

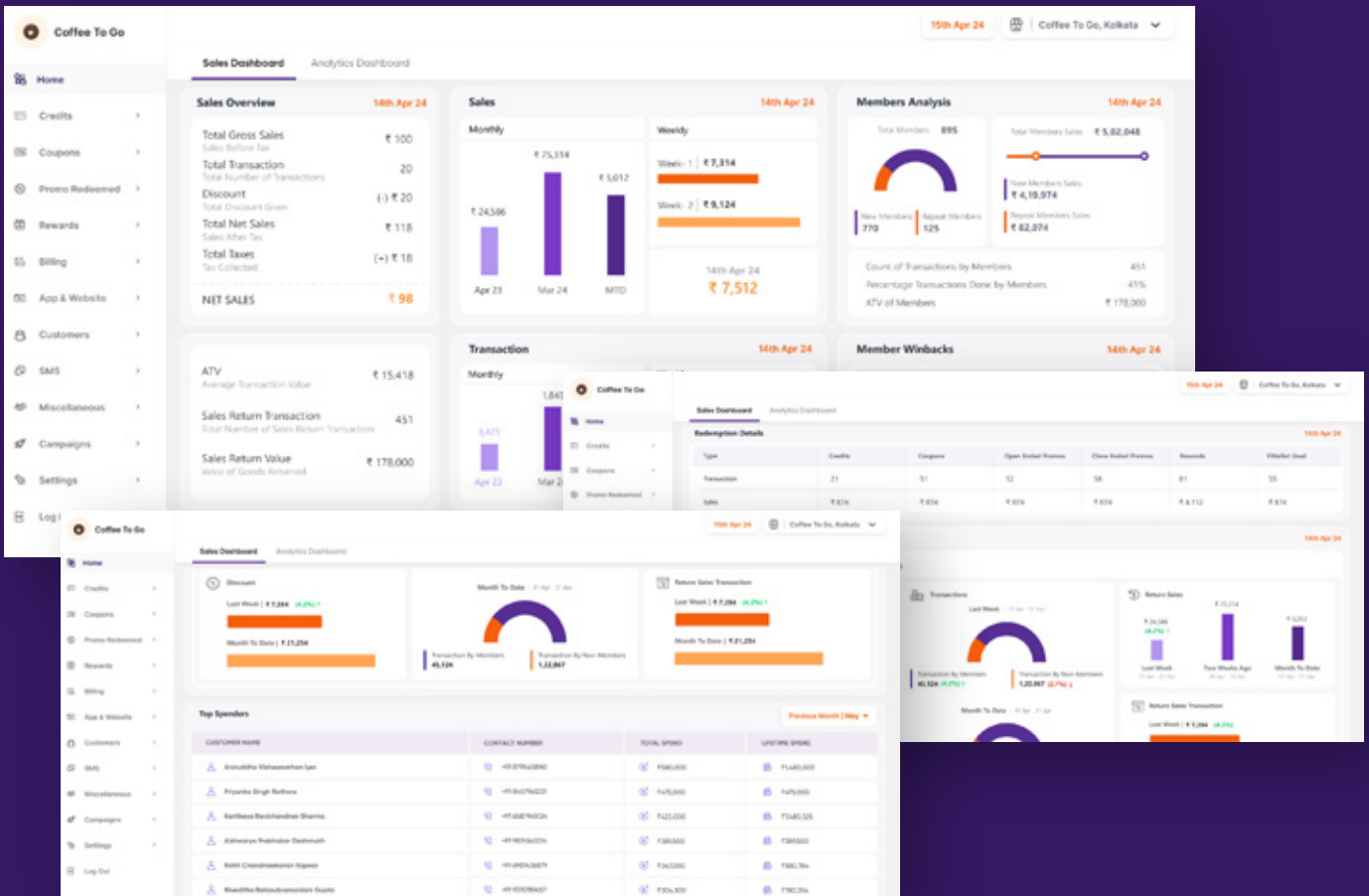
# Maximize your business revenue with **eWards Advanced Analytics Dashboard**



**EWARDS**

# Introduction

In this competitive and fast-paced market, having detailed insights into your business performance is crucial. The eWards Analytics Dashboard provides comprehensive reports and actionable insights to help you maximize your business potential. This article highlights our dashboard's key features and benefits, demonstrating how it can transform your business strategy.



