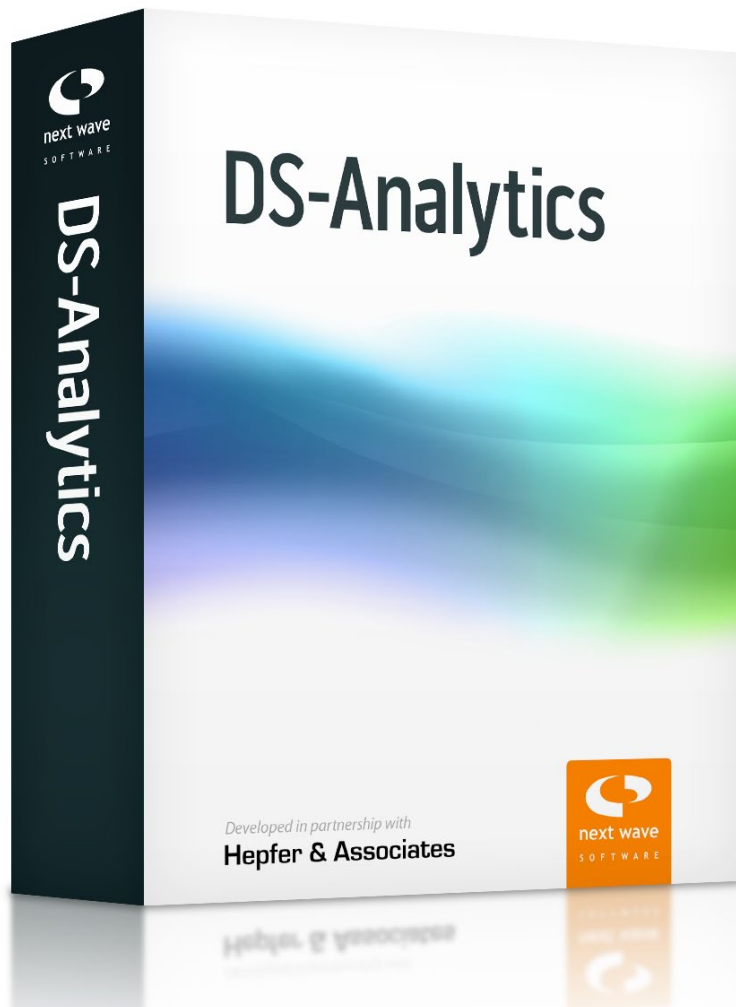


# DS-Analytics



## KEY REPORTING:

### Purchasing:

Dollar and Unit Volumes,  
Purchase Frequency,  
Regional Trends

### Sponsoring

Sponsoring and Rates,  
Regional Trends

### Segmentation

Sponsoring and Purchasing  
Patterns for Customer and  
Distributor Segments

### Activation & Engagement

Lifecycle Views and Trends

## Sales Force & Customer Activity Analysis

Most Direct Selling/MLM companies have reams of reporting providing standard sales and item movement metrics, but the real insights into field trends and behavior are often obscured by the pure volume of data. Direct Selling Analytics provides multiple views into the activity in your field, allowing you to separate and understand what's going on among your population of customers versus your real distributors.