

CommBank

Daily IQ User Guide





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Introducing Daily IQ for Albert

Welcome to Daily IQ — access your business data anywhere with Commbiz’s analytics app.

Gain insights about your customers and sales using Daily IQ

- | | |
|----------|--|
| 1 | Merchant Insights Merchant Insights shows you at a glance where and when sales are occurring across your business. |
| 2 | Customer Insights Customer Insights provides you with high level insights into your key customer demographics and helps you identify new target markets. |

We’re here to help

If you need help using the Daily IQ for Albert app, call **1800 230 177**, 24 hours a day, 7 days a week.



1. Merchant Insights

Merchant Insights shows you at a glance where and when sales are occurring across your business.

In this section:

- Merchant Insights
- Metrics used in charts
- How to use this information

Merchant Insights

Helps you:

- Pinpoint sales trends by turnover and volume, average transaction size and average daily transactions.
- Understand sales by time of day and day of week across different transaction sizes, including weekends.
- Identify top performing markets.

Metrics used in charts

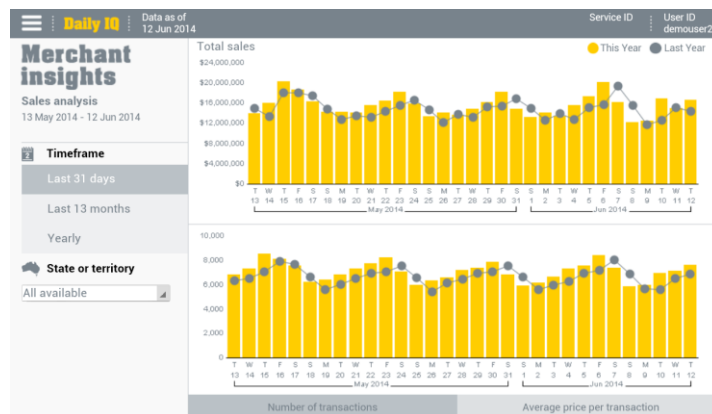
- This report contains transactions for account(s) linked to your CommBiz service.
- This report is provided only to CommBiz merchants with a CBA settlement account.
- The data provided here is based only on card transactions (credit and EFTPOS) made on CBA terminals.
- The data currently excludes some online transactions.
- The data is updated daily.
- Total sales: Aggregated card sales performed on your terminals.
- Total transactions: Aggregated transaction numbers performed on your terminals.
- Average price per transaction: Total credit and EFTPOS card sales divided by the number of transactions.
- Average daily transactions: Total credit and EFTPOS card transaction numbers divided by the number of days in the period selected.
- Location: Based on the last known location of your store(s). Online transactions (such as CommLink and Macro) may be reflected in the location data.
- Suburb: This is the suburb where your customers live.
- Gender: Based on the primary cardholder.

How to use this information

| | |
|-----------------------|---|
| Sales analysis | Assess your sales trends across different locations and timeframes. |
|-----------------------|---|

Description

- These 4 charts (*total sales, number of transactions, average price per transaction, average daily transactions*) taken together paint a picture of how your sales are trending across different time periods and locations.
- Many things affect *Total Sales and Number of Transactions*. Any number of these factors may contribute to sales increase or decrease – economic conditions, the uniqueness of your products, decreased or increased competition, pricing, service etc.
- Use this information together with *Average Price Per Transaction and Average Daily Transactions* to better understand some of the underlying trends in sales.
- *Average Price Per Transaction and Average Daily Transactions* are influenced by the overall size of the transaction and the number of purchases made at your store(s).
- If your average transaction size or daily volumes are trending downwards, there is an opportunity to identify promotions to help increase customer engagement.
- Monthly charts also provide a comparison with the same month last year.



Examples of what you can do with this information

- Grow sales and average price per transaction with appropriate incentives or rewards.
- Target incentives at slower trading days or times.
- Increase visibility or presence with a targeted marketing campaign.
- Capture information about your customers – contact information, birthdays, feedback about likes and dislikes.
- Identify your key customer segments and utilise appropriate marketing vehicle to generate sales – eg. use social media to attract Gen Y customers.



Time analysis

Learn which day and time of day attract the greatest sales in your business and evaluate changes in sales across different locations and timeframes.

Description

- This chart helps you understand your best and worst trading days and times and how these trends differ by location and time period.
- Days or times of slow sales may highlight opportunities to stimulate sales.
- Days or times of high sales will highlight opportunities to optimise your resourcing plan.
- Use this information together with *Transaction Size* and *Number of Transactions* to better understand some of the underlying trends in sales for key time periods or days of the week.



