incus SERVICES
Because Technology's Complicated Enough.

inter-american network of international trade single windows

Business Intelligence for Single Window

Managing what you can measure

Leslie Lee Fook

RedVUCE

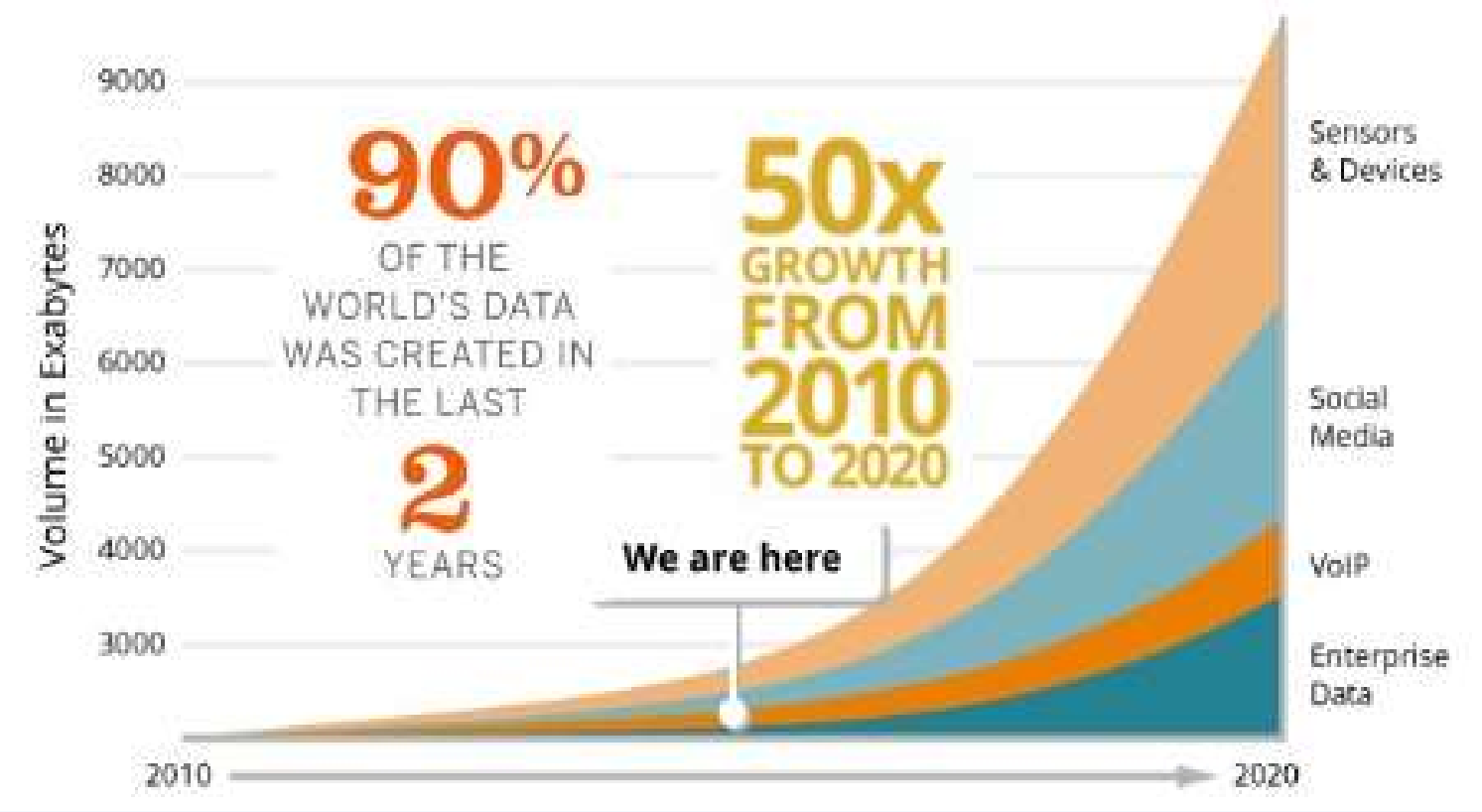
inter-american network of
international trade
single windows

RedVUCE!!!