## Key benefits of the Analytics Dashboard

Understanding your business in detail allows for better decision-making and targeted campaigns. **The eWards Analytics Dashboard offers a complete view of your sales, transactions, customer activities, and discounts, helping you:**

- Monitor performance metrics accurately.
- Identify strengths and weaknesses.
- Make data-driven decisions.
- Tailor marketing efforts to boost customer engagement.
- Improve overall business performance.

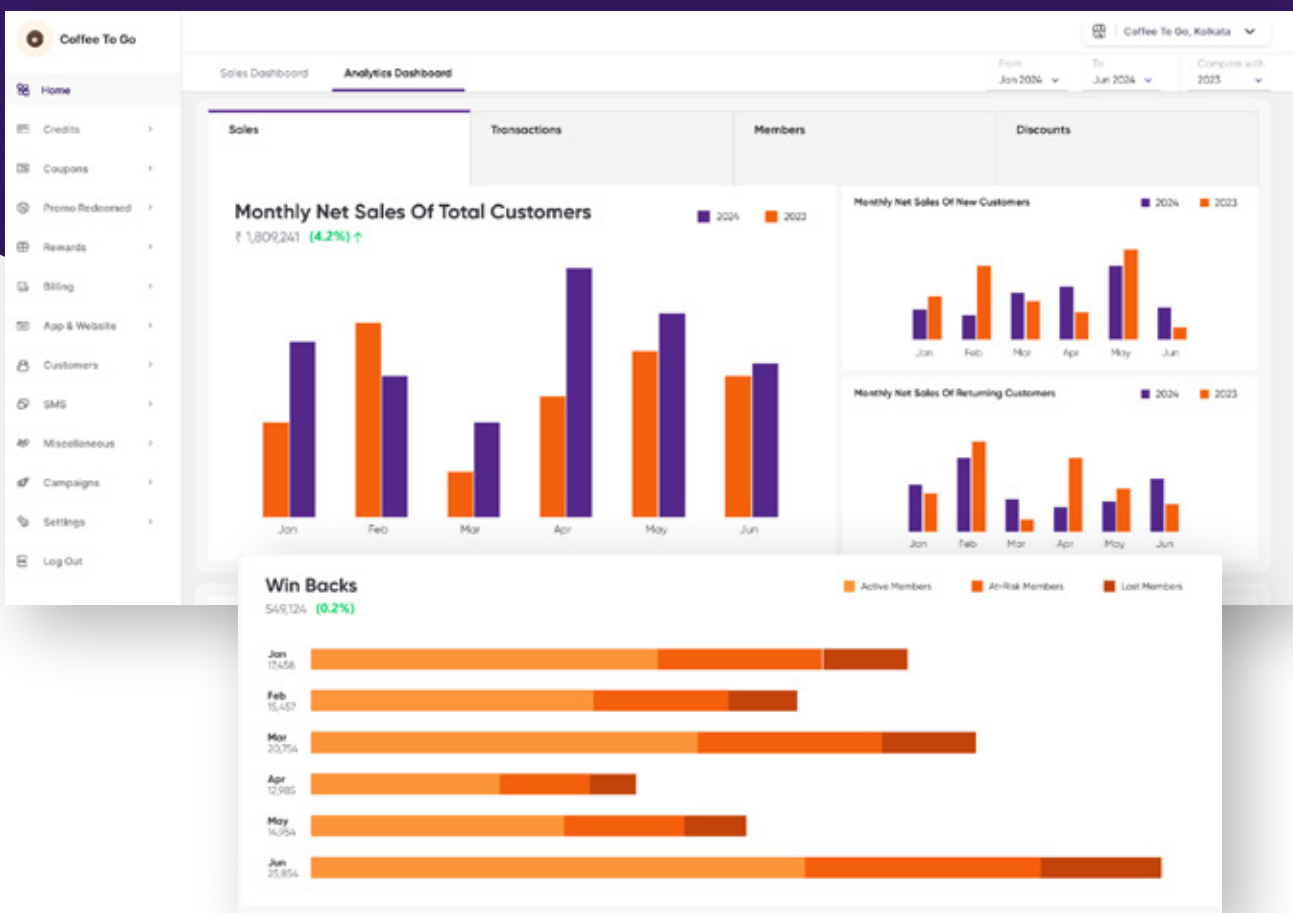
Our dashboard integrates data from multiple locations into a single view, making it easy to switch between different stores and get specific insights.



