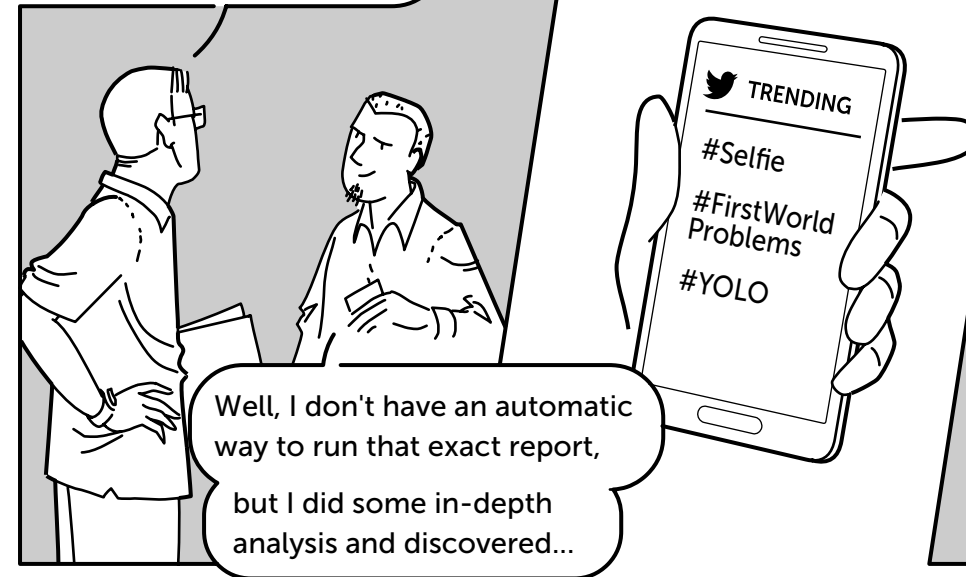


# METRICS MATTER

## Trending

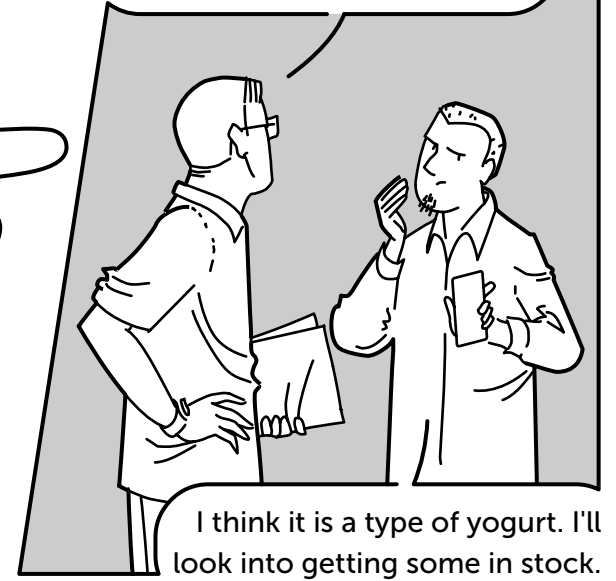
Trend analysis can be used to set reasonable future expectations. By incorporating data from past years, as well as recent performance data, future expectations can be set based on the current sales climate within regularly occurring sales cycles. These cycles include a few extraordinary sales events that occur every year: Black Friday, Boxing Day, Back to School sales – events that radically alter expectations. Armed with both recent sales and historical sales data, businesses can better understand their situation within a sales cycle, and make better decisions based on realistic trending.

Did you run the sales data on our sales trends?



...this!

Uhhh... How can we use this data? And what is YOLO?



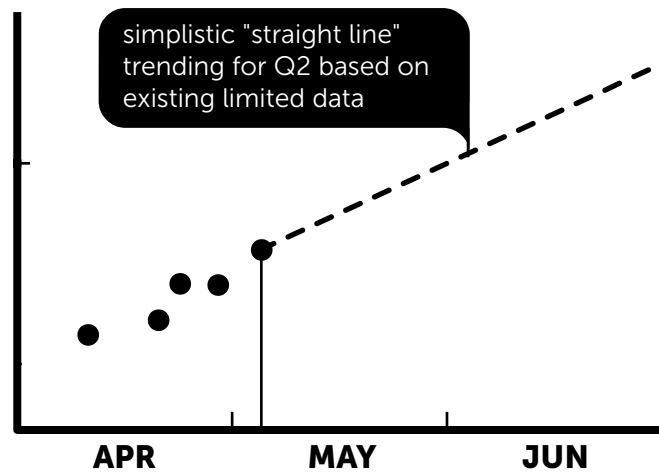
Well, I don't have an automatic way to run that exact report, but I did some in-depth analysis and discovered...

I think it is a type of yogurt. I'll look into getting some in stock.

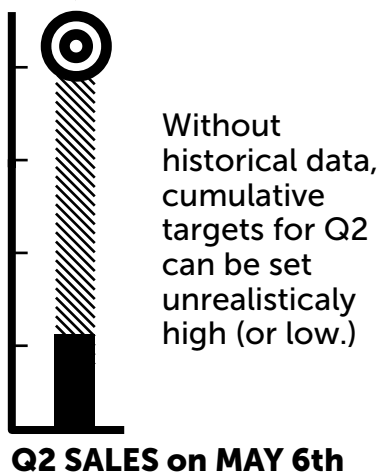
Do you have historical data that shows seasonalities' peaks and valleys?

