



## EG Retail Dag 2017

Værdifuld indsigt i data giver  
kroner på bundlinjen

Villy Gravengaard, Vice President – EG Digital Solutions



Adding value to business

2017: The digital agenda  
creates a fantastic weather  
forecast for the innovative  
companies



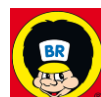
- Digital siden 1987
- Senior Management i nationale and internationale virksomheder, retail, wholesale and konsulent
- E-commerce and web
- Kundeklubber
- Digital Marketing
- Data og business intelligence
- Konsulent siden 2013 - digital and data
- Vice President - EG Digital Solutions



Adding value to business



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- 
- EG Digital Solutions
  - Indsigt giver kroner på bundlinien
  - Microsoft PowerBi (demo)
  - LS Insight – Powered By Microsoft PowerBi (demo)
  - Spørgsmål

# EG Digital Solutions

Næsten 100 Skandinaviske konsulenter indenfor data, kunstig intelligens, business intelligens, CRM, e-commerce, digital marketing, Digital strategi, SharePoint and web



6 dedikerede teams der dækker hele  
paletten fra **data** til **kunder**



# Digital Solutions

6 dedicated teams

Indsigt giver kroner på bundlinjen

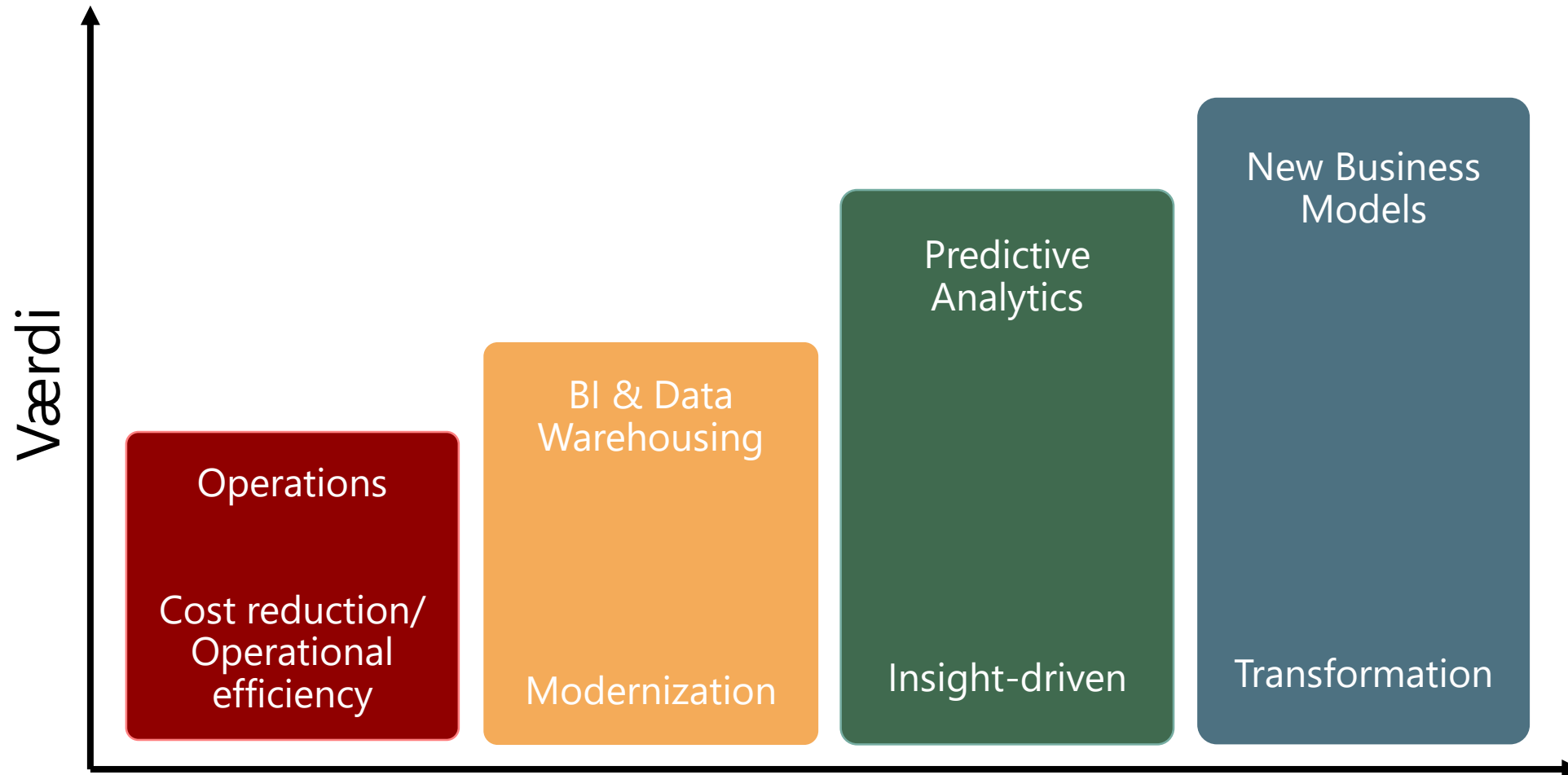


Olie er ikke længere verdens mest værdifulde ressource

– det er DATA



# Forskellige niveauer af dataanvendelse



# Drivere inden for Business Intelligence



Self-Service

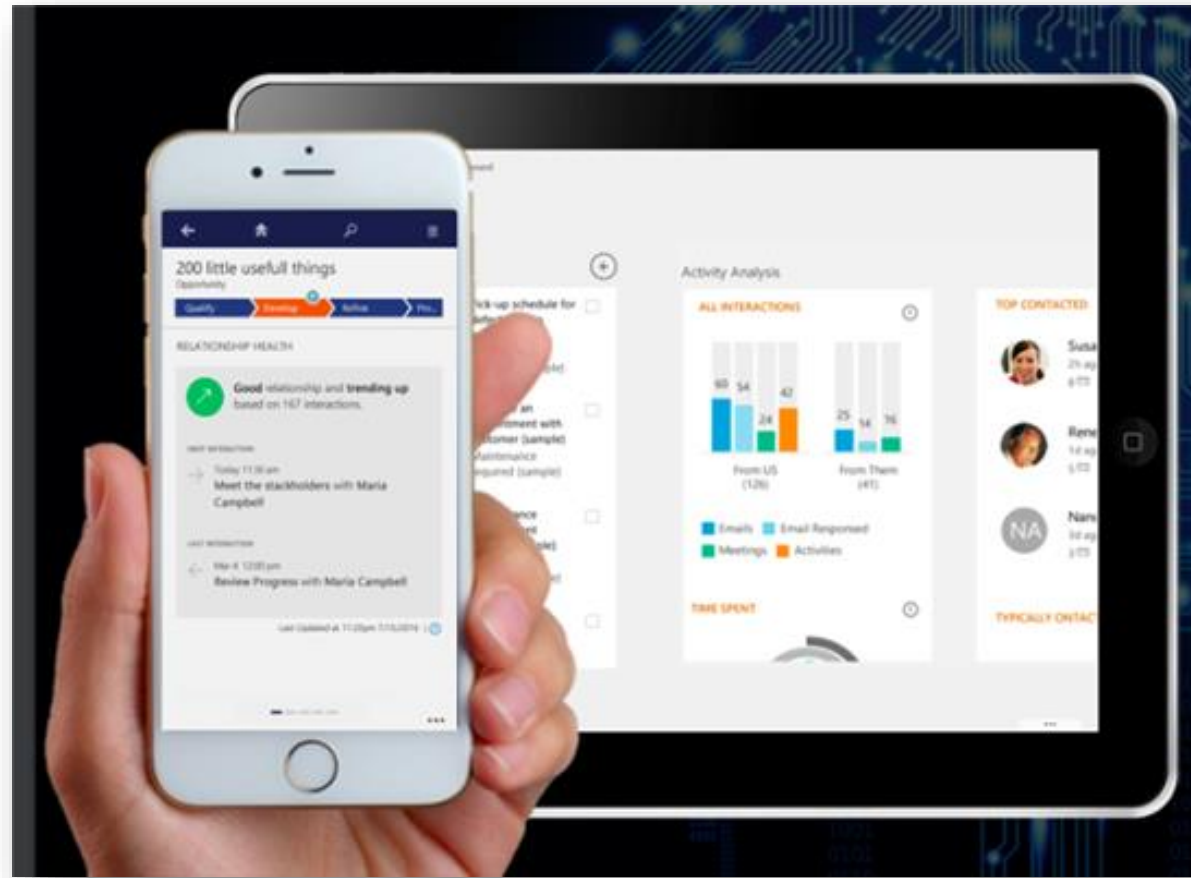


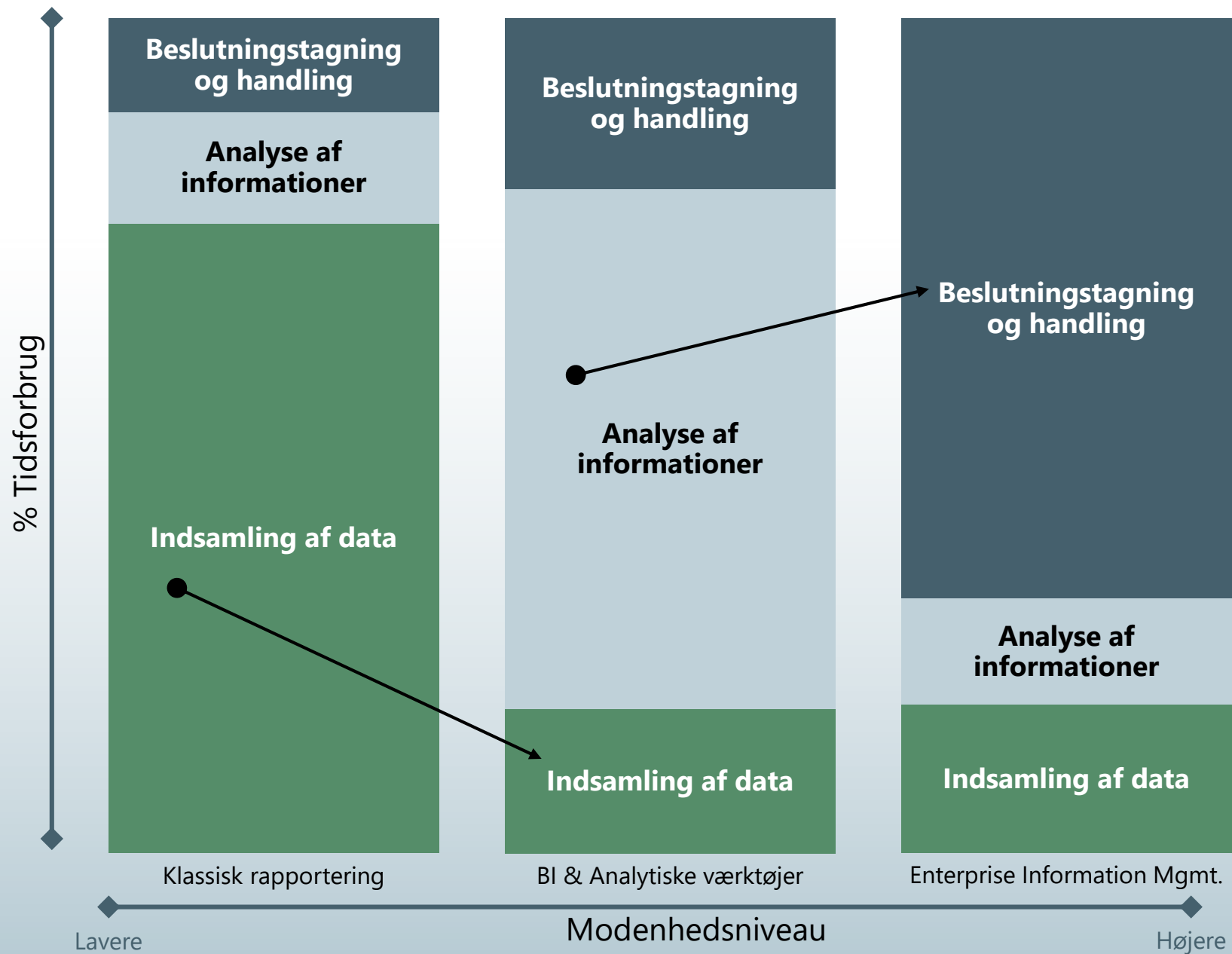
Data  
Governance



Embedded BI

# Embedded BI





# One size does not fit all

## Innovation

Eksperimentering ◦ Hastighed ◦ Konstant forandring

### Kendetegn

- Fokus på output – ingen begrænsninger
- Få involverede
- Systemuafhængigt
- Levetid: Kort eller ukendt

## Differentiation

Oplevelse ◦ Forvent ændringer ◦ Kontrolleret forandring

### Kendetegn

- Fokus på effekt og oplevelse
- Kundeinvolvering
- Nogen systemafhængighed
- Levetid: Medium eller ukendt