# Key Features

## 1. Sales Insights

- **Total Sales:** Track overall monthly sales to measure business performance.
- **New Customer Sales:** Assess the effectiveness of your acquisition efforts.
- **Returning Customer Sales:** Evaluate customer loyalty and retention strategies.
- **Customer Re-engagement:** Monitor active, at-risk, and former customers to plan re-engagement strategies.

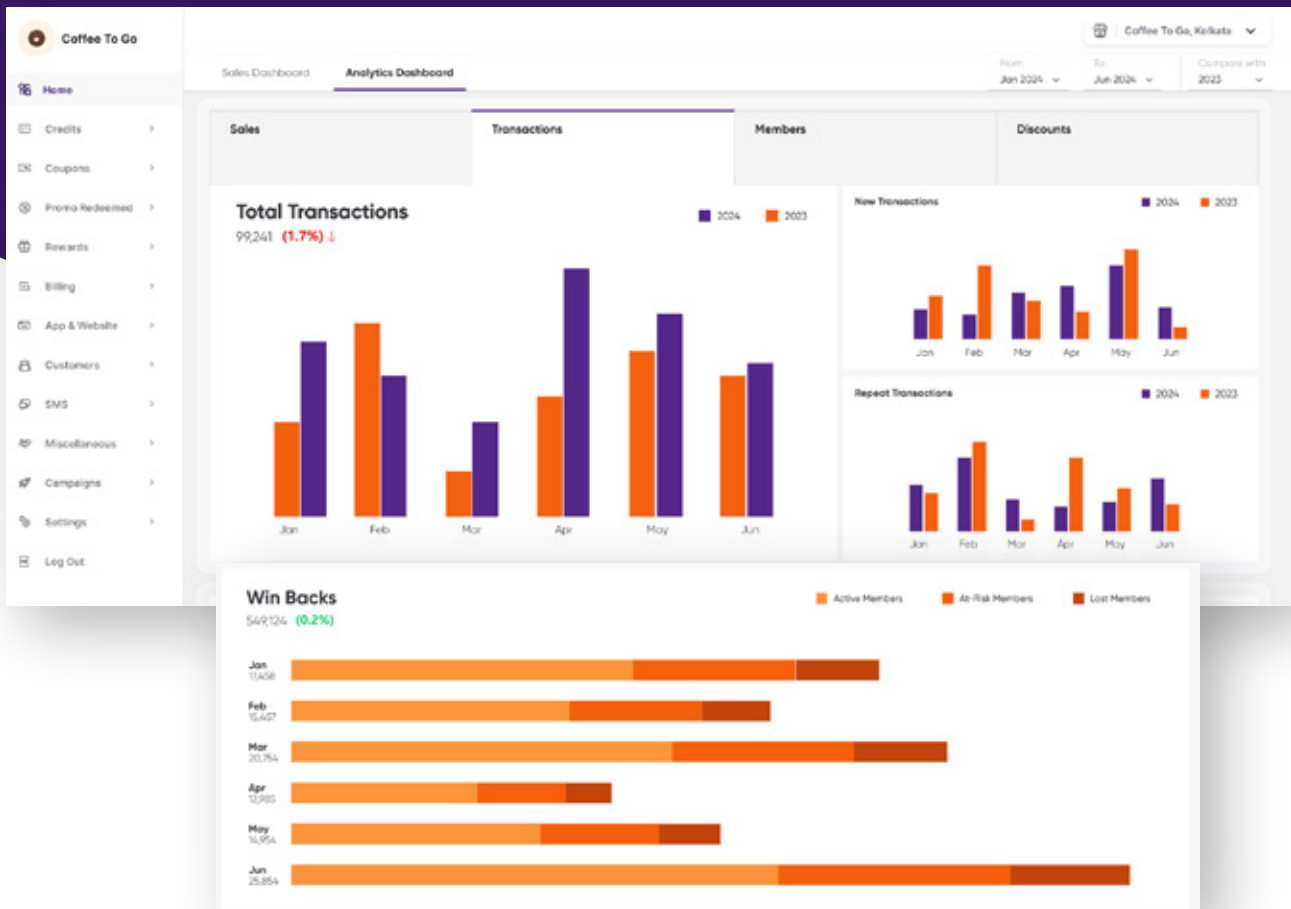


### Benefits:

- Clear view of sales from new vs. returning customers.
- Tailored marketing strategies to boost sales.
- Effective re-engagement strategies to bring back at-risk and former customers.

## 2. Transaction Insights

- **Total Transactions:** Monitor the number of transactions.
- **New Customer Transactions:** Understand the impact of your marketing campaigns.
- **Repeat Transactions:** Evaluate customer satisfaction and loyalty.

