GoodData

GoodData Cloud
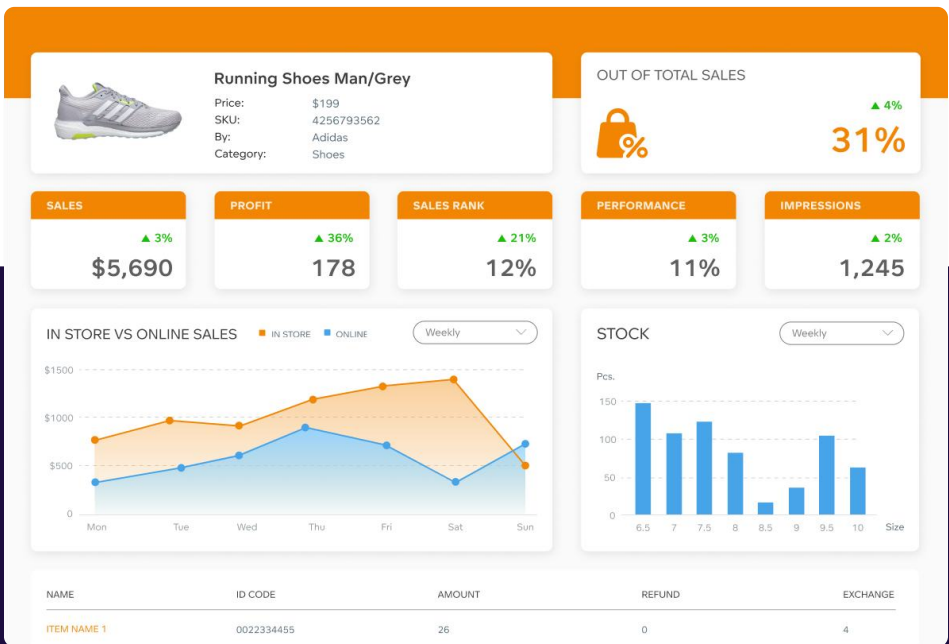# Data Analytics for Retail & E-commerce

Turn your store into a smarter and sleeker operation with AI-fueled analytics software. Whether brick-and-mortar or selling online, swiftly integrate data analysis into your business with our user-friendly platform that provides crucial insights to enhance decision-making and increase revenue.

How can your store benefit from GoodData?

Actionable insights you can trust:

Our platform ensures secure and precise data through a robust semantic layer and air-tight security, letting you:

- Monitor stock, identify trends, and **analyze product operations in real time**.
- Unlock **in-depth sales insights** using AI-driven features like predictive analysis.

Running Shoes Man/Grey
Price: $199
SKU: 4256793562
By: Adidas
Category: Shoes

OUT OF TOTAL SALES — ▲ 4% — **31%**

SALES	PROFIT	SALES RANK	PERFORMANCE	IMPRESSIONS
▲ 3%	▲ 36%	▲ 21%	▲ 3%	▲ 2%
$5,690	178	12%	11%	1,245

IN STORE VS ONLINE SALES — IN STORE — ONLINE — Weekly

STOCK — Weekly

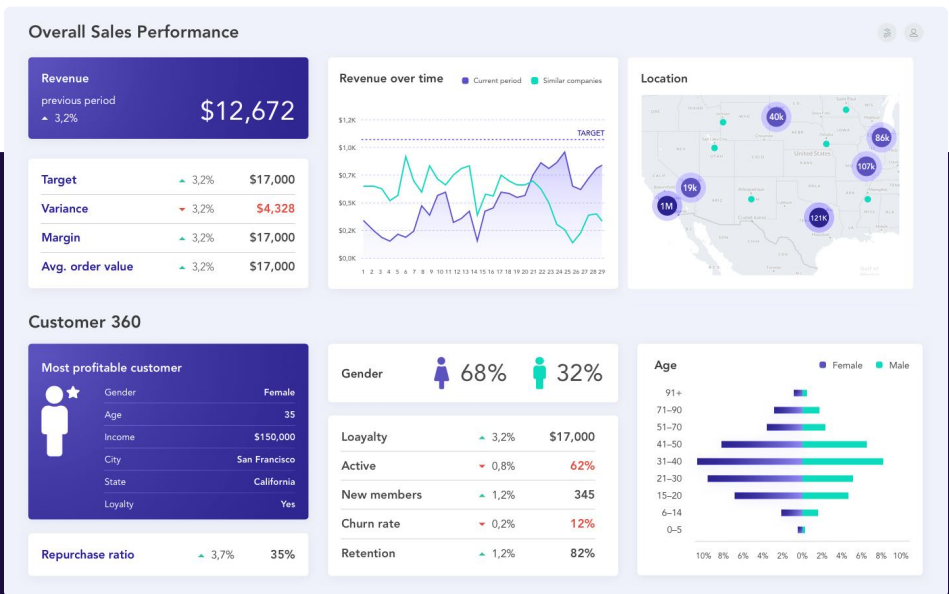| NAME	ID CODE	AMOUNT	REFUND	EXCHANGE
ITEM NAME 1	0022334455	26	0	4

Optimize product operations via interactive dashboards

Empower your people:

GoodData's multi-tenant architecture enables you to distribute personalized analytics instances to all of your teams and partners.

- **Simple no-code UI** allows users to easily create interactive visualizations, dashboards, and reports.
- **Effortlessly share your analytics** with teams, suppliers, and customers.
- Match the front-end design with your brand via **flexible whitelabeling**.

Overall Sales Performance

Revenue
previous period
▲ 3.2% — **$12,672**

Target	▲ 3.2%	$17,000
Variance	▼ 3.2%	$4,328
Margin	▲ 3.2%	$17,000
Avg. order value	▲ 3.2%	$17,000

Revenue over time — Current period — Similar companies — TARGET

Location

Customer 360

Most profitable customer
Gender	Female
Age	35
Income	$150,000
City	San Francisco
State	California
Loyalty	Yes

Repurchase ratio — ▲ 3.7% — 35%

Gender — 👤 68% — 👤 32%

Loyalty	▲ 3.2%	$17,000
Active	▼ 0.8%	62%
New members	▼ 1.2%	345
Churn rate	▼ 0.2%	12%
Retention	▲ 1.2%	82%

Age — Female — Male

Visual data storytelling leads to better decision-making

Monetize your data:

Leverage analytics to boost profits and generate a new revenue stream.

- Develop a new data product by offering advanced **analytics features**.
- **Embed tiered analytics**, with more detailed insights reserved for paid access.

These are just some of the ways you can revolutionize your retail or e-commerce store with GoodData analytics.

To learn more, request a demo today.

About GoodData

GoodData is the leading cloud-based data and analytics platform, bringing AI-fueled data-driven decision-making to organizations across the globe. With a platform that leverages the potential of automation and AI, GoodData empowers its customers to make data analytics available to every single end user via real-time, self-service data insights right at the point of work. Over 140,000 of the world's top businesses and 3.2 million users rely on GoodData in order to drive meaningful change and achieve more through data