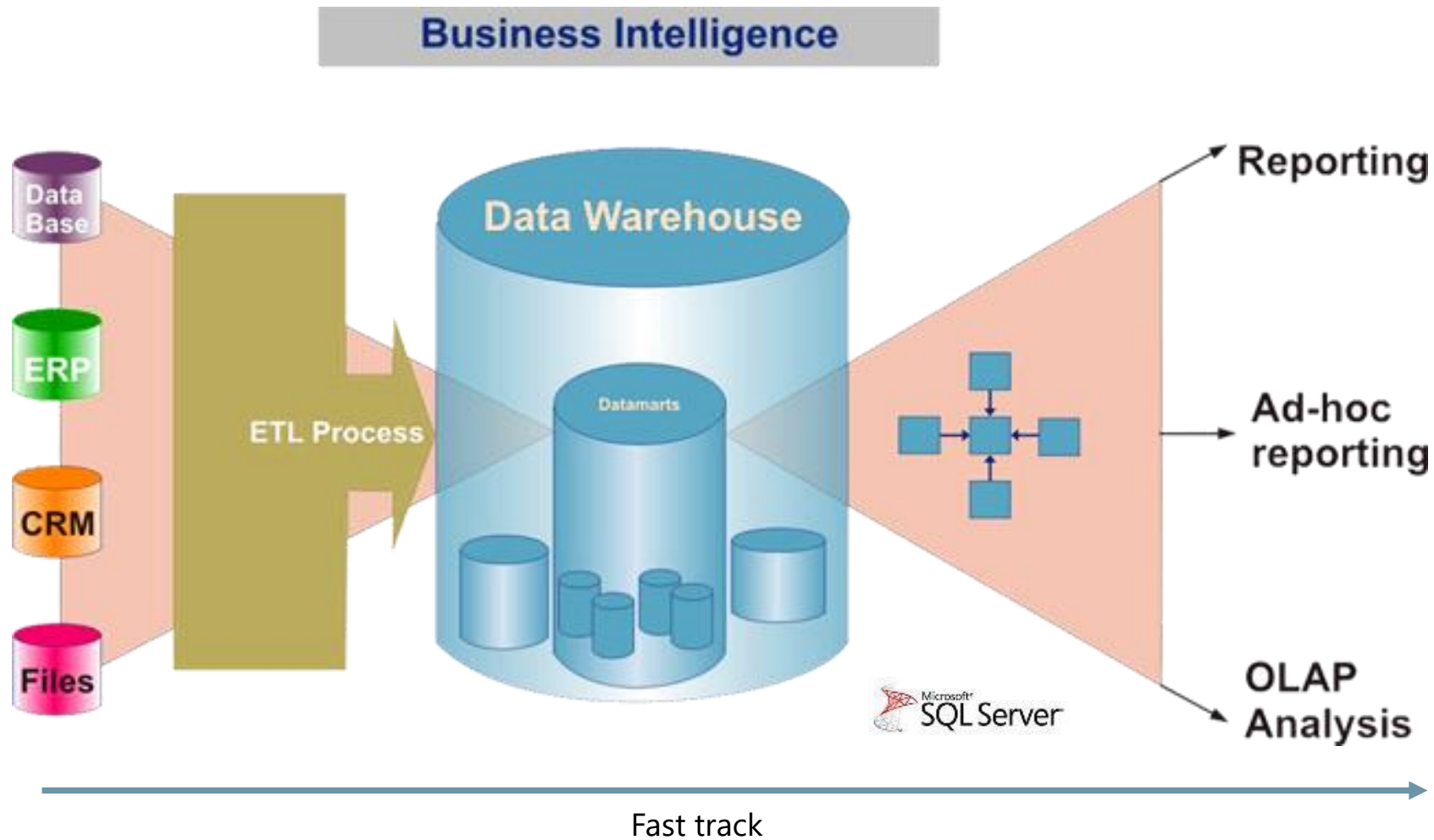
## Core

Stabilitet ◦ Sikkerhed ◦ Forsigtig forandring

### Kendetegn

- Fokus på stabilitet og effektivitet
- Mange involverede
- Stor systemafhængighed
- Levetid: Lang eller uendelig

