



Internal Ways To Collect Data

SALES DATA

Revenue, profitability, price, distribution channels, etc

FINANCE DATA

Production costs, cash flow reports, amounts spent to manufacturing

MARKETING DATA

Reports on customer profiles, market segmentation, customer satisfaction

ORDERS

Customer contact details, names, transaction history, payment methods

HR DATA

Costs to recruit and train an employee, staff retention rate, staff churn

TRANSACTIONAL DATA

Payment and transactional systems, POS information

CRM SYSTEM

Regional,
geographical and
other details for
customers

INTERNET OF THINGS

Computers, office
security systems, car
sensors, health sensors

EMAILS

Business emails,
product reviews,
opinions, feedback,
etc.

YOUR SOCIAL MEDIA PROFILES

Facebook, Tweeter,
Linkedin, Instagram,
etc.

YOUR WEBSITE

Visitor's location,
visitor's activities in
the site, most
popular content

COOKIES

Track visitors,
personalized
landing pages,
banners, adds.

intellspot.com