inter-american network of
international trade
single windows

= DATA

The Data Challenge

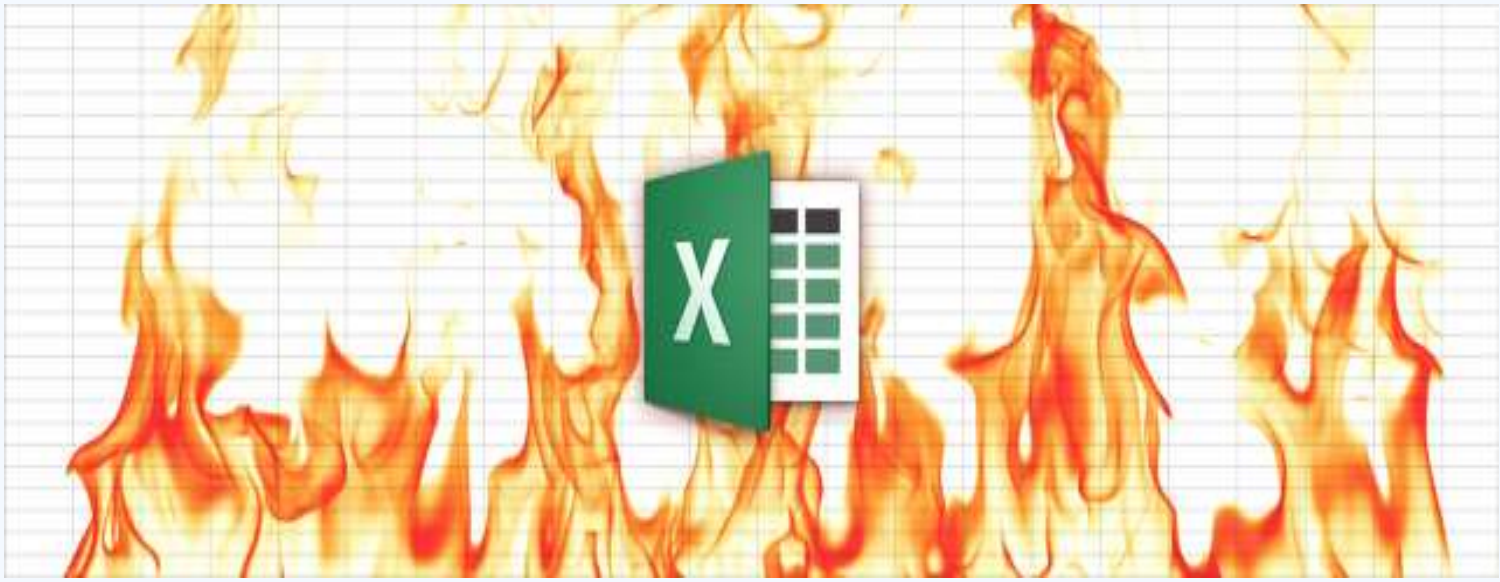


The Status Quo

The Most	The Many	The Few
Don't have business analytics: it's too hard	Waste countless hours in Excel with poor results	Rely on an army of engineers and experts

The "Most"

The "Many"



The "Few"

Is there another way???

Trivia

"I think there is a world market for maybe five computers."

~ ????????

Trivia

"I think there is a world market for maybe five computers."

~ Thomas Watson, president of IBM, 1943

What changed?

What changed?

What's the solution?

