

# VOLO

Adventures in ecommerce

## Volo Vision

Reporting & Analytics – brochure



## Introduction

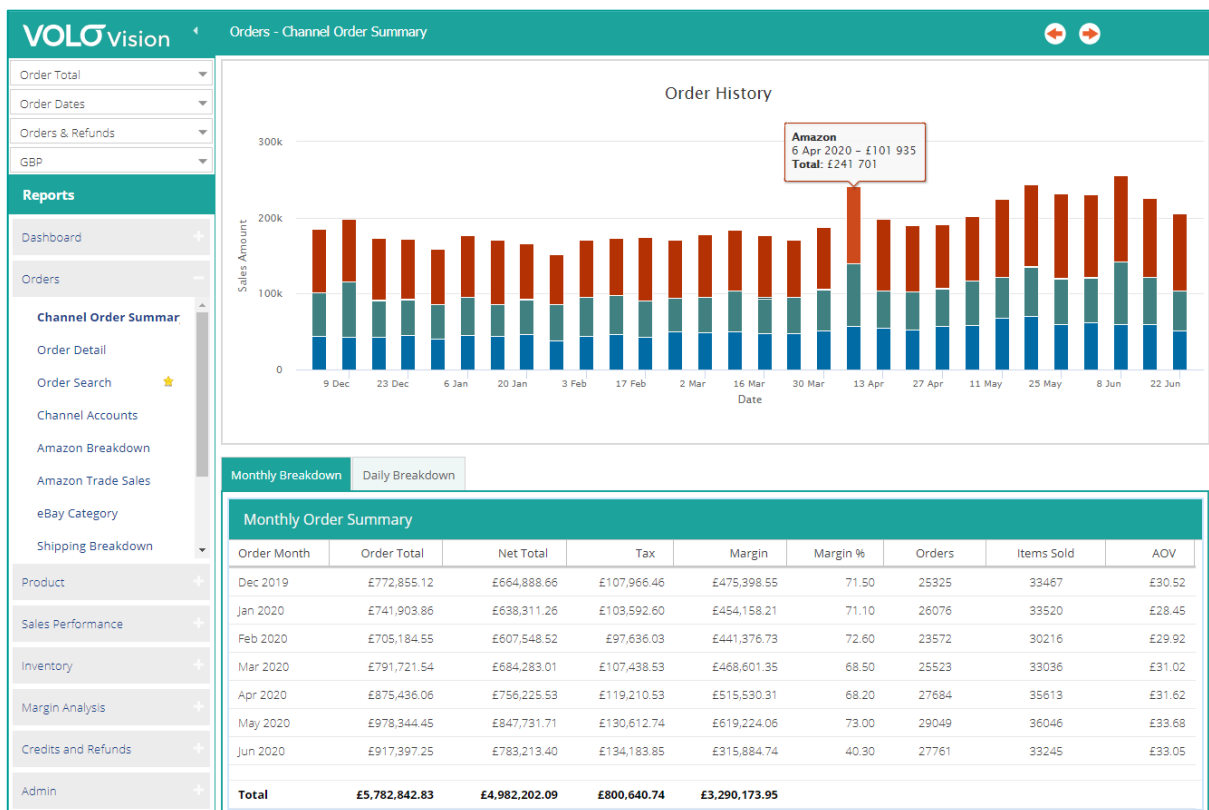
Would you like to know, in a few clicks, your most profitable products, your least profitable products, your best-selling channels, the areas of your business where you're losing money, or where your money's tied up? Welcome to Vision.

Vision is the window to the health of your business. It's the window to Volo Origin, the backbone of your business and one of the most comprehensive ecommerce platforms for multichannel sellers, integrating and automating your end-to-end trading processes.

We're able to connect your complex ecommerce systems so that you can control your business. Because we automate so much of your selling processes, we're able to collect and present your data in ways that make it easy for you to see what's going on from end to end. This increased productivity and visibility allows you to grow your business and profits, reduce your operational costs, and better manage your cash flow.