# Datawarehouse og front-end tools



Microsoft PowerBi



Microsoft Excel



QlikView

**TARGET**  
courage to act



Microsoft

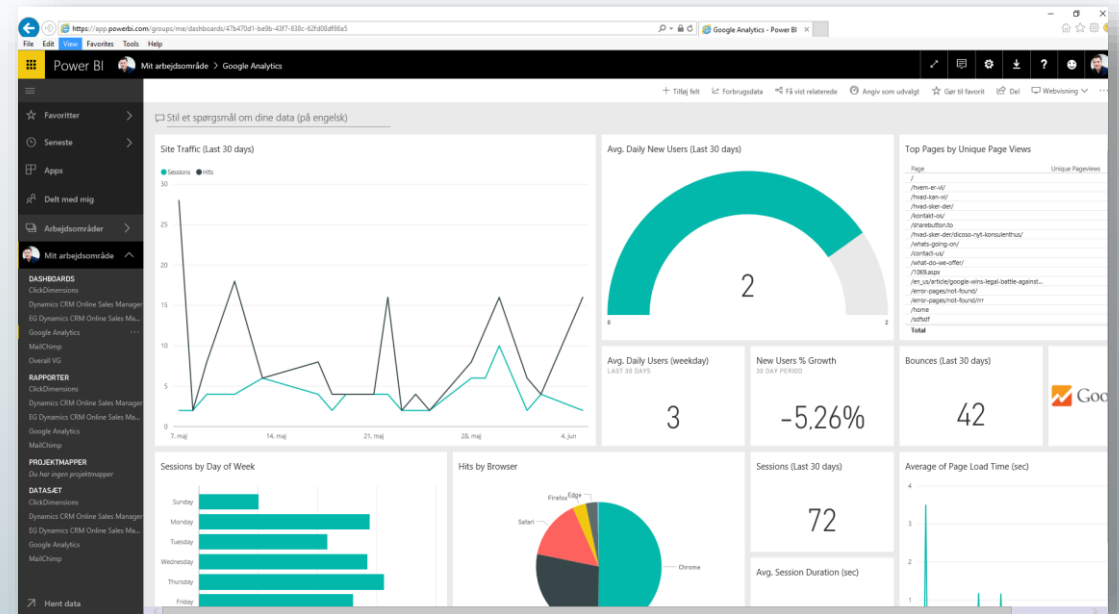
**Power BI**



# PowerBi – Desktop tool og powerbi.com

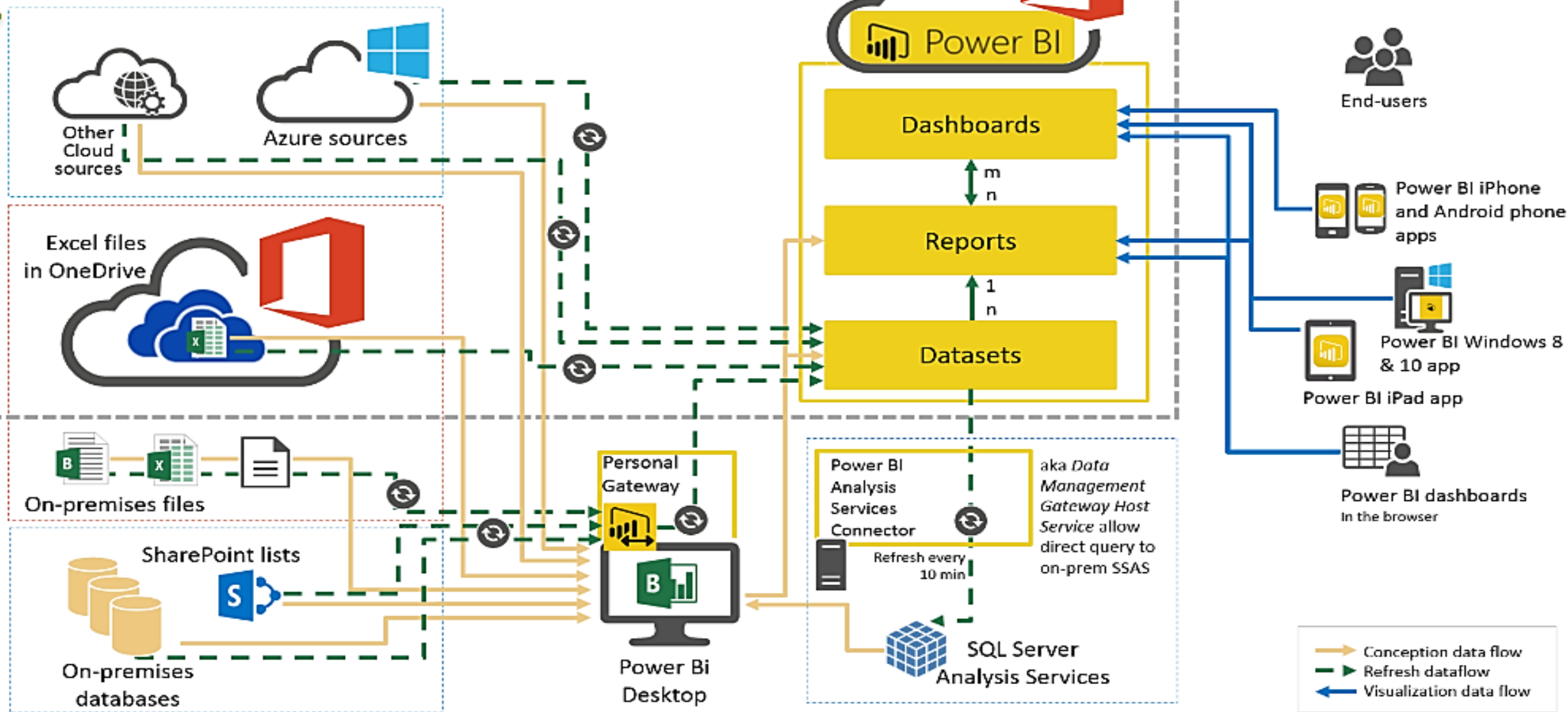
Customer	Company	Customer name	Customer city	Customer segment	Customer subsegment
5819371	egdk	Herring Kommune Dyrstjølvs Skole	Herring	No segment	No subsegment
5819371	egdk	**QIP281** A.M. Interieur A/S	Herring	No segment	No subsegment
5819371	egdk	Borgestadale Frøstegård	Herring	No segment	No subsegment
5819371	egdk	**SABERE**KONKURS**Kingsan Miljørenovare A/S	Herring	No segment	No subsegment
5819371	egdk	Enverist	Herring	No segment	No subsegment
5819371	egdk	**SABERE** Brandstøt A/S	Herring	No segment	No subsegment
5819371	egdk	**QIP281** Byggeteam Søren Mortensen A/S	Herring	No segment	No subsegment
5819371	egdk	Central Bulk Equipment A/S	Herring	No segment	No subsegment
5819371	egdk	Enveriguppen Jylland E I A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE** Herring Tømrerbyrå og Byggecenter A/S	Herring	No segment	No subsegment
5819371	egdk	Stof A/S	Herring	No segment	No subsegment
5819371	egdk	TEF Lundeby	Herring	No segment	No subsegment
5819371	egdk	EG A/S (Inver)	Herring	No segment	No subsegment
5819371	egdk	**SABERE** EG Utility Norge AS	Herring	No segment	No subsegment
5819371	egdk	**SABERE** CIDR - Citron IT A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE** Mølle & Co AS u konkurs	Herring	No segment	No subsegment
5819371	egdk	**SABERE**KONKURS**M&M Marketing A/S	Herring	No segment	No subsegment
