



Mapping For The Digital Age



TTK Geo Marketing Analyst

Background:

In the era of competitive performance it has become vital to find the extra mile in Performance to be ahead of competition. It pays to find patterns / trends in sales analysis in order to watch out for emerging good practices or to watch out for inefficiencies.

While numbers are always good indicators of these trends, visual representation creates a unique way of seeing through the clutter of numbers.

Same pattern has been presented in two different formats below, the one on the left stands out by identifying a regional issue with regard to the performance.

TTK Geo Marketing Analyst aims to help marketers in identifying such patterns while number crunching. This software is designed to visually present Sales Patterns on Maps fetching dynamic data from table enabling users to analyze the sales pattern geographically.

In other words what we aim to create through this application is develop Geographic Heat Maps represent location-based data, geographic heat maps highlight trends, anomalies and distributions across a geographic area in application ranging from market share analysis, performance analysis etc.

Basic Features of the Application:

- Standalone Java based application
- Allows Import & Export of CSV / Excel data allowing users to fetch data from ERP programs like SAP / Oracle etc.
- Display of "**Number based Colouring**" for various layers like
 - National Trends
 - State (Cumulative for all dealers)
 - District (Cumulative for dealers in the district)
 - Towns / Dealers
 - Display based on multiple data / brands
 - Allows multiple product trends to be presented
- Display of the Map based on cross functional analysis to identify trends.
- Create Bar / Pie charts at all levels of hierarchy from Country to Towns / Dealers.



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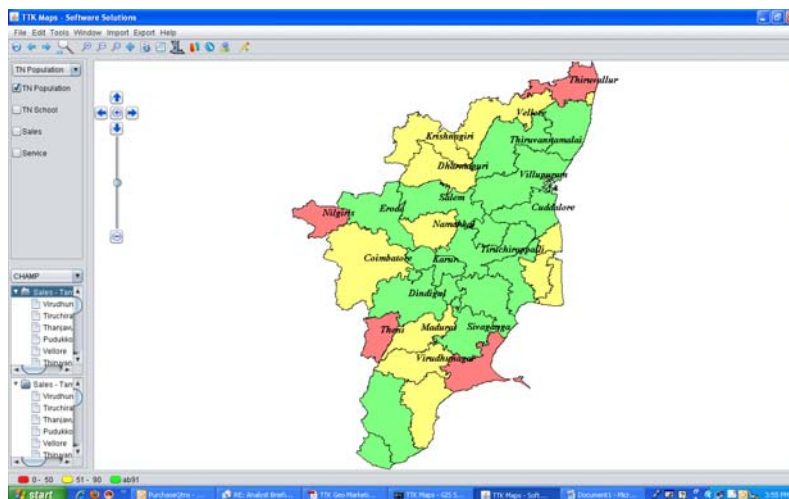
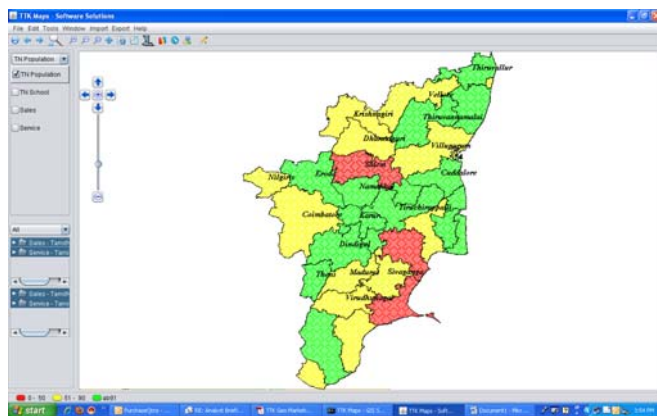
Environment:

- Setup automatically will install JAVA Runtime Environment which is necessary to run the application.

Hardware and Software Requirements:

- CPU : Intel Core 2 Duo Processor
- RAM : Min. 2 GB RAM
- Hard disk Space : 250 MB
- MinimumOS: Microsoft Windows XP or Higher

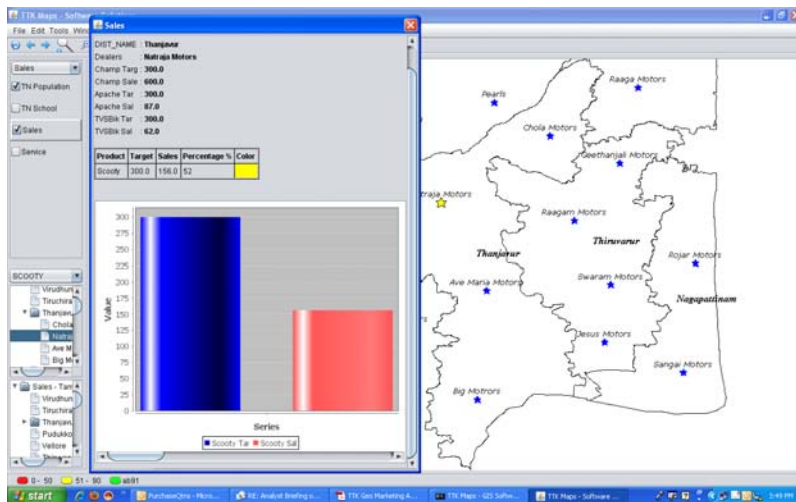
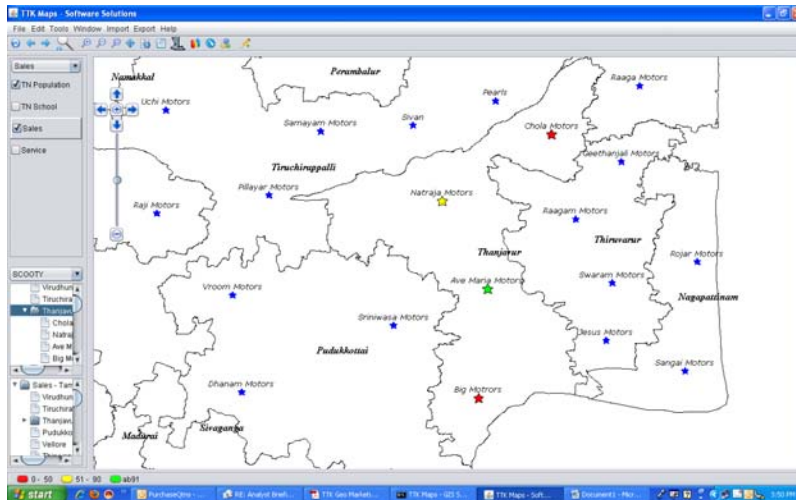
Some of the Screen shots are given below for ready reference:





ISO 9001:2008

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For clarifications and live demo please call on us at your convenient time.

Thanking you,

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