

GOMEMBERS ANALYTICS

Seeing Your Business in Action

DATA SHEET

SEEING YOUR BUSINESS IN ACTION

Data is only good if you can use it.

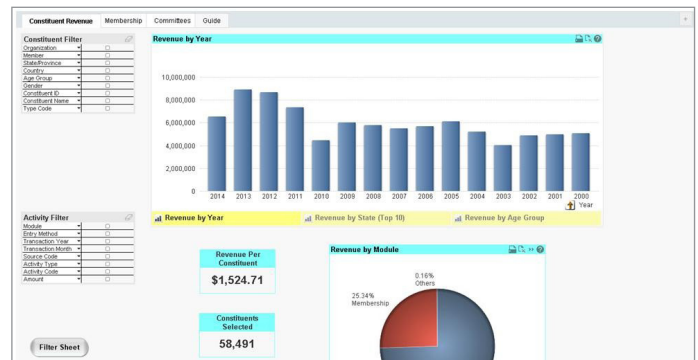
Aptean Analytics will help you answer pressing business questions, reveal trends, and discover hidden relationships.

You really can “slice and dice” your GoMembers data, break it down, explore it, examine from different viewpoints, and answer questions on demand without waiting for IT to create or update reports and dashboards.

Here are just a few examples of the types of questions you might answer with Aptean Analytics:

- How many of our members are women ... less than thirty years old ... living in Louisiana?
- What is the dollar value of each member this year, and over their lifetime relationship with our association? How many are in the top 5% this year, and who are they?
- How has the gender/age/geographic distribution of our membership changed over the past five years?
- How many of our members do not have an email address? Who are they?
- How many members by segment have not renewed their membership in the last renewal cycle?
- How many members paid their dues without interruption for five years in a row by segment?

- Which members have attended the annual meeting for five years in a row?
- How many of our new members also attended the annual meeting and belong to a committee?



Dashboard: Constituent Revenue

HOW IT WORKS

It starts with a controlled and vetted data model that collects your data from the GoMembers Enterprise database. In seconds, the data is copied to Aptean Analytics where it can be processed efficiently, without compromising system performance. Aptean Analytics then harnesses the revolutionary power of the QlikView platform to quickly answer your questions.

Specify the characteristics that matter to you and watch as Aptean Analytics instantly and automatically focuses on information that has these characteristics. Keep an eye on existing charts and other data presentation as they automatically change to reflect the change in focus, offering insights into the composition of the focused data set.

