



Drive store insights and profitability with Merlin™ and Power BI

Power BI is a suite of business analytic tools that deliver insights throughout your store.

Connect to hundreds of data sources, simplify data preparation, and drive ad-hoc analysis. Produce beautiful reports, then publish them for your organisation to consume on the web and across mobile devices.

You can have personalised dashboards with a unique, 360-degree view of your business. You can scale across your business no matter what size or geographic location, with governance and security built-in.

With Merlin and Power BI, collect, visualise and report data important to you. The possibilities are limitless.



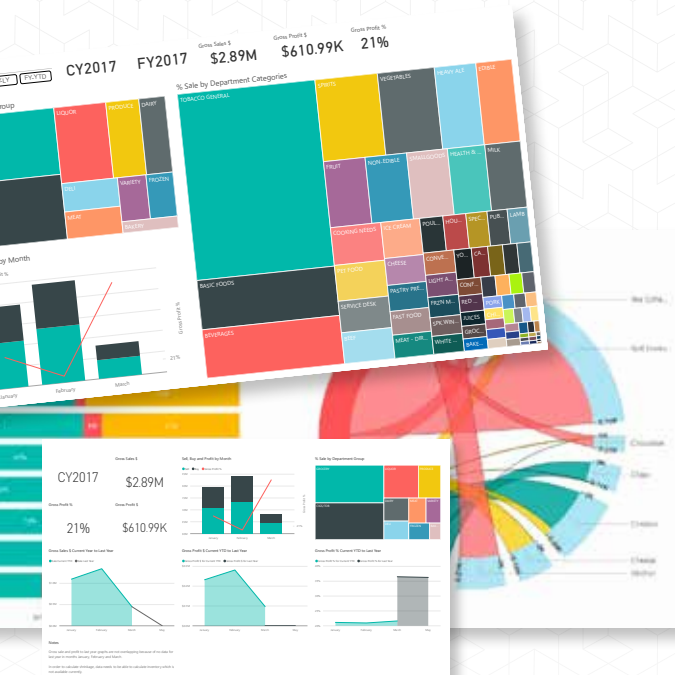
YOUR CHALLENGE

- › Siloed data that is reported differently across applications.
- › Relying on gut feel, feeling like you're gambling.
- › Expensive with a high degree of effort to report monthly, quarterly and yearly results across stores.
- › Table data reporting that is difficult to interpret.
- › Historic data reporting making it difficult to predict future trends.

YOUR OBJECTIVES

- › Boost profitability based on insights and actionable data.
- › Understand your customers preferences more accurately.
- › Have a single view that is flexible to add data sources.
- › Communicate complex data meaningfully & visually.
- › Have reliable live dashboards and reports that drive action.
- › Stay ahead of your competition.
- › Present role based dashboards at all levels of your business.
- › Make decisions on trusted live data.
- › Access data from any device so you can pivot quickly based on what is happening in your stores even if you're not there.

GPK Retail Business Intelligence



Experience your data.
Any data.

Connect to what matters to you. Excel spreadsheets, on-premises data sources, big data, streaming data, and cloud services: it doesn't matter what type of data you want or where it lives, connect to hundreds of data sources with Power BI.

With GPK Group and our network of business intelligence consultants we can work with you to scope, define and deliver reports and dashboards that aggregate and present data that is actionable.

By linking you POS, BOS, HOS, accounts, HR and any other data sources together you can remove gut feel and assumption and make evidence based decisions from anywhere.



Merlin™ POS & Microsoft Power BI

Via a systematic process we can provide you with reports and dashboards to give you the right information in the right context so you make the right decision.

DAY 1
Requirements Workshop
A one day deep-dive workshop typically held at your premises, involving all the stakeholders on the project. We agree the data, reports and insights that you want to include, together with the initial user base.

DAY 2-3
Development of Dashboards & Reports
Our Data Analytic specialists will transform your requirements into data integration, data model, reports and dashboards. By the end of this phase, you'll be able to review the content on your Merlin & Power BI site.

DAY 3-4
Testing & Feedback
We aim to get your reports and dashboards right first time, but we all know the best solutions come from an iterative approach. With this in mind we provide two feedback cycles to ensure you get your dashboards just the way you want them.

DAY 5
Training & Launch
Half day workshop where our Data Analytic specialists will walk through all the development artefacts and show you how you can extend the data model, reports, dashboards, and more using the Power BI tools.



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