



DataMa

# Smart Analytics for Smart Decisions

Data analysis models to accurately answer your  
most common business questions



## DataMa **COMPARE**

Quickly identify the factors driving variations of your  
performance KPI



## — UNDERSTAND YOUR PERFORMANCE —

DataMa COMPARE is a data analysis tool that allows you to quickly identify and understand the factors that cause your performance indicators to rise or fall

➤ As for example, with DataMa COMPARE you will be able to explain, what is driving the performance of your:



Sales



Marketing  
Campaign



A/B Test



Website



Conversion  
rate



Or any other  
indicators



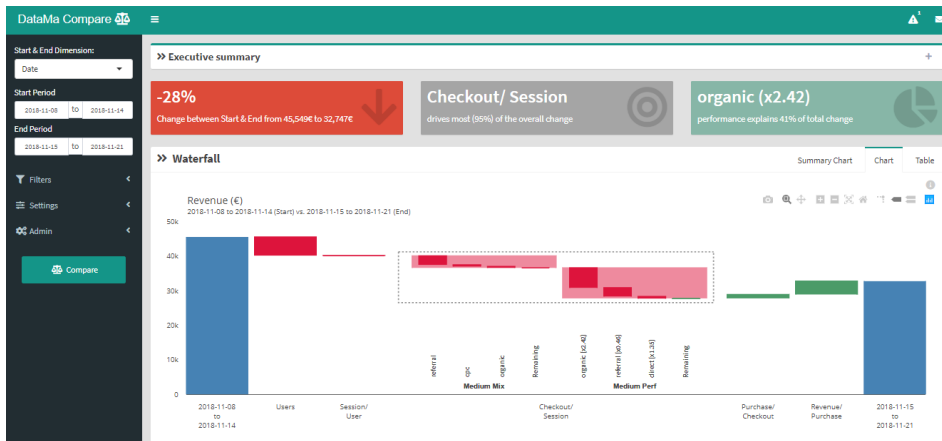
In 5 minutes, you will be able to provide analyses such as:

- **eCommerce:** "My revenue per-user drops by -19% mainly due to a conversion issues at the payment stage, caused by SEO traffic changes"
- **Management control:** "+ 6% margin against the budget thanks to a higher sales volume in Germany and a higher price of the product "B" than expected "
- **Marketing:** "The "A" email campaign performs twice as well as the "B" campaign thanks to a client mix effect and a higher user opening rate from people between 18 and 25 years old"



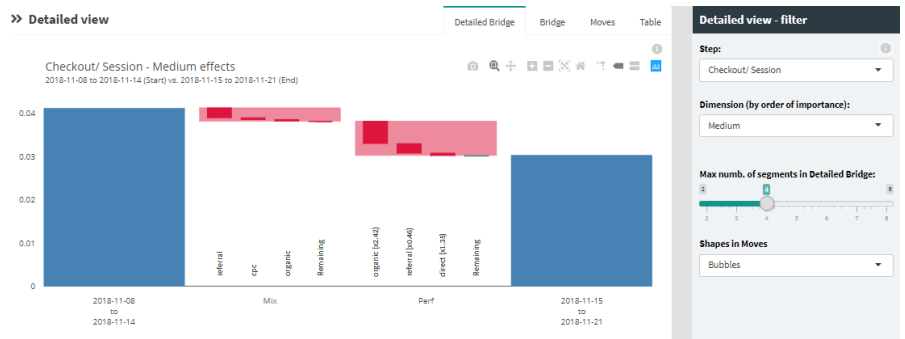
## OUR ANALYSIS INTERFACE

The DataMa COMPARE interface allows you to visually identify mix effects and performance effects of your indicators, and modify the parameters of your analysis to make your conclusions more relevant



Waterfall graph of dimensions impacting the KPI's performance

Analysis of mix effects and performance effects



**Executive summary**

Revenue has **decreased** by -28% from 2018-11-08 to 2018-11-14 (45,549€) to 2018-11-15 to 2018-11-21 (32,747€)

This can be explained by the fact that:

- **Checkout/ Session** has **decreased** by -26.69% (from 0.041 to 0.03) . Looking at it by Medium is particularly interesting to explain this:
  - referral (which Checkout/ Session is generally higher than average) has **decreased** in the mix by -5.35pts (from 37.4% to 32.1%)
  - organic Checkout/ Session has **decreased** by -46.23% (from 0.024 to 0.013), which is significantly higher (2.4 times higher) than the average decrease.
- **Users** has **decreased** by -11.71% (from 9180 to 8105) . Looking at it by Medium is particularly interesting to explain this:
  - referral Users has **decreased** by -23.48% (from 3441 to 2633), which is significantly higher (2 times higher) than the average decrease.