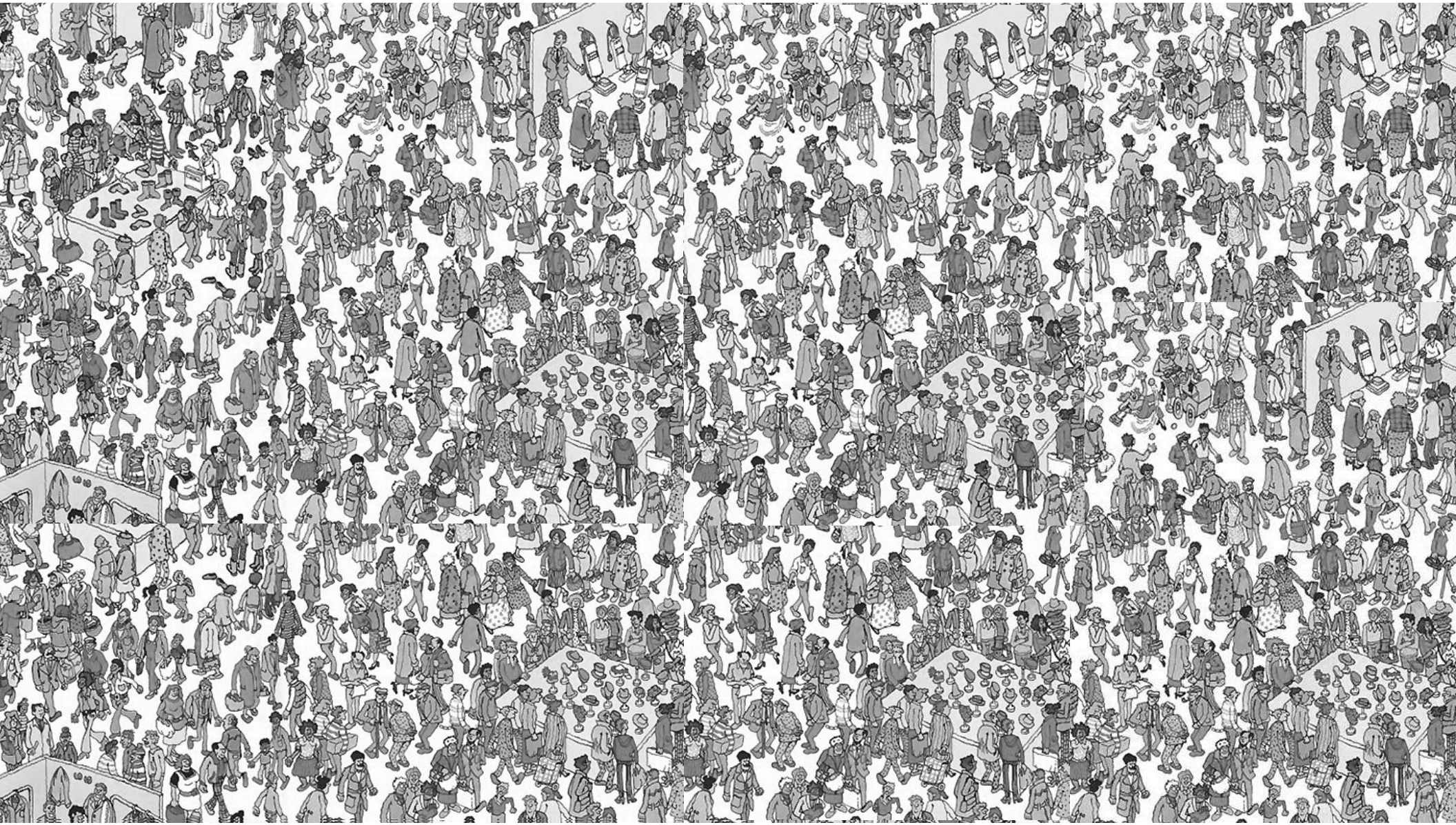
What's the solution?