5819371	egdk	**QIP281** By Come A/S	Herring	No segment	No subsegment
5819371	egdk	**QIP281** Høne Herring butik 707	Herring	No segment	No subsegment
5819371	egdk	**QIP281** Luca Foto A/S	Herring	No segment	No subsegment
5819371	egdk	Åberg Høst	Herring	No segment	No subsegment
5819371	egdk	Psykologcenteret Herring v/Lale Sep. Bråhøj-Lauritzen	Herring	No segment	No subsegment
5819371	egdk	**SABERE**Herring Kommune Skolen på LØ, Berneparkvej sk A/S	Herring	No segment	No subsegment
5819371	egdk	**QIP281** Avla A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE**konkurs**Ola og Flåger Parvej A/S	Herring	No segment	No subsegment
5819371	egdk	K&S Plus	Herring	No segment	No subsegment
5819371	egdk	Fagerlands Værktøj- & Materialfabrik A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE**KONKURS**Dema Mastler A/S	Herring	No segment	No subsegment
5819371	egdk	Sudem Huset A/S	Herring	No segment	No subsegment
5819371	egdk	HÅNDREKUL EL AS	Herring	No segment	No subsegment
5819371	egdk	Søren Knudsen Entreprenørforretning A/S	Herring	No segment	No subsegment
5819371	egdk	Møllemedier Jens Ejner Henriksen	Herring	No segment	No subsegment
5819371	egdk	Herring Ny Mølle A/S	Herring	No segment	No subsegment
5819371	egdk	Mølle med Søren & Lundorf A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE**KONKURS**Poul Jacobson A/S	Herring	No segment	No subsegment
5819371	egdk	Desert Oak A/S	Herring	No segment	No subsegment
5819371	egdk	**SABERE** Systek Servicecenter E& Automation A/S	Herring	No segment	No subsegment
5819371	egdk	Mr. Dørm A/S	Herring	No segment	No subsegment
5819371	egdk	**QIP281** Smal Jensen John, Jensen & Søn	Herring	No segment	No subsegment