The ability to get an insight into every aspect of your operation gives you a vital edge on your competitors and is key to your long term success. Volo Vision provides you with flexible, in-depth reporting – in headline or deep-dive formats – across your sales, inventory, customers and margins, for regions, SKUs, suppliers and so on.

## A sample of the concise and intuitive reports



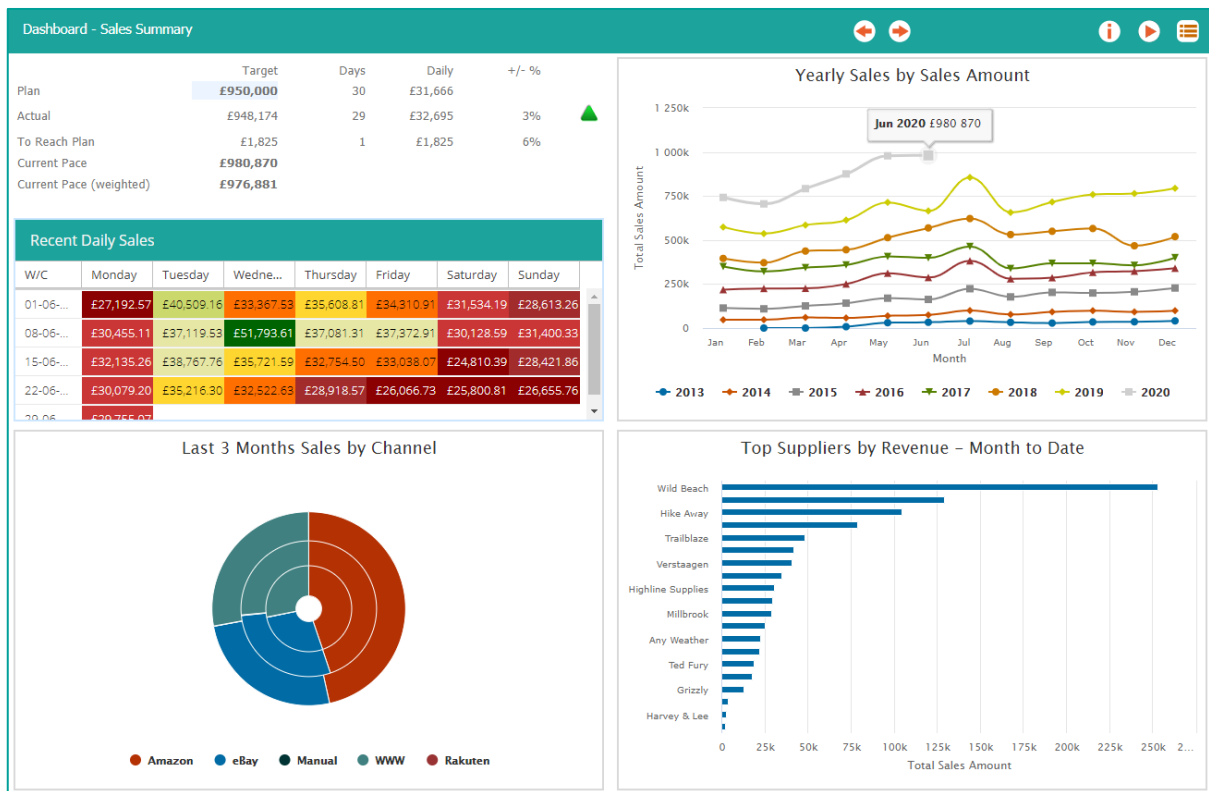
## Insightful Dashboards

Do you want to know yesterday's best sellers, or how much you processed in refunds? How is this month shaping up compared to last month or this time last year? Are you on course to meet this year's target?

A series of clear, concise dashboards provides a snapshot of what's happening in your business right now, enabling you to keep your finger on the pulse of your business.

Key performance indicators in Vision monitor those important metrics that you define and alert you when something needs your attention, allowing you to concentrate on running your business.