Executive summary of the performance analysis



The features available in the DataMa interface allow you to refine your analysis, **pivot the dimensions** you're comparing, **exclude dimensions**, **change the aggregation level** of your segments, ...



## A TURNKEY MODEL

Without replacing existing BI infrastructure or reporting tools, DataMa provides the missing intelligence layer between raw data and visualisation.

- **100% Analytics as a Service**
- **100% confidential**
- **0% installation**
- **0% configuration**

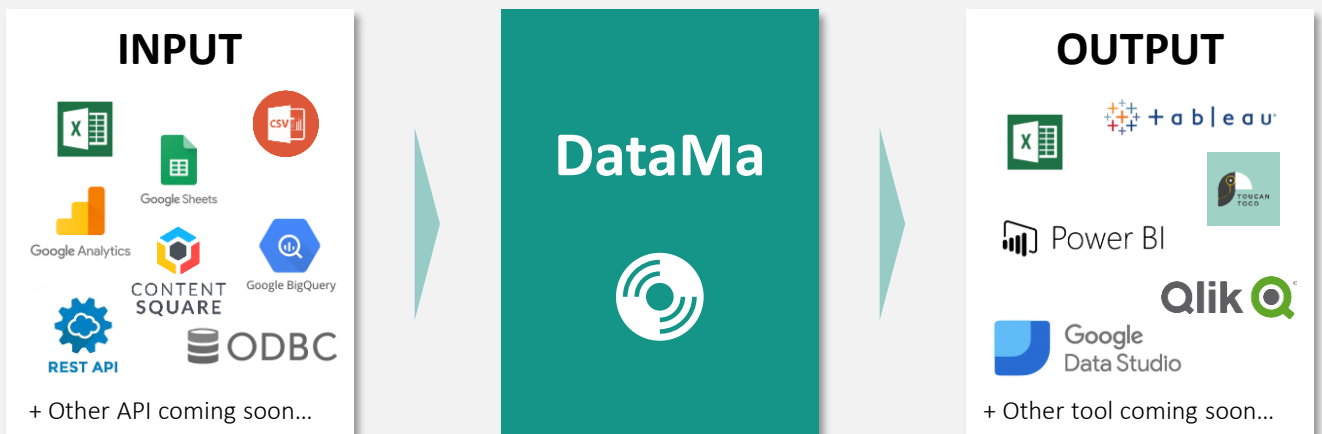
DataMa COMPARE is agnostic of your use cases, the analysis is built only from your data, which provide enough metrics and dimensions to make the tool work



DataMa COMPARE is available:

- >> in **SaaS mode**, online with secured access
- >> as an **R package**, hosted in your IT environment, or for advanced analysts, to be integrated into your dataflow or directly into your external data analysis platform (such as: Dataiku, Alteryx, Knime, ...)

DataMa COMPARE can be integrated in input and output, with the main common data sources, as well as with the most popular visualisation tools ... if yours does not appear, [contact us](#)?





## OUR SUPPORT

➤ Training at the purchase of the license and daily assistance to ensure the best use of the solution

Need help to start? DataMa is also at your side prior your purchase, to help you build your data sets and to advise you on the selection of your most relevant dimensions and indicators to be analysed for your business. To know our prices, [contact us](#).



Groupe

**Pierre & Vacances**  
CenterParcs

*DataMa Compare allow us to identify quickly and systematically the drivers behind on online conversion variations. We use DataMa analysis both for top management presentations and as an operational tool.*

Gregory Sion,

Senior VP Digital & Sales, Pierre & Vacances



  
voyage privé

*Can be 50% of an analyst's questions in a single graph !*

Eric de la Broise,

Directeur BI & Analytics | Voyage Privé

They have already chosen DataMa COMPARE as their analytical tool



Groupe  
**Pierre & Vacances**  
CenterParcs

L'ORÉAL  
PARIS

 ACCOR HOTELS

 voyage privé



DataMa Compare is a software  
licensed and developed by DataMa  
Company

We remain at your disposal,  
[contact us!](#)