NO

Here, there are few data points, with very little or no historical data.

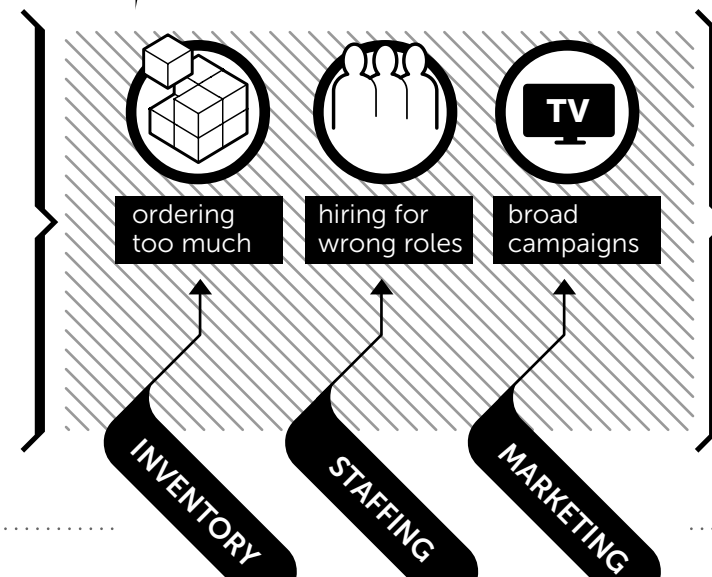


Setting targets

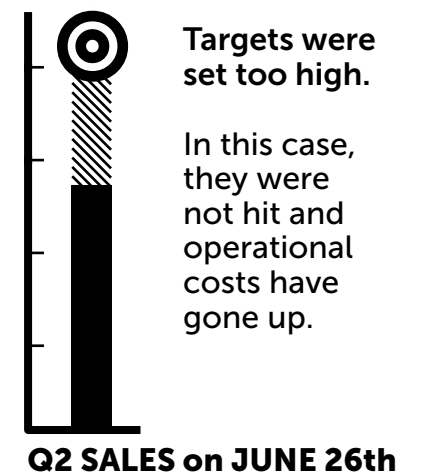


Without historical data, cumulative targets for Q2 can be set unrealistically high (or low.)

Targets drive decisions in multiple areas



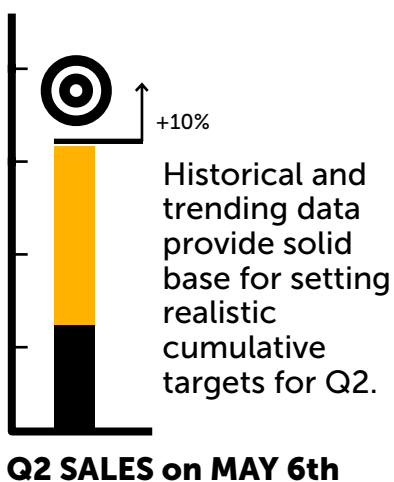
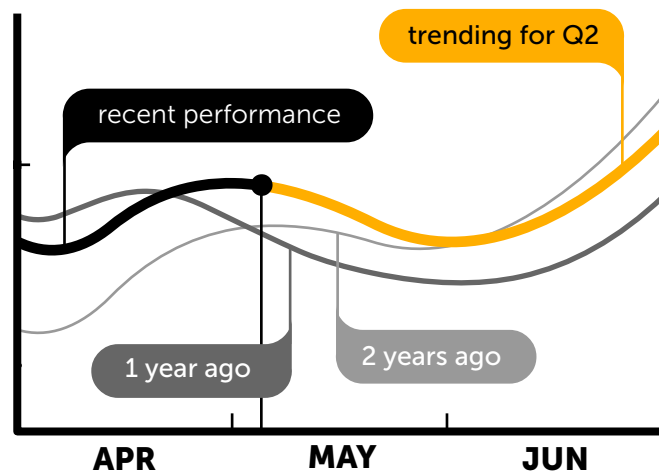
Hitting targets?



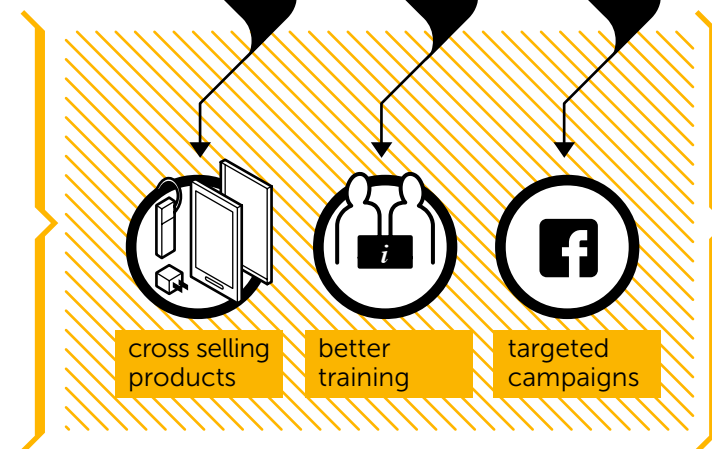
Targets were set too high. In this case, they were not hit and operational costs have gone up.

YES

There is a dense data set here, with years of historical data.



Historical and trending data provide solid base for setting realistic cumulative targets for Q2.



Targets were set realistically. Here, targets are hit, which provides a good base and validation for Q3 plans.