Examples of what you can do with this information

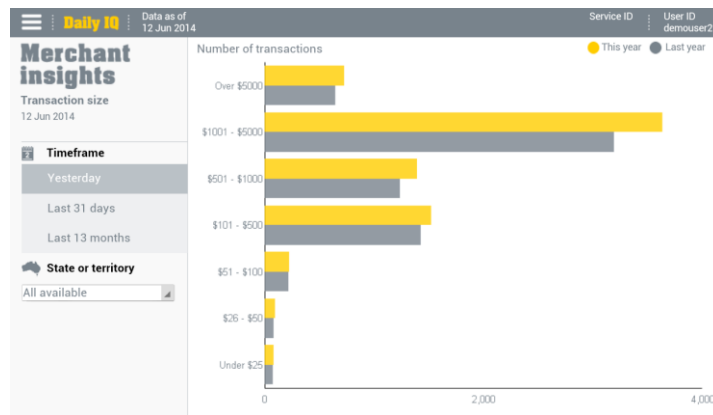
- Create incentives to drive customers into the store during slow trading periods.
- Optimise your resourcing plan – re-consider appropriate levels of resourcing for slower days and days of high sales activity.
- Minimise costs by managing your resources better.

Transaction size

Assess your sales for different locations and time periods by transaction size.

Description

- This chart helps you understand how much your customers typically spend when they visit your store(s).
- If your customers' spend typically hover in the lower price bands, consider increasing sales with appropriate programs to stimulate spend.
- Charts also provide a comparison with the same time last year so you can evaluate if transaction sizes are trending up or down.



Examples of what you can do with this information

- Cross-sell appropriate products.
- Reward your best customers to increase spend.

Location analysis

Learn which suburb attracts the greatest sales and evaluate changes across different time periods.

Description

- This chart helps you understand how each of your stores are doing and which store(s) contribute more to your business.
- The table gives you a summary of Total Sales, Total Transactions and Average Price Per Transaction for every store.

Merchant insights
Location analysis
12 Jun 2014

Timeframe: Yesterday, Last 31 days, Last 13 months
State or territory: All available

| Top 10 | | Bottom 10 | | | | |
|------------------|-------------------|-----------|-------------|--------------------|-------------------------------|--|
| Merchant | Suburb | State | Total sales | Total transactions | Average price per transaction | |
| TEST MERCHANT 22 | PALM BEACH | QLD | \$1,562,454 | 710 | \$2,201 | |
| TEST MERCHANT 21 | CALOUNDRA | QLD | \$1,222,302 | 630 | \$1,940 | |
| TEST MERCHANT 24 | QUEANBEYAN | NSW | \$1,212,663 | 517 | \$2,346 | |
| TEST MERCHANT 32 | TORQUAY | QLD | \$1,012,075 | 444 | \$2,279 | |
| TEST MERCHANT 25 | ULLADULLA | NSW | \$1,006,353 | 382 | \$2,634 | |
| TEST MERCHANT 29 | BAMAGA | QLD | \$983,960 | 545 | \$1,805 | |
| TEST MERCHANT 26 | TWEED HEADS SOUTH | NSW | \$905,675 | 458 | \$1,977 | |
| TEST MERCHANT 36 | KEMPSEY | NSW | \$886,128 | 412 | \$2,151 | |
| TEST MERCHANT 27 | WOODGATE | QLD | \$651,404 | 382 | \$1,705 | |
| TEST MERCHANT 14 | NIKENBAH | QLD | \$649,631 | 267 | \$2,433 | |

Examples of what you can do with this information

- Create an effective strategy to maintain strength in key markets or increase sales in weaker markets.
- Shape an effective marketing or investment strategy for different markets.

2. Customer Insights

Customer Insights provides you with high level insights into your key customer demographics and helps you identify new target markets.

In this section:

- Customer Insights
- Metrics used in charts
- How to use this information

Customer Insights

Helps you:

- Identify your key customer segments.
- Evaluate changes in spending pattern by different time periods, gender, age and suburb.

Metrics used in charts

- This report contains transactions for account(s) linked to your CommBiz service.
- This report is provided only to CommBiz merchants with a CBA settlement account.
- The customer data provided here is based on card transactions using a CBA card only (credit and EFTPOS).
- The data currently excludes some online transactions.
- The data is updated daily.
- Percentage of customers: Percentage of unique customers.
- Average spend per customer: Total CBA credit and EFTPOS card sales divided by the number of unique customers.
- Average spend per transaction: Total CBA credit and EFTPOS card sales divided by the number of transactions.
- Average number of transactions per customer: Total CBA credit and EFTPOS card transaction numbers divided by the number of unique customers.
- Suburb: This is the suburb where your customers live.
- Gender: Based on the primary cardholder.

