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| Business Value > | * Analyze marketing campaign cost. | * View reseller and Internet sales revenue and profit by quarter * Compare quarterly reseller and Internet sales profit to target * View monthly reseller sales revenue regional sales manager and sales representatives * View monthly Internet sales revenue by country * View regional monthly reseller sales by country and territory, and by salesperson in printable reports (Word format) * View reseller Internet sales and revenue by fiscal quarter and month * View reseller sales revenue by reseller geography * View reseller sales revenue by reseller type * View Internet sales revenue by customer geography. * View Internet sales revenue by customer demographics * Reduce time to create sales analysis reports * Enable interactive visualization of sales analysis reports * Cleanse customer data * Make product data consistent * Empower marketing specialists to create their own models |
| * Perform predictive financial modeling | * Automate financial management reports * View Reseller and Internet sales revenue by marketing promotion. |
|  | Feasibility > | |