

Transform your business with actionable insights



Data analytics is crucial for retailers to make informed business decisions, enhance customer experiences, and achieve a competitive edge. However, traditional analytics methods may not always provide real-time insights, which can hinder retailers' ability to make timely decisions. That's where Vynamic® Advanced Analytics comes in. Powered by Vynamic Retail Platform, this cloud-based analytics and visualization platform provides close to real-time access to critical business data and analytics, empowering retailers to make informed decisions on-the-fly. By integrating additional data sources, such as weather and seasonal information, retailers can gain valuable insights into customer behavior, sales trends, and other key business metrics to optimize operations and drive growth.



Integrate data seamlessly from multiple sources.



Streamline your daily operations with role-specific views and reports.



Transform data into tangible business value.

KEY FEATURES

- Reporting packages that offer options to suit your needs and budget best.
- Seamless data integration from multiple sources.
- Self-service for all users – people at all skill levels can explore the data.
- AI-generated insight suggestions.
- Machine learning & predictive analytics.
- Instant access to intuitive, role-specific views and reports.
- Natural language query support.
- Interactive dashboards and reports that deliver real-time insights with a simple touch.
- Drag and drop interface for easy data exploration and visualization.
- Data aggregation and drill down capabilities to gain deeper insights.
- A single source of truth and a consistent repository for data processing, reconciliation, and reporting.
- Creation of visually appealing and informative data presentations with essential manager information.

BUSINESS BENEFITS

- Improved decision making through data-driven insights.
- Enhanced customer understanding and personalization: "know your customer."
- Data informed decisions to increase sales and revenue.
- Streamlined operations and improved efficiency.
- Optimized inventory and replenishment management.
- Tailored management information and reporting.
- Increased responsiveness to market changes.
- Lower TCO and predictable costs.

TECHNICAL BENEFITS

- User-friendly, intuitive and appealing UI/UX available on both desktop and mobile.
- Flexibility to connect to any data source and efficiently handle large data volumes.
- Data governance by establishing a single source of truth and a consistent data repository.
- Scalability to meet the needs of your organization.
- Interactive visualization tool that can be configured and set up to display relevant role specific data.

Data-driven decisions with Vynamic Advanced Analytics