

“Getting More Out of Your POS Data”

What Data is your POS collecting?

- 1. Sales - Inventory
 - Customer
 - Date / Time
 - Financial
- 2. Receiving - Inventory
 - Vendor
 - Date / Time
 - Financial
- 3. Time & Attendance - Employee
 - Date / Time



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What are YOU doing with that Data?

INVENTORY

Setting up your Inventory correctly is extremely important
(Importing Items, Manually Entering)

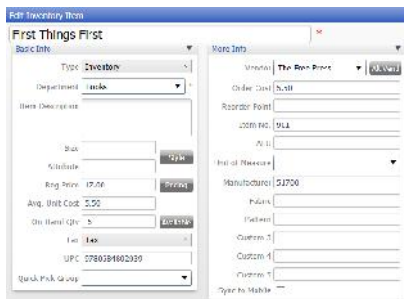
The Fields within your Item Record can determine
how you mine the Data you collect

For Example...



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What are YOU doing with that Data?

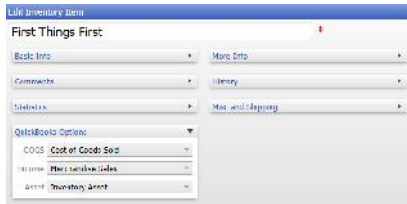


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What are YOU doing with that Data?



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INVENTORY




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How are you mining INVENTORY Data

Which Items are selling? (Traditional)



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 What are YOU doing with that Data?
INVENTORY
 Which Items are selling? (Traditional)
 VS
 Which Items have you sold,
 how many have you received and
 how many are in stock?




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2:58:14 PM
7/3/2014

iPos
Inventory Summary With Activity
Date: 1/15/2012 to 4/4/2014

Department	Item Name	Inventory		Sold		Received	
		Ext Price	Qty	Ext Price	Qty	Ext Price	Qty
Books	HPF 1 inch Hard	185.00	-2	0.00	0	0.00	0
Books		(185.00)	-2	0.00	0	0.00	0
Candy	Wines Gift	0.22	0	0.00	0	0.00	0
Candy		0.00	0	0.00	0	0.00	0
Candy	Woodsbury's cream lme 10.99	0.33	0	0.00	0	0.00	0
Candy	Wines Gift	18.00	0	0.00	0	0.00	0
Candy	Candy	18.00	0	0.00	0	0.00	0
Candy	Daily Task 1	0.73	0	0.00	0	0.00	0
Candy		(24.83)	0	22.88	29	0.00	0
Discount	Wines Discount	0.00	0	(1.00)	1	0.00	0
Discount		0.00	0	(1.00)	1	0.00	0
Gift	New Playlist	185.00	-4	0.00	0	0.00	0
Gift		(185.00)	-4	0.00	0	0.00	0
Hardware	DV 10" Adjustable Wrench	0.00	0	0.00	0	0.00	0
Hardware	10" Adjustable Wrench	19.99	-4	4.99	1	0.00	0
Hardware		(79.96)	-4	4.99	1	0.00	0
Office	Small Hand Scanner 200	0.00	0	0.00	0	0.00	0
Office	ETS Medium 12mm. Blue 12	0.00	0	0.00	0	0.00	0
Office		0.00	0	0.00	0	0.00	0



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 What are YOU doing with that Data?
CUSTOMER
 How can we Collect Customer Data?
 - ASK during the sale: Assign Customer to Sale
 - Customer Loyalty
 - Social Media / Web Site
 - Offers, Promos, Discounts
 - Forms by the POS Terminal
 - Forms by Advertisement



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Adding a Customer to a Sale or DataBase?
During a Sale enter Name and eMail, DONE

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Adding a Customer to a Sale or DataBase?
Entering in Database, enter more detail

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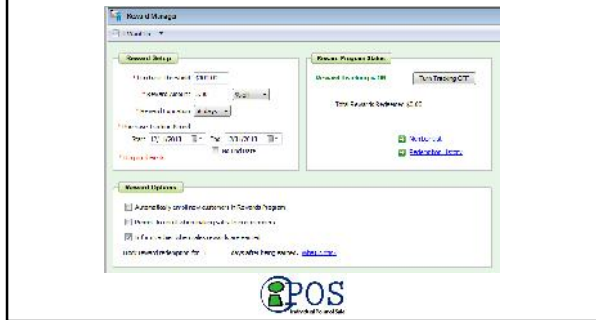
Customer History / Reports



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What are YOU doing with that Data?

Customer Loyalty



“Getting More Out of Your POS Data”

What are YOU doing with that Data?

eMail Marketing / Direct Mail