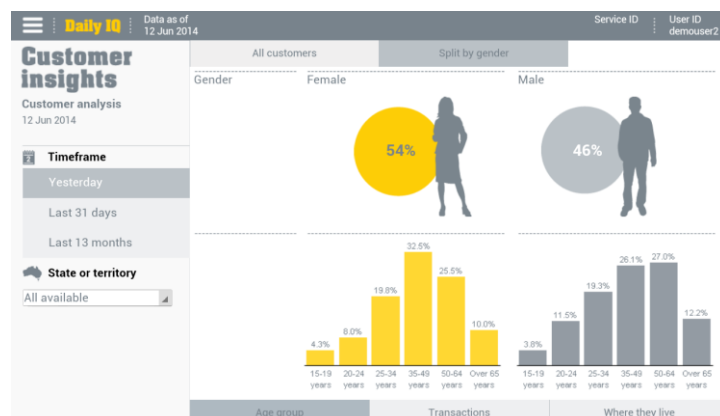
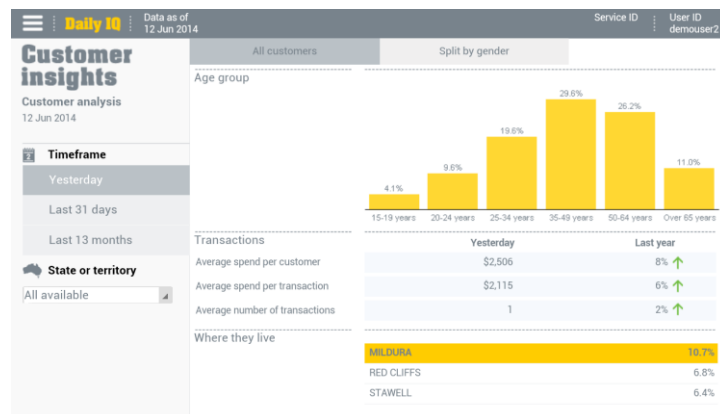
How to use this information

Customer analysis

Understand who your key customers are and what their spending patterns are.

Description

- View a breakdown of your customers by key demographics – Age, Gender, Place of Residence and their spending patterns – *Average Spend Per customer, Average Spend Per Transaction, Average Number of Transactions.*
- Compare how your customer demographics and their spending patterns change across different locations and timeframes.
- View a split of the same information by gender to discover how spending patterns change.
- Consider how demographic breakdown and spending patterns align with your brand identity.
- Consider also how different genders drive differences in spending patterns.



Examples of what you can do with this information

- Identify your key customer segments and utilise appropriate marketing vehicle to generate sales – eg. use social media to attract Gen Y customers.
- Grow total spend and average spend per transaction or average spend per customers with appropriate incentives or rewards.
- Increase visibility or presence with a targeted marketing campaign.

Location analysis

Take an in-depth look at who your customers are across different locations.

Description

- This chart helps you understand where your key customers live and potentially identify other areas where your key customers may be.
- Consider how different suburbs are driving differences in spending patterns.
- The table gives you a summary of *Number of Customers, Average Price Per Transaction and Average Spend Per Customer for every suburb.*



The screenshot shows the 'Customer insights' interface with a table titled 'Location analysis' for 12 Jun 2014. The table is filtered for 'VIC' and shows the 'Top 10' suburbs. The columns are: Suburb, State, % of customers, Average spend per customer, Average spend per transaction, and Average number of transactions per customer.

| Suburb | State | % of customers | Average spend per customer | Average spend per transaction | Average number of transactions per customer |
|---------------|-------|----------------|----------------------------|-------------------------------|---|
| MILDURA | VIC | 10.7% | \$1,944 | \$1,700 | 1 |
| RED CLIFFS | VIC | 6.8% | \$2,304 | \$1,824 | 1 |
| STAWELL | VIC | 6.4% | \$2,189 | \$1,993 | 1 |
| TATURA | VIC | 5.5% | \$2,181 | \$1,823 | 1 |
| MERBEIN | VIC | 4.6% | \$2,625 | \$2,048 | 1 |
| ROBINVALE | VIC | 4.2% | \$2,525 | \$2,078 | 1 |
| WARRACKNABEAL | VIC | 3.9% | \$2,833 | \$2,221 | 1 |
| ARARAT | VIC | 3.8% | \$1,734 | \$1,428 | 1 |
| KYABRAM | VIC | 3.5% | \$2,628 | \$2,353 | 1 |
| HAMILTON | VIC | 2.8% | \$1,807 | \$1,455 | 1 |

Examples of what you can do with this information

- Determine where you should spend your marketing dollars.
- Prioritise your marketing dollars.
- Increase visibility or presence with a targeted marketing campaign.
- Determine the right marketing message for different locations for example if a suburb has a high number of customers but low average spend per customer or low average spend per transaction, then target your message specifically to reward increased spend.
- Help identify locations for new stores.



Need help?

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Commonwealth Bank Business Service Centre
24 hours a day, 7 days a week

Help with third party
apps

1. On Albert, tap the App bank app, or visit piappbank.com.au.
 2. Select **Apps**, then search the relevant app name. Click into the app to see **App Details** and expand **Support** to see the contact details for the responsible developer.
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