reports

affordable last-mile reporting-as-a-service

The reports you want

automatically periodically error-free

It just works, so you don't have to



reporting in focus

[re]reports

reporting-as-a-service based on open and proprietary technologies

For analysts and managers who compose reports manually because their databases and analytics software don't give them what they need and they cannot automate this work because of complexity or budget constraints.

So they plod on. Manually. Laboriously. Doing the work of machines. Not doing their main work.

But now there's a better way.





Source merging
Aggregation
Reorganisation
Breakouts
Tracking over time
Charts
Data validation
Multiple views
Context
Accuracy
No manual work



We deliver.



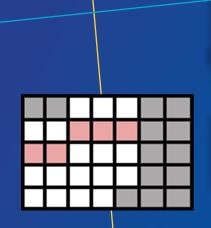


Automatic
Periodic
Multiversioned
Labour-free
Error-free

Insights how you want them.



MAKING REPORTS MANUALLY =



DAYS OR WELL STREET STR

in which analysts are not analysing, managers are not managing

Set them free.

HUMAN EACTOR ERROR

Human beings
make mistakes
when forced to do
tedious work
that requires attention

IS SERIOUS

Actual recent example:
an experienced manager
underreported revenue
from product line 1 by 37%
and from product line 2 by 7%.

He presented this to shareholders.

Reported Actual revenue revenue

We are error-free.





Product data

Customer data

Sales data

Performance data

Market data

Competitive data



We reveal insights.



Organize your data sources
Correct errors in databases
Clean up exports
Arrange periodic export

PDF files
Excel files
Website pages
Delimited text files
(CSV, TDL)
Input into databases

PowerPoint and PDF presentations with variable text and graphics (conditional publishing)

Just tell us what you need.



JRITY NO LONGER N ERTHOUGHT

Encrypted comms Secure servers

NAT

Firewalls

Nonstandard ports

Minimal open ports

Be safe.

ACCOUNTING-AND BUDGET-FRIENDLY

ALL YOUR CAPEX CAN BE OPEX

With a minimal commitment

And no-brainer rates.



NO MORE MANUAL WORK, DELAYS, PIOT TABLES

REPORTS DAILY. WEEKLY. MONTHLY

They just show up.

OUR OFFER S UNIQUE

Trefreports			
	re	rep	orts

Business intelligence Other software (Tableau, PowerBl, etc.)

Other RaaS services

Complete reports	√	X	√
Solves problems upstream	√	X	some
No need for added staff	√	X	√
Modification at no extra cost	√	staff salary	X
Multiversioning (similar reports with different parameters)	√	X	some
Visualisation and reporting in addition to specified	√	X	some
Сарех	0 to low	staff salary or contractor	high
Орех	low	staff salary	high
Management time before	minimal	moderate	high



production start

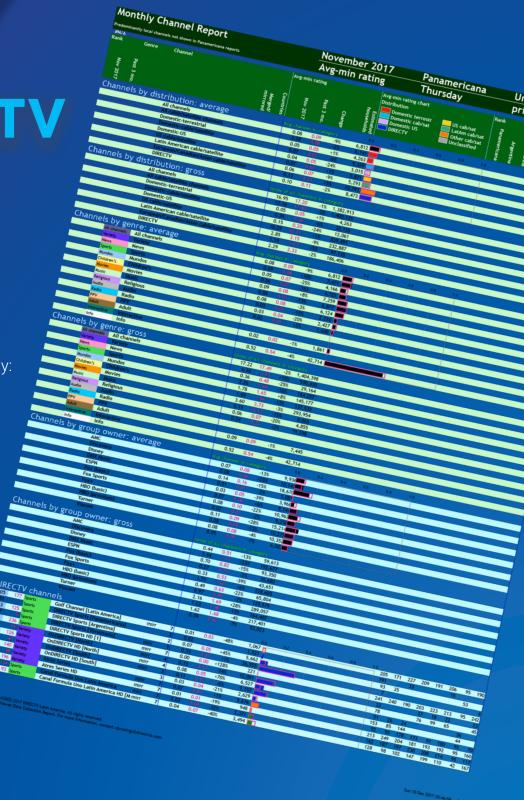
CASE STUDY

DIRECTV

Channel reports
Program reports
Source: Immetrica-built
RPD audience measurement
system via Group TechEdge
analytics software
600+ reports monthly
All published in single day

Per country and panregionally: Average AA rating, share, cumulative rating and gross impressions by:

- distribution means
- channel genre
- group owner
- channel across feeds
- channel individual feed