## A sample of the informative dashboards



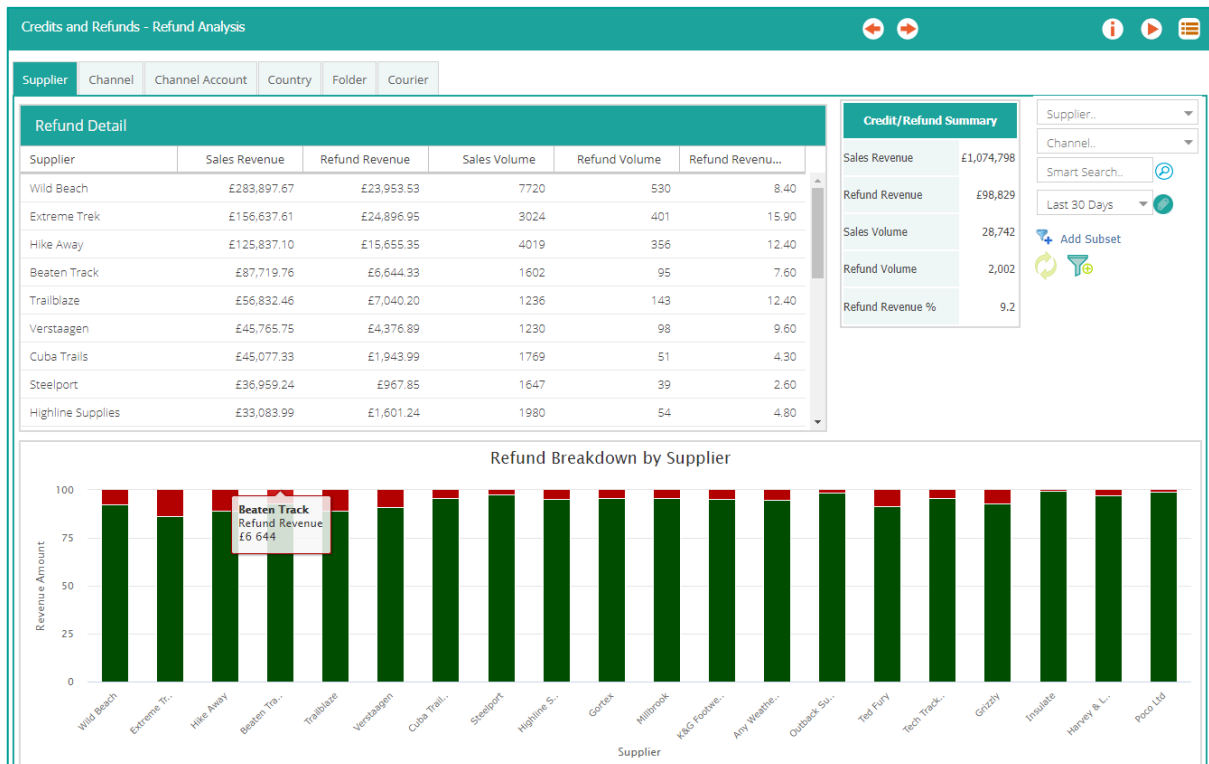
## Interactive and Intuitive Reports

When you need to go beyond the headline figures, Vision’s extensive collection of fully interactive reports enables you to get answers to the questions that matter most to your business. The intuitive interface allows you to follow your train-of thought to go deeper and discover insights that help you fine-tune your operations.

You can analyse your sales over any period and view breakdowns by product, supplier, marketplace, territory and much more. You can compare like-for-like sales over selected periods and predict seasonal trends. You can drill down into recent campaigns and promotions, focusing on your specific area of interest.

Vision has over 50 intuitive and powerful reports covering every aspect of your trading environment on the Origin platform. This review touches on some of the insights available to you as part of investing with Volo.

