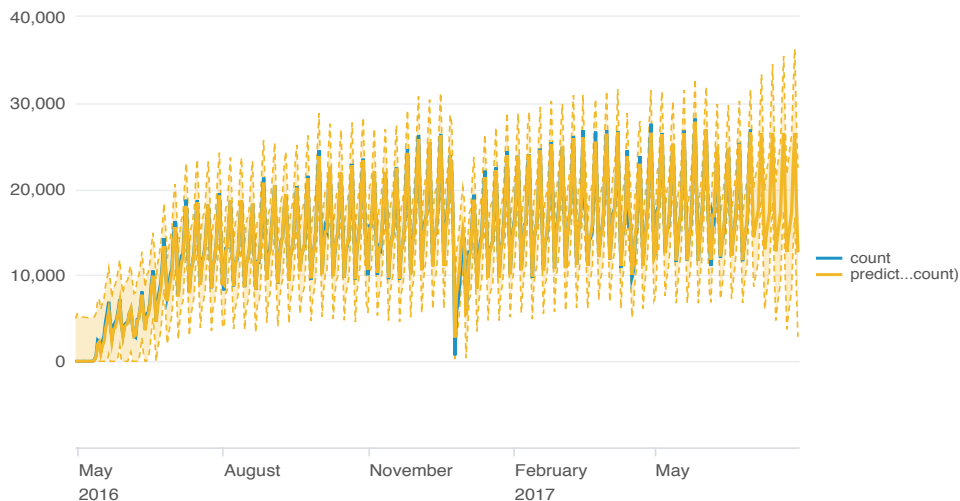# Data Analytics Tool

Industry leading analytics tool for today's demanding market

How does it work?

- An automated SQL system with a customer friendly interface for analytics.
- Analyses the data on multiple transaction types for example:
  - Withdrawal.
  - Balance enquiry.
- Data can be analysed by:
  - Terminal / time of day / transaction type - the permutations are huge!
- Provides trends and reviews all fields of interest.
- Reports are bespoke based on customer requirements.
- Customers portal displays the data and users can run generic pre-defined reports.
- Dashboard shows current trends and highlights anomalies.
- Gives customers quick and easy access to data and graphs.
- Operates for both transactional data and event data.

Advantages

- Illustrates trends

- Predictive elements

- Shows daily average transaction values

- User-friendly interface

- Easy to customise and tailor to needs

Customer benefits

- Aligns ATM usage to data within the business; for example, what are the ATVs at the ATM during the day, how does this affect sales at the counter.
- Presents graphical trends.
- Quick guide to monitoring transactions and alerts.
- Allows clients to optimise customer spend, maximise income and match advertising to client usage – such as coffee in the morning
- Predicts cashflow and maintenance.
- Align with other analytical tools used in the business.
- Increases revenue and enhances performance of ATMs.