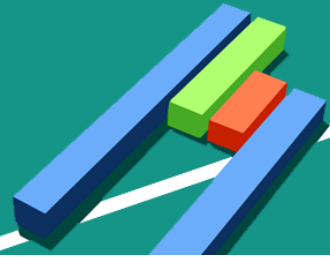




DataMa

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:



Marketing Campaign



A/B test



Business Performance

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

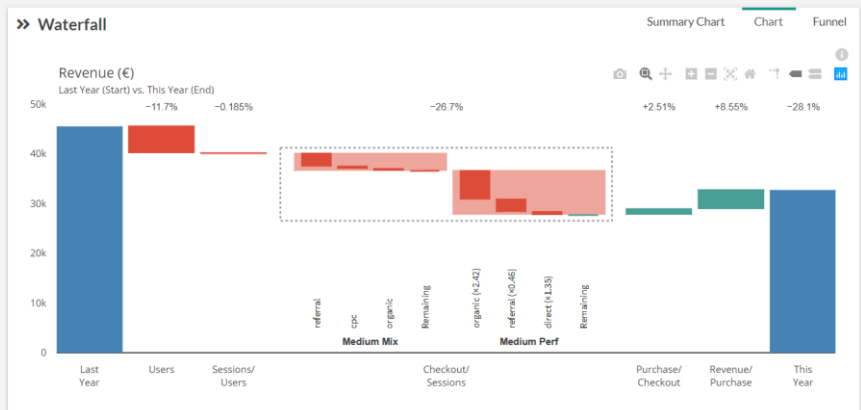
-28.1%
change from 45,549€ to 32,747€

Checkout/ Sessions
drives most of the overall change

organic (x2.42)
performance best explains the change

Waterfall graph of dimensions impacting the KPI's performance

Photo: Year over Year analysis of eCommerce site revenue from Google Analytics data



» Detailed view

Download this table | Download detailed table

Segment	Total Variation	Users	Sessions/ Users	Checkout/ Sessions	Purchase/ Checkout	Revenue/ Purchase	Revenue (Total)	Users (Ch. in %)	Sessions/ Users (Ch. in %)	Checkout/ Sessions (Ch. in %)	Purchase/ Checkout (Ch. in %)	Revenue/ Purchase (Ch. in %)
tablet	0	91	1.07	0	0	0	0	-5.6%	-4.4%	-100%	-100%	0%
mobile	-13	2,237	1.07	0.005	0.235	38.5	115	+3.9%	+0.5%	-47%	+8.2%	+50%
desktop	-12,789	5,777	1.04	0.041	0.662	202	32,632	-15%	-0.4%	-22%	+2%	+7.8%
Total	-12,953	8,105	1.05	0.03	0.64	199	32,747	-12%	-0.2%	-27%	+2.5%	+8.6%

Performance summary by dimension

Executive summary of the performance analysis

» Executive summary

Revenue has **decreased** by -28.1% 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 -26.7% (from 0.0412 to 0.0302). 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 -46.2% (from 0.0239 to 0.0128), which is significantly higher (2.4 times higher) than the average decrease.
- Users has **decreased** by -11.7% (from 9,180 to 8,105). Looking at it by Medium is particularly interesting to explain this:
 - referral Users has **decreased** by -23.5% (from 3,441 to 2,633), which is significantly higher (2 times higher) than the average decrease.

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.

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, ...)

100% Analytics as a Service

100% confidential

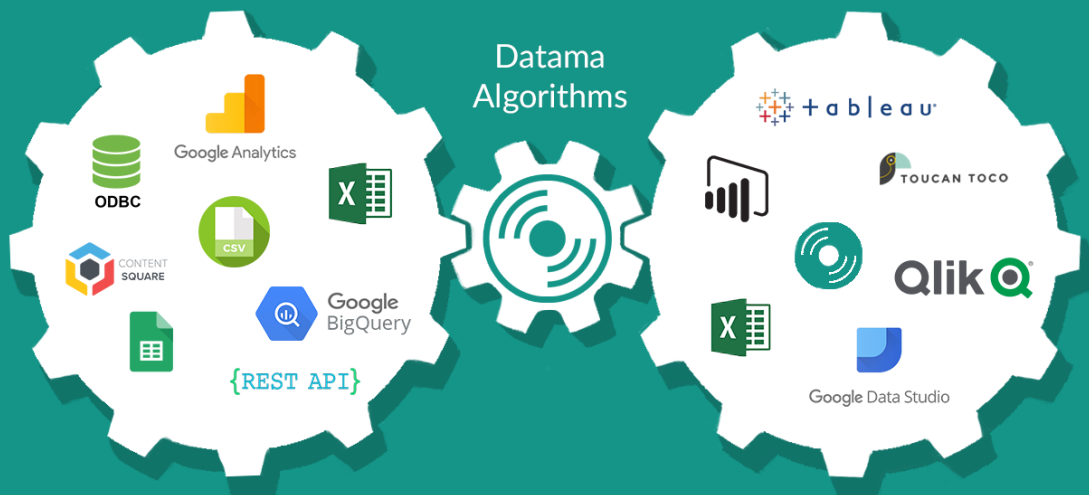
0% installation

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 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!](#)



Source your data from anywhere

Visualize with our Webapp or any tool you are used to.

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](#).



“Automate recurrent analysis, without any compromise on insights’ quality”

Fanjuan Shi, Director, Analytic & Data Science Dpt Pierre & Vacances

“Exactly the graph I wanted to show this afternoon to the steering group”

Charles Goddet, Business and Data Analyst
ManoMano



“Maybe 50% of an analyst’s questions in a single graph”

Eric de la Broise, Director, BI & Analytic,
Voyage Privé

They have already chosen DataMa COMPARE as their analytical tool





DataMa Compare is a software
licensed and developed by
DataMa Company

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

