

## Choosing the right business intelligence solution for your online shop: a checklist

| Requirement  | Option 1 | Option 2 |  Wunderdata |
|--|----------|----------|--|
| <i>Costs: Does the solution have upfront costs? Are there any maintenance or support costs?</i>                                    |          |          | No. Free support   |
| <i>Time: How much time is required for implementation?</i>   |          |          | 5 minutes  |
| <i>Time: How much time is required to learn how to use the platform?</i>   |          |          | Plug and Play  |
| <i>Expertise: Do business users need specific analytical knowledge to use the solution?</i>  |          |          | Casual Business User friendly  |
| <i>Expertise: How much know how is required from technical users? Does it rely on IT for setup, maintenance or or ongoing use?</i> |          |          | IT Free  |
| <i>Flexibility: Can the solution scale as the company and data grow?</i>   |          |          | Big data Ready   |
| <i>Flexibility: Can my data sources be added easily?</i>   |          |          | Yes. Optimized for ecommerce datasources   |
| <i>Flexibility: How easily can I access the data?</i>  |          |          | Browser based access   |
| <i>Focus: are the vendor and the solution ecommerce focused?</i>   |          |          | Yes  |
| <i>Security: Is the solution compliant with data privacy laws in every country you operate in?</i>                                 |          |          | Compliant with the strictest privacy regulations   |
| <i>Support: Does the solution offer support? If so, how much does it cost?</i>   |          |          | Free ecommerce specific support  |
| <i>Try before you buy: Can I access the solution online? Can I try the software with my own data before I buy?</i>                 |          |          | Open live demo and free trial  |
| <i>Can I track and analyze every important department and KPI for mt company?</i>  |          |          | Yes, optimized for online shops  |
| <i>Is global filtering possible?</i>   |          |          | Yes  |
| <i>Can I view or export my data with maximum granularity? Can I track customers at user level?</i>                                 |          |          | Yes. Maximum granularity even at user level  |
| <i>Does the solution offer a professional attribution model?</i>   |          |          | Yes  |
| <i>Can the tool calculate contribution margins including payment and logistic costs?</i>   |          |          | Yes  |
| <i>Can I perform cohort analysis?</i>  |          |          | Yes  |