

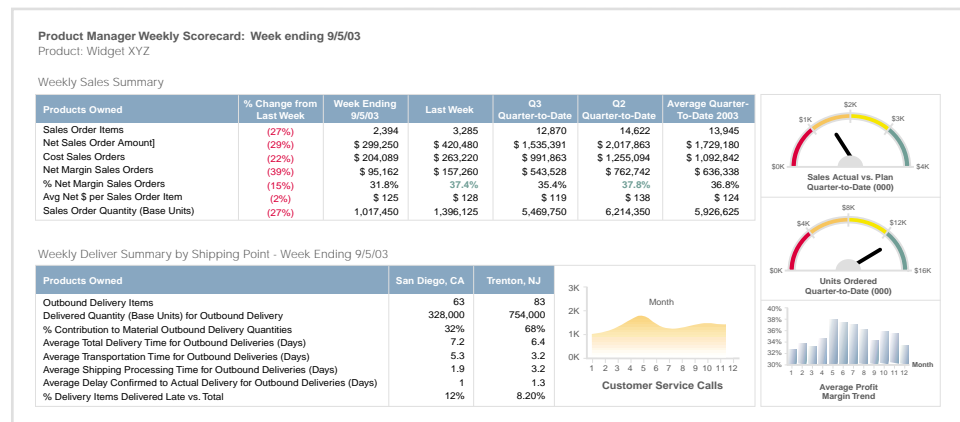
Product Scorecards

Product scorecards provide “at-a-glance” insight into key product and service drivers. Brand and product managers are able to track and analyze factors that influence product profitability and optimize product mix across channels, lines, categories and brands. Scorecards are comprised of various quantitative and visual components, ranging from tables and graphs to more symbolic performance indicators such as speedometers, gauges, traffic lights and color-coded flags. Scheduled delivery of product scorecards allow managers to see up-to-date performance indicators in highly visual formats, allowing instant identification of risk areas. Business intelligence delivers interactive scorecards through email, Web, and Microsoft® Excel, with complete integration of reporting, ad hoc analysis, data mining functions and access to transactional systems to provide the most efficient environment for detection, analysis and action.

Key Performance Indicators

- Product Sales by Region
- Top 10 Products by Profit Margin
- % Change in Sales Period-to-Period
- % Change in Margin Period-to-Period
- ROI per Product
- Top 10 Orders per Region
- Cost per Campaign
- Profit by Channel
- Units Ordered
- Total Delivery Time by Shipping Point
- % Delivery Late
- Top Competitor by Category

Sample Report: Weekly Product Scorecard



This product scorecard is delivered every Monday to a product manager. The scorecard contains the key performance indicators pertaining to this particular product, and allows the product manager to see trends in product sales, achievement of planned sales and margin targets, distribution metrics by geography and trends in customer call volumes. Each of these areas may highlight potential problems that the product manager should address. The scorecard is the entry point for the product manager to dive into the underlying details – in this case, to see cost of sales breakdown and distribution center points.

COMMON BUSINESS QUESTIONS

- What is the forecast versus plan unit demand for the next 4 weeks?
- Display the breakdown of fixed and variable product costs for the quarter as bar chart with percentage and currency.
- Show me product sales compared to the same period last year, with increases over 10% highlighted in green and decreases over 10% highlighted in red.
- Provide a spotlight on my scorecard if customer calls related to my product are above average for the week.