## Refunds analysis



## A Summary of the Powerful Features in Vision

- Every Vision report has an almost unlimited breadth of filter options for slicing and dicing your data, with intuitive drill-down capability

### A sample of the extensive Filter options

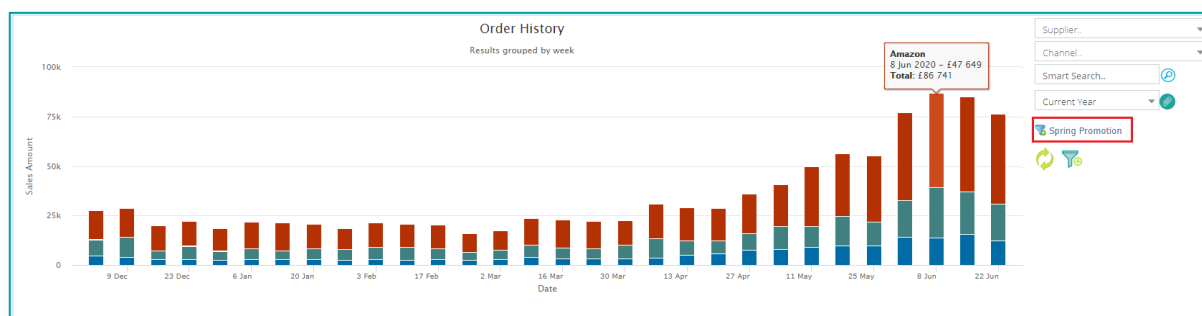
The screenshot displays a comprehensive report interface. At the top, there are two main sections: 'Order Summary' and 'Customer Details'. The 'Order Summary' section includes fields for Order No. (980100), Invoice Number (999072), Order Source, Channel Account, Currency, Order Date, Supplier, and Status. The 'Customer Details' section shows Name (claire cameron), Address (VA), a flag icon, CR4 17RD, 0000000000, and email (claire.cameron@demo.com). A central 'Add or Remove Filters' dialog box is open, listing various filter categories such as On Order, Order Currency, Order Status, Pickable Stock, Product, Product Category, Refund Reason, Shipping Service, Shipping Type, SKU, Smart Search, and Smart Search 2. The 'Financial Summary' section at the bottom right provides a breakdown of costs in Transaction Currency (\$) and Base Currency (£), including Channel Fees, Shipping Charges, Payment Fees, Packaging, Currency Fee, Fulfillment Adjustment, Sponsored Listings, and Margin (37.61). The 'Product Detail' section at the bottom left shows a table with columns for Supplier, Status, Sale..., Quant..., SKU, and Description, with one row visible for 'Extreme Tr...'.

- Transition from a high-level summary of headline figures to the fine detail in a couple of clicks
- Configure reports to provide the filter options and defaults that suit your individual needs, enabling you to identify the figures you require in the shortest possible time
- Use the Vision Smart search text fields to enter the criteria you wish to analyse, and as you type Vision intelligently understands your search terms and retrieves the results instantly. For example, enter terms such as Amazon, Royal Mail, Germany, Draper etc. and Vision will recognise the marketplace, courier, country or supplier that you wish to analyse
- Gain insights using intuitive train-of-thought analysis and save the results to enable further questions based on your findings. For example, identify your eBay top sellers for last month and save the results as a 'collection' to be used in other reports, for example to find out which customers bought those products. And what else did they buy? Is there an opportunity to create a product bundle to

upsell? And how did those same products fair on other marketplaces? Identify customers that have purchased on eBay but not visited your website. Go as deep as you need to feed your insight

- Create collections by analysis, or from searches within Vision, or by manual import from a spreadsheet. For example, do you have a set of products that have recently been on promotion? There might be too many to analyse individually but by creating a collection in Vision you can add it to any report to view the promoted items in isolation. For example, add the collection to the channel sales chart to instantly see the uplift in sales generated by the promotion, and then drill into the product sales to see which of the items fared better than others

