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The Tableau Accelerator for Key Account Management gives you a clear view of how your Brands are performing in the marketplace,

- Uncover growth opportunities
- Shed light on competitive advantages and risks
- Identify the different types of funds used
- Optimize your trade spend by maximizing promotions' execution

Answer key business questions

- What is the Market Share of our Brands?
- How do our Brand sales compare to category sales?
- How have the Company's Sales changed over time compared to competitors?
- How does our Brands Market Share grow compared to competitors' growth?
- In which states have our Brands' Market Share increased/decreased?
- What is the contribution of Sales with Promotion to Total Sales?
- What is the impact of Promotions on Total Sales and Market Share?
- Which Stores are the best or worst performers in terms of Sales and Market Share?
- Where are our Brands sold?
- How often do we run Promotions over the last period?
- Have the promotions been effective and successful?
- What funds were allocated, and how were they used?
- What is the volume of Claims (payment requests) to be processed?

Required attributes - Syndicated Data

- **Date** (*date*): Date when Sales are reported
- **Brand** (*string*): Product brand name
- **Is Our Brand** (*string*) ← expected values: 'Y', 'N'. 'Y' means our Company is selling the Brand
- **Store** (*string*): Retail Store name whose primary purpose is to sell retail goods or services onsite
- **Category** (*string*): Product Category Name (Energy Drink, Juice, Snacks,...)
- **Product** (*string*): Name of the Product purchased by the consumer
- **Is Promotion?** (*string*) ← expected values: 'Y', 'N'. 'Y' means the Product is on promotion
- **Country** (*string, role: Country*): Country Name where the Products are purchased
- **Region** (*string*): Name of the Region where the Products are purchased
- **State Name** (*string, role:State*): Name of the State where the Products are purchased
- **ZIP Code** (*string, role: ZIP Code*): Zip Code where the Products are purchased
- **City** (*string, role:City*): Name of the City where the Products are purchased
- **Base_Price** (*numeric*): The selling price of the Product if no promotion is applied
- **Selling Price** (*numeric*): The actual reported selling price
- **Incremental Units** (*numeric*): The number of Units sold as a result of running a promotion
- **Base Unit Sales** (*numeric*): The number of Units that would be purchased without running promotion
- **Base Sales Amount** (*numeric*): The Total Sales Amount if no promotion is applying

Monitor and improve KPIs

- Revenue Market Share
- Unit Market Share
- Total Sales Amount
- Market Size
- Sales with Promotions
- Revenue from Promotions %
- Nb Stores Selling our Brands
- Nb Stores
- Nb Promoted Products
- Nb Products
- Market Unit Sales
- Company Unit Sales
- Market Sales Amount
- Company Sales Amount
- Average selling Price
- Average Discount Amount
- Nb Promotion Weeks

Required Objects - Salesforce TPM ORG

- Account
- Product2
- cgcloud__Account_Set__c
- cgcloud__Fund__c
- cgcloud__Fund_Template__c
- cgcloud__Fund_Transaction_Row__c
- cgcloud__Payment__c
- cgcloud__Payment_Tactic__c
- cgcloud__Payment_Tactic_Fund__c
- cgcloud__Payment_Tactic_Product__c
- cgcloud__Payment_Template__c
- cgcloud__Promotion__c
- cgcloud__Promotion_Template__c
- cgcloud__Tactic__c
- cgcloud__Tactic_Fund__c
- cgcloud__Tactic_Product__c
- cgcloud__Tactic_Template__c

Monitor and improve KPIs

- Current Budget
- Pending Budget
- Current Balance
- Pending Balance
- Spending (Committed)
- LE Spend (Pending)
- LE Spend (Approved)
- Total Deposits (Approved)
- Total Deposits (Pending)
- Actual Rate-Based Funds(RBF)
- Remaining Rate-Based Funds(RBF)
- Total Credits (Approved/Earned)
- Total Credits (Pending / Estimated)
- Withdraws/Claims (Approved)
- Liabilities (Accrued)
- Invoice-Based Costs
- Liabilities unpaid
- Total Debits (Approved)