

# Sales Analysis

Let us guide you through an online demonstration of the Sales Analysis module. [Click here.](#)

## Objective

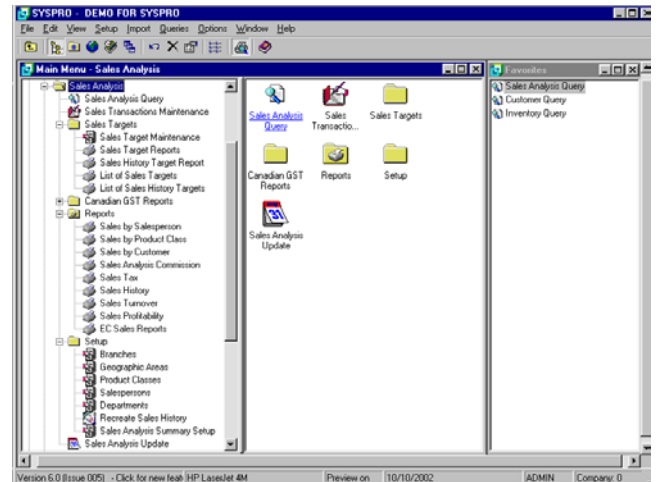
To provide accurate management information relating to sales activity in order to improve sales profitability and provide facilities for sales forecasting and planning at customer and product class levels.

## The Value of SYSPRO Sales Analysis

- Identifies the most profitable customers
- Knows which products are selling
- Analyzes market trends and geographic buying patterns
- Knows the profit generated by each product
- Knows which divisions of business are selling
- Identifies which salespeople are performing
- Business graphics instantly display sales performance for presentations and reports
- Improves sales forecasting
- Measures actual performance against quantity or revenue forecasts
- Analyzes tax collections
- Sets targets against customers and/or products
- Compares against budgets per product group and/or sales person
- Preview of reports to screen and e-mail capabilities

## Matching SYSPRO to Your Business

- User-defined sales history file allows the choice of data analysis most relevant to business
- Retains analysis against sub-accounts (branches) while invoicing the master account (head-office)
- Creates budgets (expected sales or quotas) for salespeople, customers and product lines utilizing user-defined time periods for analysis (day, week, etc.)
- Keeps up to 24 months of sales history on-line
- Protects the bottom line by checking that a minimum profit is realized on all sales
- Updates sales analysis statistical files at anytime
- Corrects sales transactions without interrupting invoicing
- Invoice and detail line data is updated on-line as invoices are printed
- Statistical values are updated separately to allow control of the contents of the Sales Analysis database



## Integration

- Integrates with the Sales Orders & Invoicing, Accounts Receivable and Inventory Control modules
- E-mail reports with the Office Automation module
- Sales Analysis requires the Sales Orders & Invoicing module

## Reporting

- Provides user-defined selection criteria for flexible reporting
- The Sales Profitability Analysis reports line item gross profit
- Gives daily and monthly sales turnover reports
- Allows actual to budget comparisons and profitability analysis by salesperson and product type
- Highlights missing invoice numbers
- Documents all minimum profitability overrides
- Creates extensive reports such as: Sales by Salesperson, Customer, Product Type, Branch, Geographic Area, Profit by Invoice, etc.
- Provides sales tax reporting in detail or summary
- Allows commission calculation and reporting