PowerBi desktop

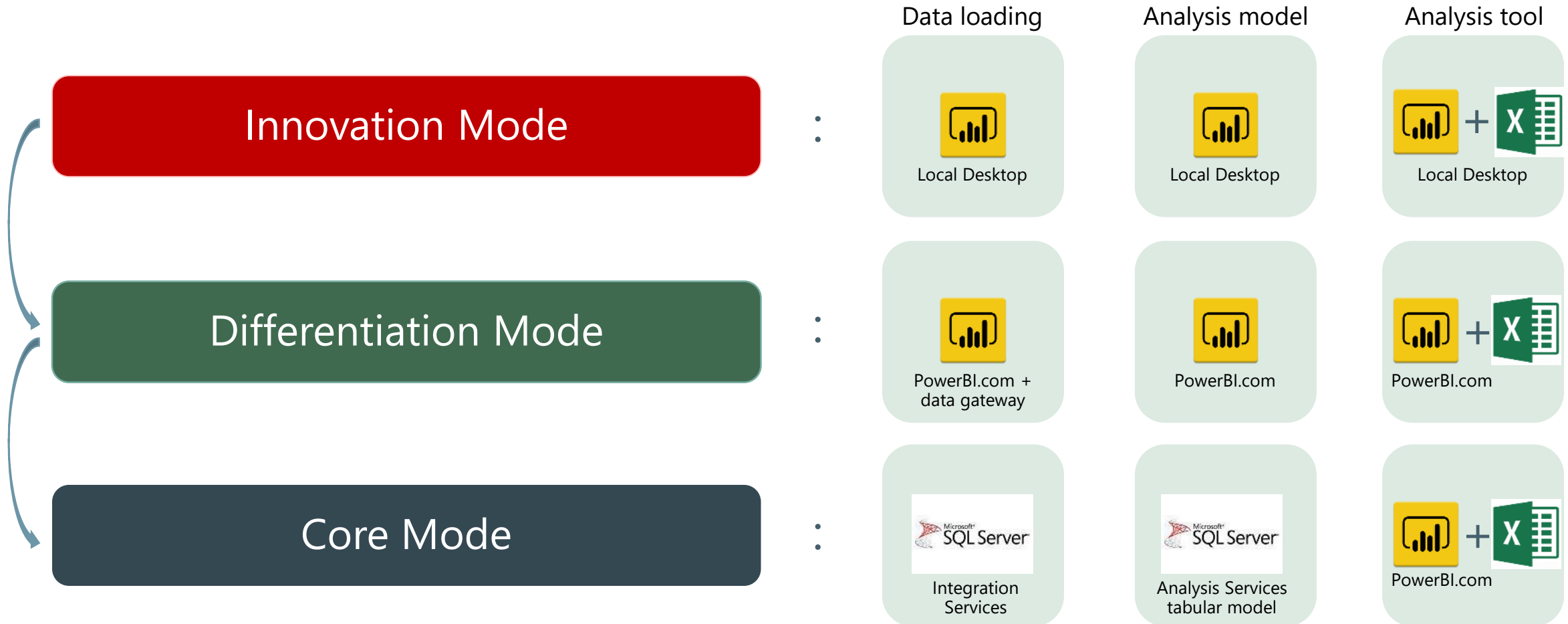


powerbi.com

# Power BI 2.0 Architecture



# Modning af en Power BI løsning





# LS Insight

From data to insight to action - it's simple



# LS Insight – Powered By Microsoft PowerBi

- Samlet **overblik** over dine retail indsigter, når du bruger LS Reatil
- **Self Service BI** – lav selv dine dashboards og rapporter
- **Enkelt** opsætning – i gang på kort tid
- **Cloud** løsning (SaaS) – ingen upfront licens betaling – betal for brug
- Afvikles på alle typer **enheder**, desktop, mobil og tablet

LS Insight

Select Store

- Select All
- Cronus Electroni...
- Cronus Fashion S...
- Cronus Fashion S...
- Cronus Food Ma...
- Cronus Home Fu...
- Cronus Super M...

