# DYNAMIC SALES ANALYSIS

Dynamic Sales Analysis is a reporting tool designed exclusively for Microsoft Dynamics GPandallows the user complete flexibility to extract information according to their needs. Dynamic Sales Analysis informsresults for specific periods of time where special offers were promoted, incentives were available to staff or where particular marketing campaigns were in progress. For example, it may be highly desirable to compare sales for the two weeks prior to Easter for the past three years.

Dynamic Sales Analysis examines the Sales Order information held within Dynamics GP and uses this data to build a multi-dimensional database which can be interrogated on demand.

Reports and on screen enquiries can be sorted by any combination of the following fields and will allow up to 24 columns:

- Customer Class
- Customer Number
- Item Class
- Item Number
- Item Categories 1 thru 6
- Customer User Defined Fields 1 & 2
- Sales Person
- Location
- Territory

Sub-totaling can be requested on any of the sequence breaks.

Each column can report any of the following fields:

- Quantity
- Cost Value
- Sales Value
- Gross Profit Amount
- Gross Profit Percentage

– Reporting periods can be defined with complete flexibility with base periods definable as days, weeks, months or Years.

Having defined the base period, each column on a given report can be designated to a particular period or group of periods.

Examples of reporting periods that can be requested are:

- Daily sales for the past four weeks by item
- Daily sales for a two week period compared to any other two week period by sales person
- Sales MTD, QTD and YTD compared to same periods last year by customer and by item
- Sales for the past two years reported month by month by item by location

Transferring the reports into Excel is instant, easy and reliable. As with all Bortell's unique designed modules, Dynamic Sales Analysis fits seamlessly into your Microsoft Dynamics GP environment as the operation is identical and requires very little training for staff to immediately see results.