

# PerformaMetrics Analytic Web Dashboards

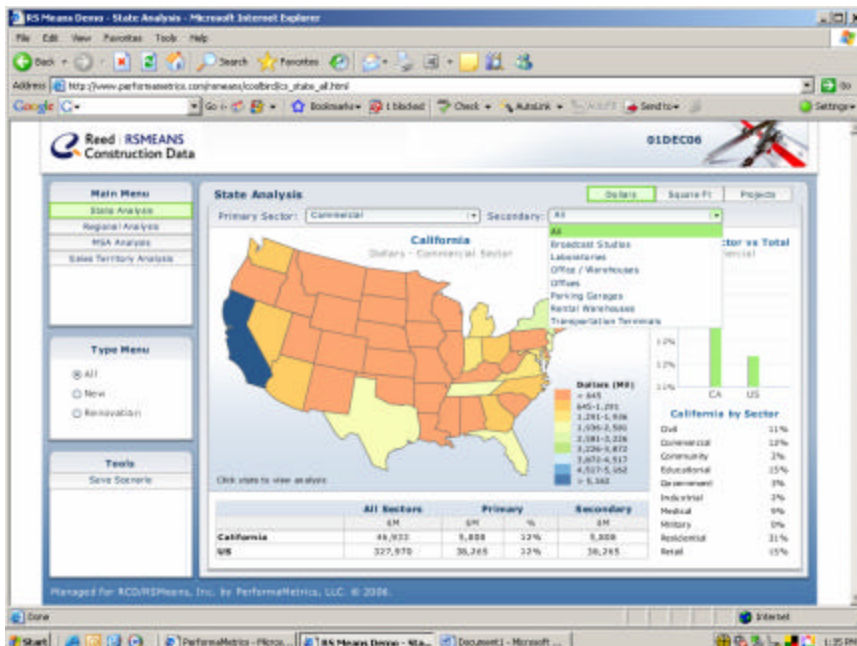
PerformaMetrics, LLC develops predictive and performance measures that are data-driven, concise, and actionable. Typical measures are market size, market penetration, product demand, sales performance, cost trends, usage rates, and predicted growth.

Metrics and analyses are proprietary to each company. They typically consist of the integration of external market demand data with internal customer supply or performance data. This integration of external and internal data and analyses is unprecedented, giving customers continuous strategic advantage in their marketplace.

Customers monitor their analytics through Web-based dashboards that PerformaMetrics develops, hosts, and manages. Data is updated monthly, or as often as the business need demands.

PerformaMetrics Analytic Web Dashboards include –

- Geographical analyses
- Sales territory analyses
- Product line analyses
- Trend analyses
- Scorecards and color-coded alerts
- Market sector analyses
- Competitor analyses
- Program monitoring
- Modeling capabilities



*All text and graphics are completely interactive.*

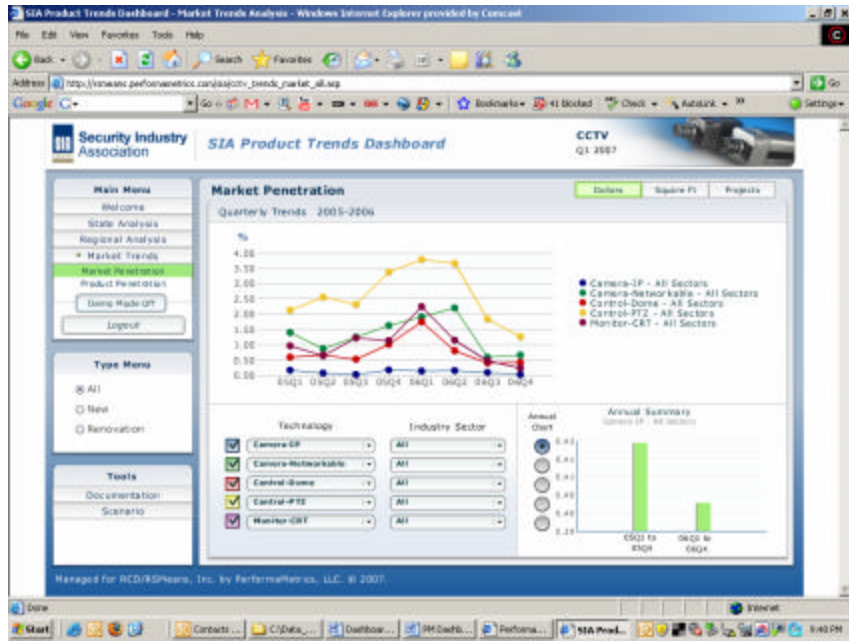
*Rolling the mouse over graphics reveals exact data.*

*Clicking on graphics gives drill-down analyses.*

**For information contact Sandra Hendren at 978-468-6083 or [shendren@performametrics.com](mailto:shendren@performametrics.com)**

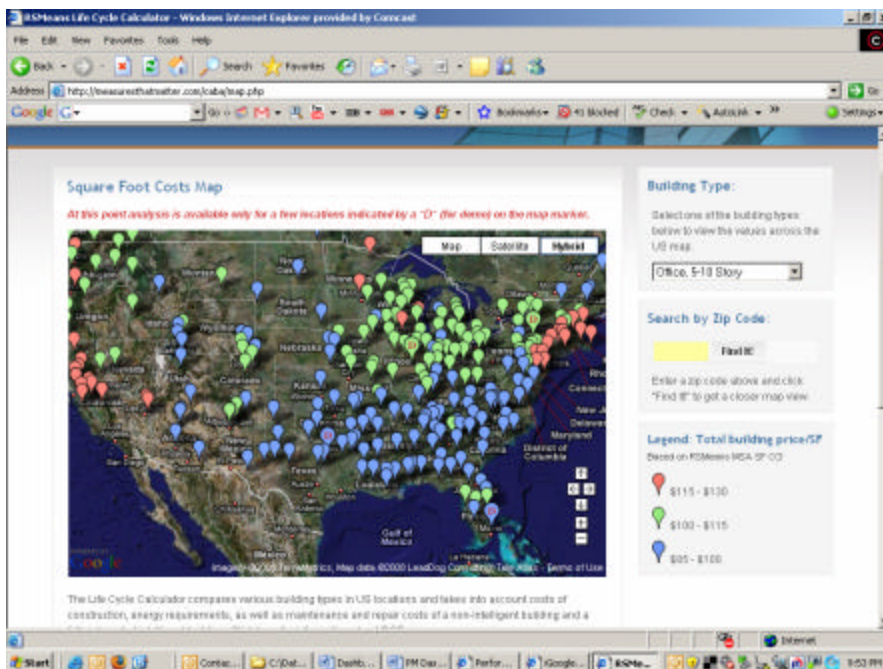
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*Trend analyses are displayed by percentages with extensive selection and drill-down capabilities.*



Data for dashboards include the integration of –

- Customer data
- Demographic data
- Industry specific data
- Primary research data
- Market data
- Economic indicators
- Survey data
- Cost data



*Color coded visuals give an executive view of an organization's metrics.*

*Clicking on a marker gives a more detailed, tactical view.*

*In this way, the dashboard becomes an integrated "management platform" for tying corporate strategy to day-to-day operations.*

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