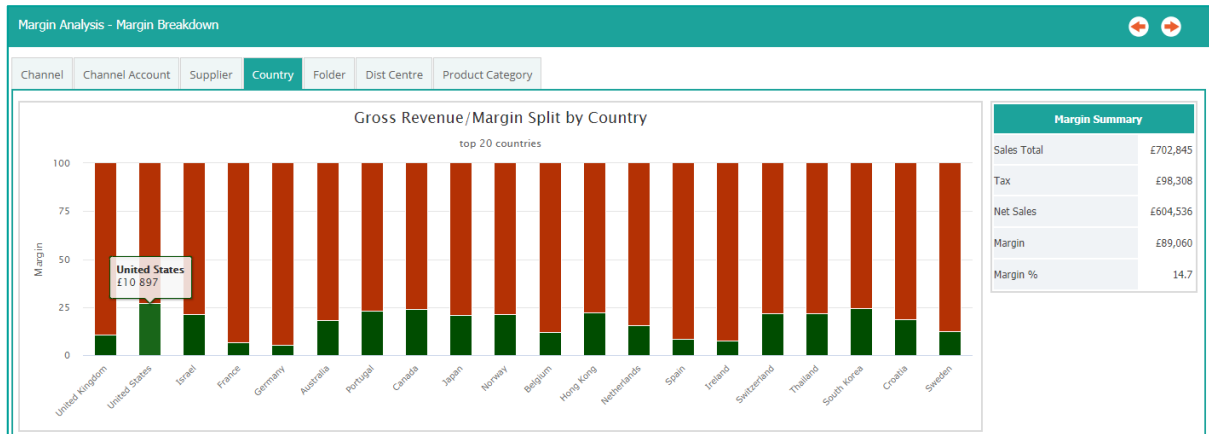
## Add collections to any report



- You can export any data from any Vision report or analysis into Excel for further analysis
- Report access is governed by role, ensuring users only get to see the reports you want them to see. This provides everyone within your organisation, plus external customers and key stakeholders, with their own unique view of the world
- Vision has over 50 reports covering every aspect of your Volo operation. If you've identified a set of go-to reports that you like to focus on, mark them as favourites, enabling you to be presented with just these key reports for your next session
- Key Performance Indicators monitor important metrics and provide automated email alerts when something requires your attention – freeing you to concentrate on more productive tasks
- Vision has a unique margin calculation engine that enables you to model costs you might incur as part of the order fulfilment process. These costs are configurable but may include marketplace and payment fees, shipping charges, charges from any third-party products and services, or anything else relevant to

your operation. These costs are used throughout Vision’s extensive set of margin reports, ranging from headline figures to a full breakdown by marketplace, country, supplier, product or single order

## Margin summary



- Subscribe to Vision’s daily, weekly and monthly email summaries to stay close to your performance. Review headline figures for revenue, order volumes and margin alongside detailed breakdowns by marketplace, territory and product (see over for an example daily email summary)

## Daily email summary

### Stellar Trading Weekly Performance Summary

Mon 22nd Jun to Sun 28th Jun (Week 27)

Order Revenue	Refund Revenue	Orders - Refunds	Margin
£229,669	£24,409	£205,260	£70,224 (40.4%)

### Revenue and Margin Performance

Order Revenue wk 27	£229,669		Margin week 27	£70,224
Previous week	£249,443	-8%	Margin previous week	£78,830 <span style="color: red;">-11%</span>
4 week Avg	£257,935	-11%	4 week Avg	£96,295 <span style="color: red;">-27%</span>
Week 27 2019	£163,635	+40%	Week 27 2019	£92,985 <span style="color: green;">+26%</span>
Revenue MTD	£1,040,795	+50%	Margin MTD	£326,592 <span style="color: green;">+40%</span>
Revenue YTD	£5,425,950	+39%	Margin YTD	£2,825,483 <span style="color: green;">+26%</span>

The MTD and YTD performance figures are a comparison to the same period last year

### Channel Summary

Channel	Revenue	2019 Comparison	Margin	Margin %
Amazon	£112,224	68.1%	£47,138	48.8%
WWW	£62,206	30.4%	£25,275	48.6%
eBay	£55,182	13.5%	£16,825	34.1%

To see how Volo Vision can give you full visibility into your business so you can make quicker and better decisions, [contact us](#).





## **Volo Commerce**

Volo provides an ecommerce platform, a reporting platform and services for online multichannel sellers.

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