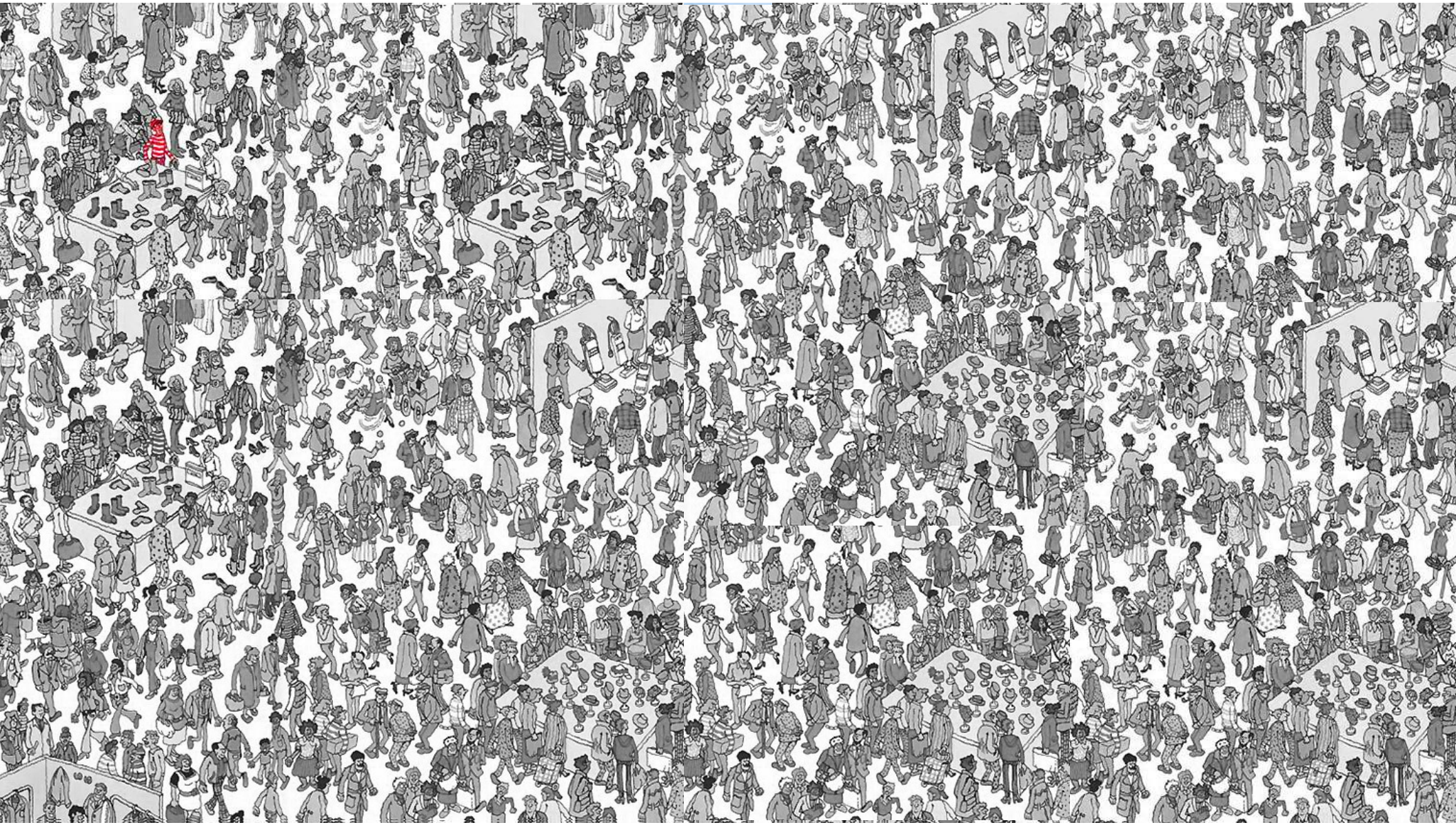
KEEP IT
SIMPLE

Data Literacy

Visual Analytics

data VS BIG DATA





What's the lesson?

What's the lesson?

Why play Where's Waldo everyday???

Week to Date Sales Report

Company: Blue Fish Grill
Start Date: 05/04/2009
End Date: 5/10/2009

Ran By: jerickson
Ran On: 5/28/2009 2:44:51 PM

		Mon 5/4	Tue 5/5	Wed 5/6	Thu 5/7	Fri 5/8	Sat 5/9	Sun 5/10	W-T-D
Revenue	Soft Beverages	191.00	205.00	55.00	49.00	171.00	400.00	291.00	1,362.00
	Food Sales	3,852.00	1,998.00	4,567.25	2,375.50	4,089.00	5,267.00	2,317.00	24,465.75
	Bottle Beer Sales	984.15	313.00	462.00	613.00	1,720.35	1,215.00	252.00	5,559.50
	Draft Beer Sales	420.00	100.00	210.00	300.15	643.15	325.00	87.00	2,085.30
	Liquor Sales	401.08	327.00	42.00	354.00	440.00	440.00	243.00	2,247.08
	Wine Sales	695.00	574.84	301.00	967.30	1,224.07	1,064.00	443.76	5,269.97
	Gift Card Sales	25.00			25.00				50.00
	Sales Tax	543.86	292.94	219.95	386.68	688.07	723.46	304.21	3,159.17
	Charge tips withheld	961.18	583.70	500.57	895.85	1,513.38	1,467.94	612.24	6,534.86
	Total Revenue	8,073.27	4,394.48	6,357.77	5,966.48	10,489.02	10,902.40	4,550.21	50,733.63
Settlement	Cash Deposit	812.63	774.26	316.45	231.23	635.07	967.25	709.53	4,446.42
	Amex	2,995.42	1,930.86	4,195.54	2,053.23	2,905.00	4,689.00	1,910.01	20,679.06
	Visa	2,060.86	803.83	1,281.92	1,636.13	3,197.91	2,905.00	1,091.70	12,977.35
	MasterCard	1,903.36	782.50	552.61	2,002.69	3,416.01	2,242.23	836.97	11,736.37
	Discover CC		83.03			62.02	44.51		189.56
	Employee Meals	72.25	20.00	13.15	42.50	53.65			201.55
	AnBusch - Paidout	216.00				198.00			414.00
	Wild Edibles - Paidout					0.00			0.00
	Piccinini - Paidout						54.55		54.55
	Total Settlement	8,060.52	4,394.48	6,359.67	5,965.78	10,467.66	10,902.54	4,548.21	50,698.86
	O/S	-12.75	0.00	1.90	-0.70	-21.36	0.14	-2.00	-34.77
Cover	Guest count	160	101	121	96	168	159	128	933
	Total Cover	160	101	121	96	168	159	128	933

Three most powerful analytical techniques

- Aggregation
- Sorting
- Filtering

Take Aways

- Everyone should and can be data driven
- Coding isn't needed to analyse data
- SEW data is very valuable

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Thank you & Questions

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