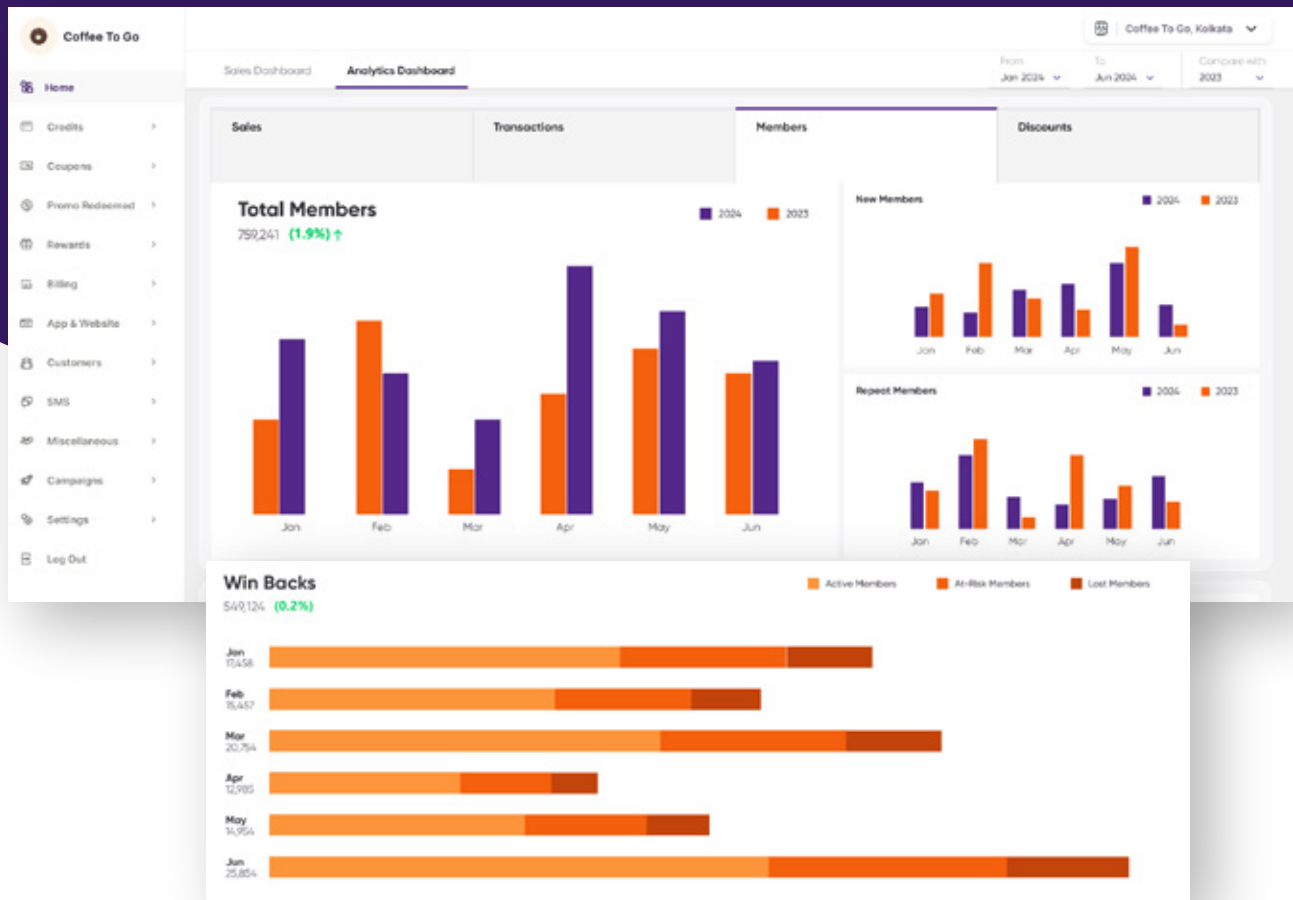


### Benefits:

- Analyzes transaction trends.
- Identifies opportunities to increase repeat transactions.
- Reduces customer churn with targeted re-engagement efforts.

# 3. Customer Insights

- **Total Customers:** Track overall customer growth.
- **New Customers:** Evaluate acquisition strategies.
- **Returning Customers:** Measure retention success.



