3xLOGIC
BUSINESS INTELLIGENCE | TRENDS

VIGIL Trends provides a clean, simple visual snapshot of your business. Leveraging unique icons, graphs, and intuitive color-grouped images, complex data is interpreted more effectively and efficiently than ever thought possible. Trends reports are completely customizable, presenting information in the format and method most effective for you, the user.

1 The Trends Calendar

One of the most powerful elements of the Trends dashboard, the current and previous calendar months are displayed by default. Traffic light simplicity
– GREEN: GO (no issues)
– YELLOW: Caution (trending the wrong way)
– RED: STOP and Drill-Down Now!
The larger the circle, the bigger the issue

2 Traffic vs. Transactions (Conversion rates)

Instantly see how your site's traffic and transactions impacted your conversion rate. A timeline above the graph allows you to quickly and easily change the focus/duration of your query.

3 Historical Weather

Weather can have a big impact on store traffic and human behavior. A chart of previous, current and forecast weather conditions are displayed for site's local city.

4 30-Day Snapshot

Compares Traffic, Transactions and Conversion Rates over a 30-day period.

5 **Location Specific Wait Times**
Quickly see how long customers are waiting at a specific location. A timeline above the chart allows you to expand or minimize your analysis.

6 **Line Queue Report**
Easily see what the average wait time is in your location, how many people were in line for how long, etc. A timeline above the chart allows you to set the duration of your view.

7 **Site Comparison Report**
Quickly see which sites have the highest conversion rates in any given day, week or month.

8 **Site Status Report**
This daily sanpshot indicates your highest and lowest performing locations, with the percentage increase or decrease in that sites traffic.

9 **Site-by-Site Comparison**
Compare the performance of your locations with an easy to grasp visual perspective. Using the same traffic light simplicity as the calendar, the intensity of the colors is indicative of the level of the issue, i.e. the deeper the red, the more sever the issue.

10 **Heat Map**
Visually see where people are going within your location and quickly identify patterns.