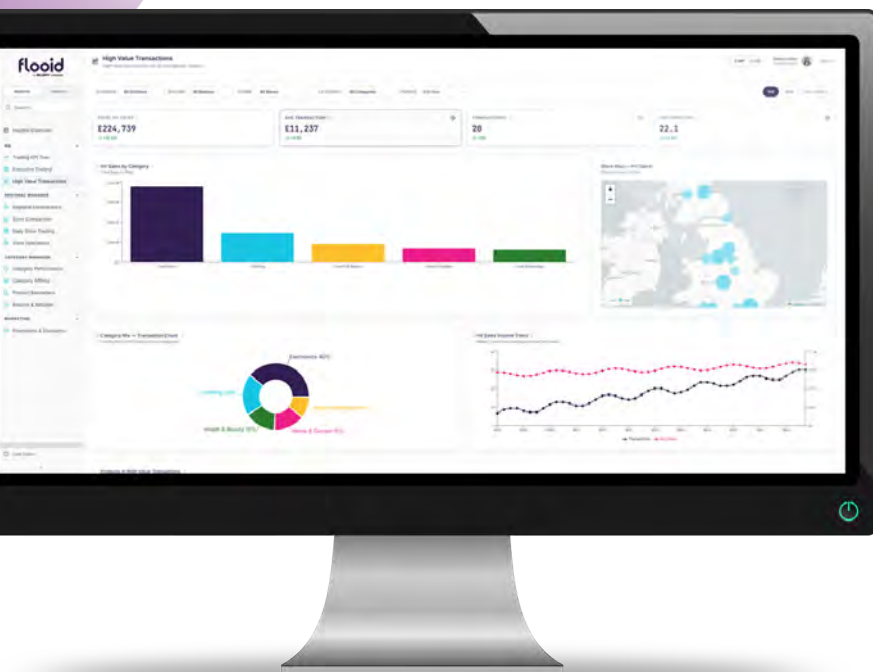
# Flooid Insights Dashboards

## POS made personal –

### The power of unified data - insights, instantly

Our Executive Dashboards package harnesses real-time data, expertly crafted visualisations, and rich analytics to give your team a comprehensive view of business performance, KPI's and emerging trends. By consolidating Flooid Unified Commerce platform data into a straightforward visual layout, our intuitive solution is focused on providing value in moments that matter to help you to monitor and improve business performance.

Get data you can trust - fast. Our ready-to-use KPI visualisations are built with deep retail expertise to empower you to act faster, smarter, and with total confidence in data consistency.



## Flooid Insights Data Platform

Turn retail data into decisions. The Flooid Insights Data Platform is a powerful suite of products designed to give retailers deeper, faster, and more actionable insights than ever before. Built to unlock the full value of retail data, it empowers businesses to make smarter decisions with confidence.

Retailers generate vast amounts of data every day – but too often, it's fragmented and underused. The Flooid Insights Data Platform brings your trading data together with promotions, discounts, product performance and refunds, giving you a single, reliable foundation for faster, more confident decision-making.

Each component of the platform has been meticulously developed to operate independently or as part of the broader Flooid ecosystem. Together, they enable retailers to unlock the full potential of their data from the Flooid Unified Commerce Platform.

## Purpose-built for key retail roles

Our modern business dashboards are role-designed, ensuring that every member of your organisation gets the reliable, actionable insights appropriate for their specific focus:

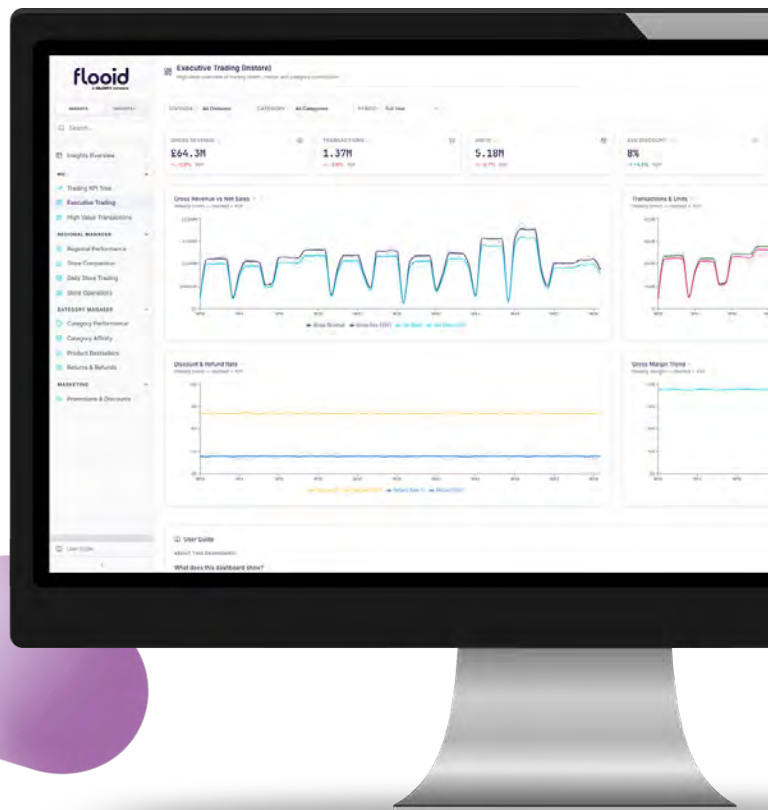
- **Executive Leadership:** Gain rapid insights for executive decision-making with clear visibility into budgets, margins, and performance trends.
- **Sales Directors and Regional Managers:** Compare store performance to easily identify outliers, monitor daily trading snapshots, uncover regional opportunities and store operation KPIs.
- **Retail Buyers and Marketing:** Track segment performance analysis, purchasing patterns, and campaign success.
- **Category Managers and Merchandising Teams:** Quickly identify your most valuable categories and products while tracking crucial financial and SKU performance.
- **Finance and Customer Service:** Monitor critical operational data like returns, refunds, and total financial performance.

## Comprehensive Analytics Collections

Delivering measurable value from your unified data, the executive dashboard collection surfaces critical retail insights across all operational levels to summarise real-time trading analysis, regional performance and store comparisons along with financial, budget, and margin trends.

Monitor your most important metrics in one reliable, trusted source.

<b>Trading KPI Tree</b>	Hierarchical breakdown of trading performance drivers.
<b>Executive Trading</b>	High-level instore trading metrics for daily monitoring.
<b>High Value Transactions</b>	Deep dive into premium transactions for customer relationship identification.
<b>Regional Performance</b>	Benchmark division and sub-regional performance.
<b>Store Comparison</b>	Side-by-side store benchmarking across key metrics.
<b>Daily Store Trading</b>	Real-time performance tracking of local store targets and efficiency.
<b>Store Operations</b>	Track non-stock expenses, utility usage, and maintenance costs.
<b>Category Performance</b>	Track product category velocity and contribution at store level.
<b>Category Affinity</b>	Identify cross-category purchasing patterns to optimise placement.
<b>Product Bestsellers</b>	Track top-performing inventory to inform reorder decisions.
<b>Returns and Refunds</b>	Track refund trends to improve descriptions and reduce overhead.
<b>Promotions and Discounts</b>	Analyse whether promotions and discounts drove incremental profit or eroded margin.



POWERED BY  
**XFUZE** FROM **xiatech**

Flooid Ltd.  
Ingenuity House, Bickenhill Lane  
Birmingham B37 7HQ

+44 (0)24 7669 4455  
marketing@flooid.com  
flooid.com

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