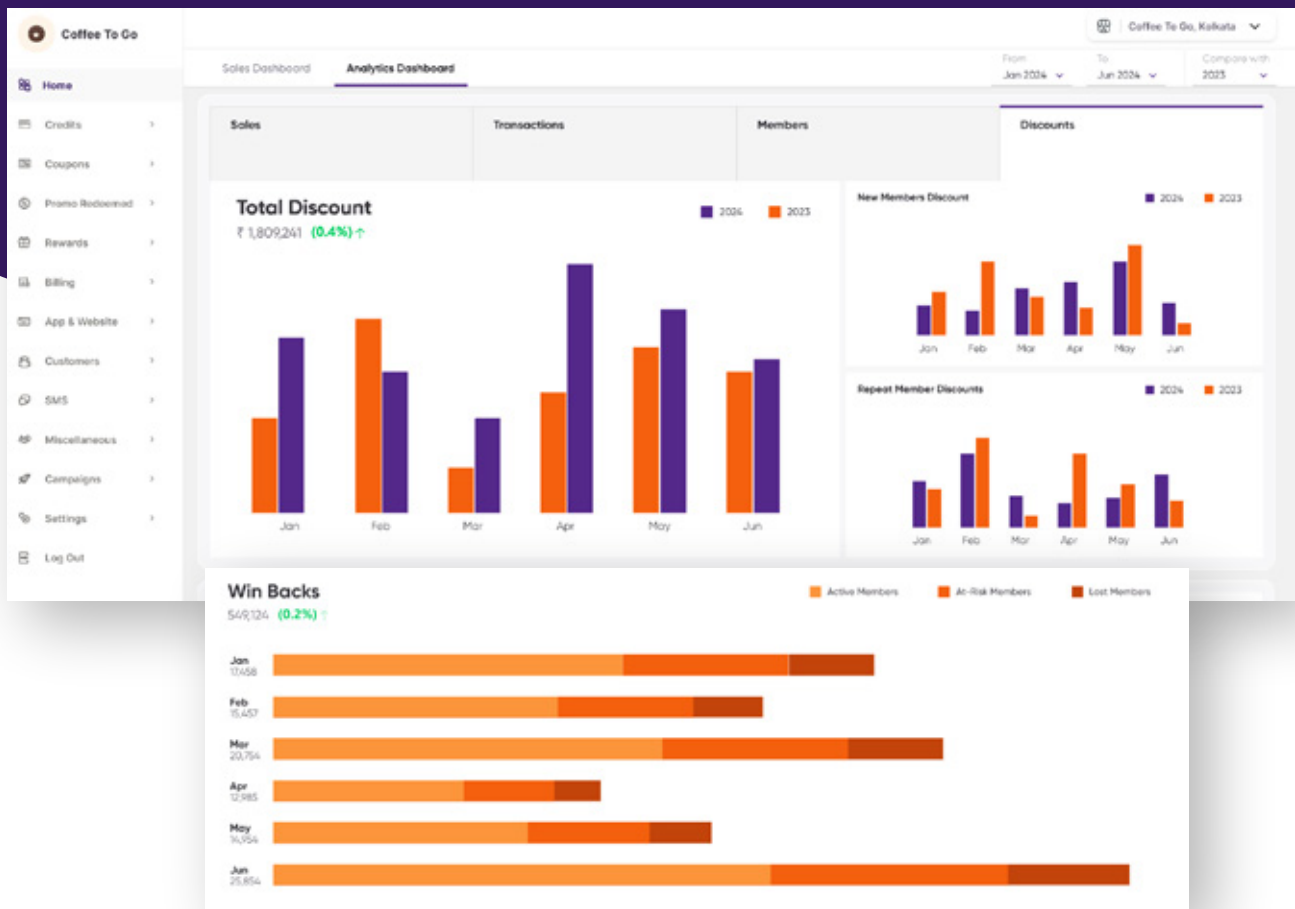
## Benefits:

- Insights into customer acquisition and retention trends.
- Assesses the impact of marketing efforts.
- Enhances retention by addressing churn risks.



# 4. Discount Effectiveness

- **Total Discounts:** Monitor overall discount usage.
- **New Customer Discounts:** Understand the appeal of discounts for new customers.
- **Returning Customer Discounts:** Evaluate discount strategies for retaining customers.



## Benefits:

- Assesses discount effectiveness.
- Adjusts discount strategies based on customer type.
- Develops targeted re-engagement strategies for at-risk and former customers.

# ▶ Maximizing **Business Potential** with eWards Analytics

To fully leverage the eWards Analytics Dashboard:



## **Regular Monitoring:**

Keep an eye on the latest trends and metrics.



## **Data-Driven Decisions:**

Use insights for informed marketing and sales strategies.



## **Targeted Campaigns:**

Address specific issues like customer churn or low repeat transactions.



## **Performance Analysis:**

Compare metrics over time to evaluate campaign success.



## **Continuous Optimization:**

Refine your strategies based on dashboard feedback.

# Conclusion

The eWards Analytics Dashboard provides detailed, actionable insights to enhance your business performance. By leveraging this tool, you can make informed decisions, improve customer engagement, and drive growth. Whether in retail or F&B, our dashboard is tailored to meet your needs and help you achieve your business goals with precision and efficiency.



Experience the **future of business analytics** with eWards and let our dashboard guide your path to **excellence.**



# EWARDS

SCHEDULE A DEMO

**2000+**  
Brands

**9**  
Years

**55+**  
Cities

**4+**  
Countries

## DISCLAIMER

The presentations are created merely to guide the delivery of the products of eWards. The content includes indication about the product offered by eWards. The content presented are free from any plagiarism and copyright violations under copyright act.



[www.myewards.com](http://www.myewards.com)



+9198300 87676



[info@myewards.com](mailto:info@myewards.com)