Select Department

- Select All
- SALES - Sales

Select Division

- Select All
- N/A - N/A

## Net Sales - YTD Pacing to Budget

### CY 2016

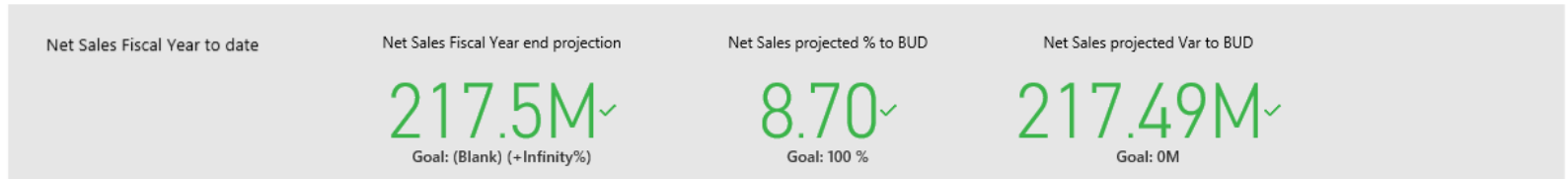
208,556,098 Net Sales  
 191,871,610 Budget Amount  
 16,684,488 Sales Budget Diff

This analysis measures Sales Budget Diff by Year Calendar (CY) and by Month CY Year.

For CY 2016:

- For CY 2016, total Sales Budget Diff is 16.7 million across all 12 months.
- The top two months account for over a quarter (27%) of overall Sales Budget Diff.

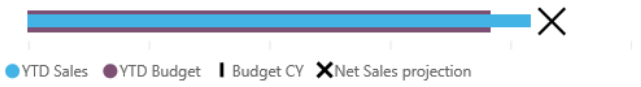
powered by Narrative Science



#### Breakdown by quarter

Quarter No CY ...	Net Sales	Budget Amou...	Sales Budget D...	Sales VS Budget ...
Q1-2016	83,098,906	76,450,994	6,647,913	8.70
Q2-2016	82,881,527	76,251,005	6,630,522	8.70
Q3-2016	26,481,240	24,362,740	2,118,499	8.70
Q4-2016	16,094,425	14,806,871	1,287,554	8.70
<b>Total</b>	<b>208,556,098</b>	<b>191,871,610</b>	<b>16,684,488</b>	<b>8.70</b>

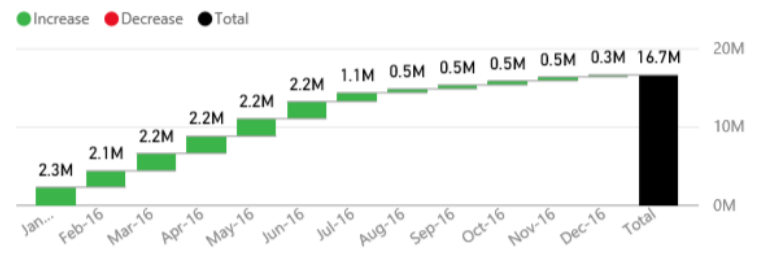
Net Sales year to date and projection vs. Budget



Net Sales: Actuals vs. Budget



Net Sales: projected Var to Budget



LS Insight

Select Department

- Select All
- Cronus Electroni...
- Cronus Fashion S...
- Cronus Fashion S...
- Cronus Food Ma...
- Cronus Home Fu...
- Cronus Super M...

Select Department

- Select All
- SALES - Sales

Select Division

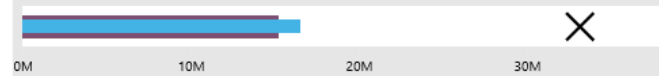
- Select All
- N/A - N/A

## Net Sales - MTD pacing to Budget

### CY 2016

16,604,299.64 MTD Sales  
 6,850,405 QTD Sales Budget Diff  
 1,328,343.97 MTD Sales Budget Diff  
 12 MonthNumber

### Net Sales Month to Date vs. Budget



### Net Sales Month End Projection

33.21M ✓  
 Goal: (Blank) (+Infinity%)

### Net Sales month to date

16.6M ✓  
 Goal: 0M

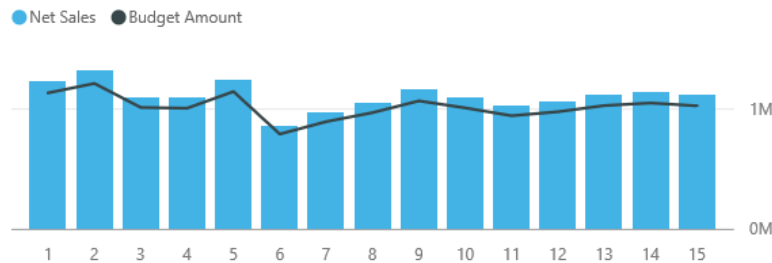
### Net Sales projected Var to month BUD

33.21M ✓  
 Goal: 0M

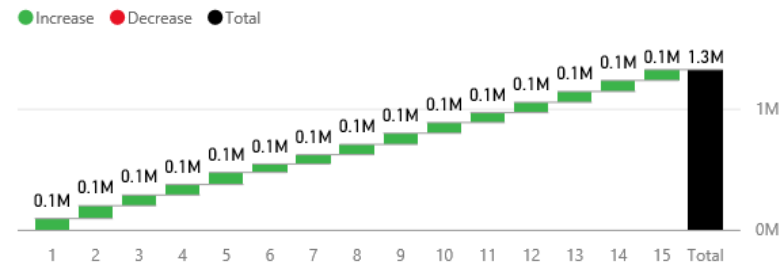
### Breakdown by Month

Month...	Net Sales	Budget Amount	Sales Budget D...	Sales VS Budget ...
Dec-16	16,604,300	15,275,956	1,328,344	8.70
<b>Total</b>	<b>16,604,300</b>	<b>15,275,956</b>	<b>1,328,344</b>	<b>8.70</b>

### Net Sales: Actuals vs. Budget



### Net Sales: projected Var to Budget



# LS Insight

## Select Store

- Select All
- Cronus Electroni...
- Cronus Fashion S...
- Cronus Fashion S...
- Cronus Food Ma...
- Cronus Home Fu...
- Cronus Super M...

