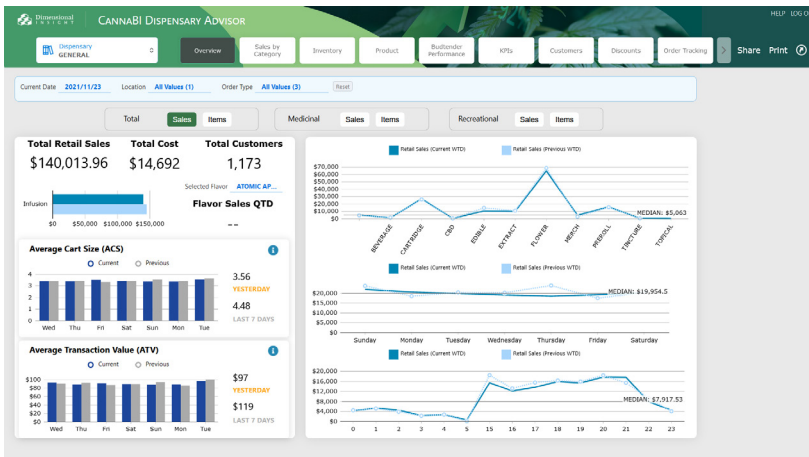# ANALYTICS FOR CANNABIS GROWERS, DISTRIBUTORS & RETAILERS

Complete analytics from seed to sale. See everything about your business the way you want to see it, all in one place.

Developing a cannabis brand that's both memorable and cost-effective isn't possible without timely and meaningful insights into how your business is performing. Unfortunately, many businesses struggle to see the big picture because their data is trapped in separate systems, or they're limited by built-in reporting options that aren't flexible to their specific needs.

INTRODUCING CANNABI®:
AN END-TO-END ANALYTICS SOLUTION
FOR THE CANNABIS INDUSTRY

With CannaBI, you can extract the value hidden in your data and gain immediate visibility into what's working and what's not. As an end-to-end solution built around speed and flexibility, CannaBI provides you with the tools you need every step of the way, from integration to visualization.

All your data in one place

CannaBI brings together and standardizes data from all different areas of your business, including:

- ❏ Horticulture
- ❏ Product specifications
- ❏ Ratings and reviews
- ❏ Supplier programs
- ❏ Internal programs
- ❏ Order entry
- ❏ eCommerce
- ❏ Consumer data
- ❏ Distribution pricing data
- ❏ Point-of-sale

CannaBI® analytics

YOUR DATA BUD

Seamless integration:

CannaBI integrates data from all your disparate sources into one central location so your team can make decisions based on the big picture as opposed to siloed views of each department. Comprehensive and customizable KPI management ensures measures and rules are consistent across your business and that users are all working with the same information.

Unparalleled flexibility:

With CannaBI, you can easily personalize your own dashboards so you can immediately view the data most important to your role. Additionally, dashboards are accessible from desktops, laptops, tablets, and mobile phones so your employees can access data and make decisions whenever and wherever they want.
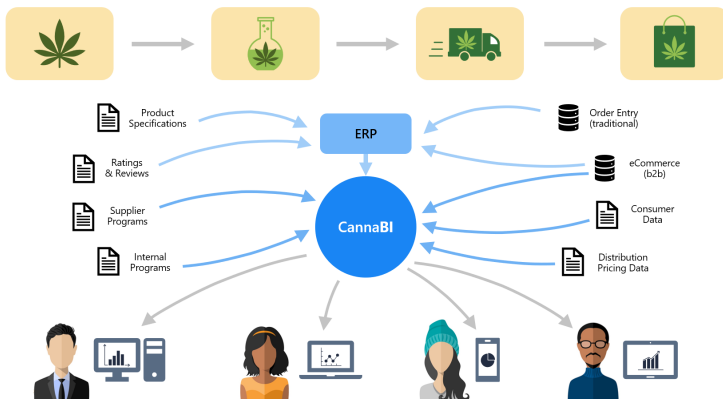
Advanced analytics:

Your more data-savvy employees can utilize "point and click" analytics to explore large data sets with unlimited dimensions. Here, they can uncover previously unattainable insights necessary for more-nuanced decision-making. Users can also take advantage of our predictive analytics and built-in forecasting capabilities.

Out-of-the-box features that are customizable to your business needs

Gain immediate visibility into your business with readily available and customizable features tailored specifically for the cannabis industry:

- ❒ Cultivation analysis
- ❒ Distributor reviews
- ❒ Inventory management
- ❒ Pricing & program analysis
- ❒ Production analysis
- ❒ Purchasing and operations analysis

- ❒ Regulatory reporting
- ❒ Revenue and expense analysis
- ❒ Survey creation and deployment
- ❒ Sales team analysis
- ❒ Sales velocity analysis
- ❒ Territory/brand management

CannaBI **Data Flow**

To learn more about CannaBI

🌐 www.cannabis.dimins.com

✉ sales@dimins.com

CannaBI® analytics

Live data from LeafLink and NABIS

⬡metrc

CannaBI is METRC certified

Proud member of the National Cannabis Industry Association

About Dimensional Insight

Dimensional Insight® is a leading provider of analytics, data management, and performance management solutions, offering a complete portfolio of capabilities ranging from data integration an d modeling to sophisticated reporting, analytics, and dashboards. Founded in 1989, Dimensional Insight has thousands of customer organizations worldwide. Dimensional Insight consistently ranks as a top performing analytics organization by customers and industry analysts in its core market segments including healthcare, manufacturing, cannabis, and beverage alcohol. For more information, please visit https://www.cannabis.dimins.com/.

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