## Select Department

- Select All
- SALES - Sales

## Select Division

- Select All
- N/A - N/A

# Net Sales - YTD Pacing to Budget

**CY 2016**

157,096,877 Net Sales

144,529,127 Budget Amount

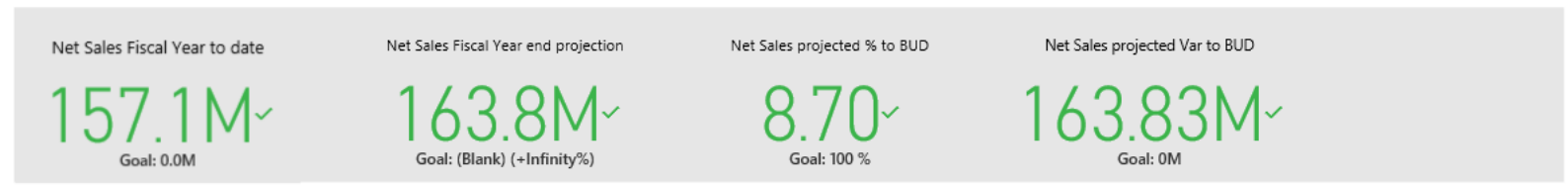
12,567,750 Sales Budget Diff

This analysis measures Sales Budget Diff by Year Calendar (CY) and by Month CY Year.

For CY 2016:

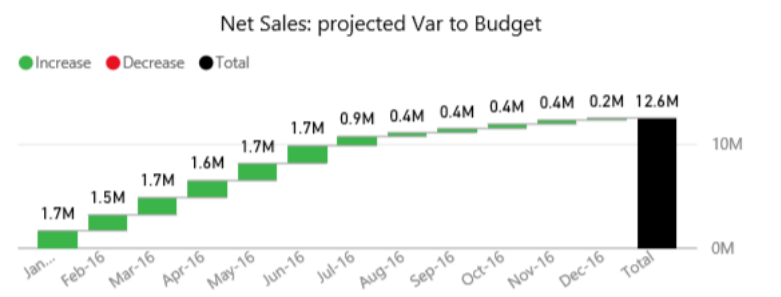
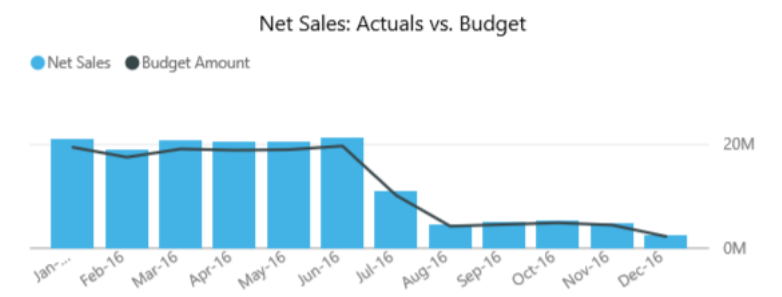
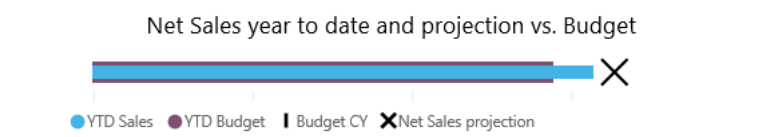
- For CY 2016, total Sales Budget Diff is 12.6 million across all 12 months.
- The top two months combine for over a quarter (27%) of overall Sales Budget Diff.

powered by Narrative Science



Breakdown by quarter

Quarter No	CY	Net Sales	Budget Amou...	Sales Budget D...	Sales VS Budget ...
Q1-2016		61,070,519	56,184,877	4,885,641	8.70
Q2-2016		62,667,880	57,654,449	5,013,430	8.70
Q3-2016		20,678,149	19,023,897	1,654,252	8.70
Q4-2016		12,680,329	11,665,903	1,014,426	8.70
<b>Total</b>		<b>157,096,877</b>	<b>144,529,127</b>	<b>12,567,750</b>	<b>8.70</b>



### Visualizations

- General
- Selection Controls
- Header: Off
- Items
- Title: On
- Background: Off
- Lock aspect: Off
- Border: Off

### Fields

Search

- Budget
- Gross Margin Peri...
- Gross Margin to D...
- KPIs
- Net Sales Period A...
- Net Sales to Date
- Quantities Period...
- Quantities to Date
- Budget table
- Budget Var Analysis
- Company
- Date
- Department - Glo...
- Division - Global D...
- Fact Sales Budget
- Item
- Other Measures
- POS Terminal
- Refund Indicator
- Sales Budget
- Sales Document
- Staff
- Store
- StoreOpenDays
- Time



# Kom i gang med Microsoft PowerBi

1/2 dags  
workshop med  
PowerBi og evt.  
egne data

GRATIS

PowerBi  
startpakke  
kom i gang med  
dine første  
dashboards

kr. 25.000  
(40 konsulenttimer)