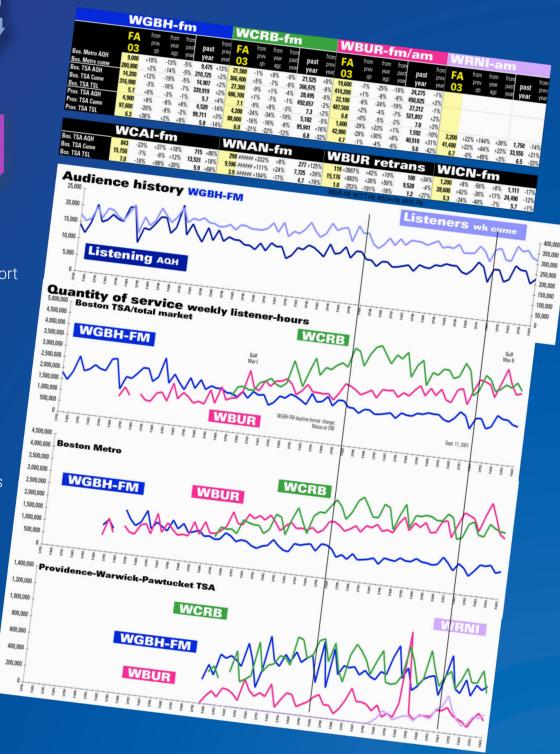


CASE



Quarterly Radio Ratings Report Source: Arbitron (now Nielsen Audio) through Immetrica-built analytics software

For WGBH-FM Boston, repeating stations and closest competitors: Performance in the most recent reporting period Tracking charts across years









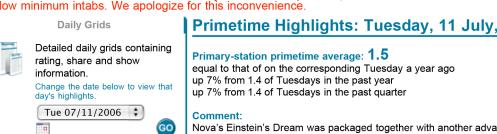
Daily Metered Grids Source: Nielsen Metered-Market Service via TRAC database

Immetrica produced quantitative analysis and published it and an automated summary on TRAC's client website PUBTV ONLINE - Metered Grids



Metered Grids

Nielsen Media Research has released the following notices: The Preliminary and Quarter hour data of Wednesday, July 12, 2006 for Providence and Richmond have been delayed until 12:00 pm ETZ, due to below minimum intabs. We apologize for this inconvenience.



Full System **Colorized Title List Other Metered Tools**

•



GRP Analysis

A customizable report that summarizes all ratings throughout a certain time period.



Weekly Grids

Obtain archive schedule including rating/share of any PBS station in a convenient grid format.



Monthly Grids NeW

Obtain a four week average archive schedule including rating, share and more, for any Metered PBS station, in a convenient grid format.



Station Comparison Report

Customize your own list of stations and compare those stations on a side by side grid format report.



Title & Schedule Ranking Report

science show, The String's The Thing (on string theory), for a 2.8 pt rating amid heavy publicity in October 2003 and 2.0 in December 2 first of these programs, which by itself earned 2.9 and 2.0 in those to outings, has maintained its value quite well and now, playing alone, 1.8. The quarter-hours rose in the usual Nova manner, 1.5, 1.7, 2.0 Then, Wide Angle's season premiere, 18 with a Bullet, on El Salvad life, earned a 1.2 rating higher than last season's 1.0 average, equa year's season premiere, and higher than the previous season open Angle's ratings are lower than those of Frontline, which occupies th rest of the year, however. The 27 stations that delayed it until the th earned a higher (1.3) rating than the 25 that did not (1.2). On the la quarter-hours rose slightly from 1.2 to 1.3 before falling to 0.9 in the quarter-hour. A P.O.V. on Belgian cartoon hero Tintin earned 0.4 o stations in the third hour. Station-originated programs, a majority of aired in the second hour, delaying Wide Angle, averaged 1.5.

Feed programs on primary stations (by time of feed):

8:00p Nova #3012: Einstein's Dream, 1.8 (season avg 1.7), 48 play 9:00p Wide Angle #501: 18 with a Bullet, 1.2 (season avg 0.9), 52 p 10:00p P.O.V. #1903: Tintin and I, 0.4 (season avg 0.7), 15 plays

Other widely carried programs (by rating):

Wild Things, 1.8, 6 plays

Top plays:

#1 KOPB, Portland 8:00p Nova (3012) Einstein's Dream 5.7 / #2 KOPB, Portland 9:00p Wide Angle (501) 18 with a Bullet 4.5 / 8

#3 KOPB, Portland 10:00p Cascadia: The Hidden Fire 4.1 / 8 (45)

Top GRP stations:

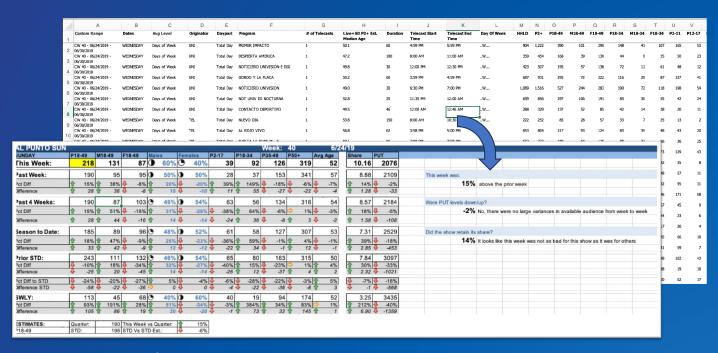
#1 KOPB, Portland: Average Programs: 8:00p Nova (3012 Einstein's Dream 5.7 / 11 (63 Wide Angle (501) 18 with a l 8 (50), 10:00p Cascadia: The Fire 4.1 / 8 (45)

#2 KVIE, Sacramento: Avera Programs: 8:00p Nova (3012









Weekly Program Performance Source: Nielsen Npower Automatic summary statements to guide analysts

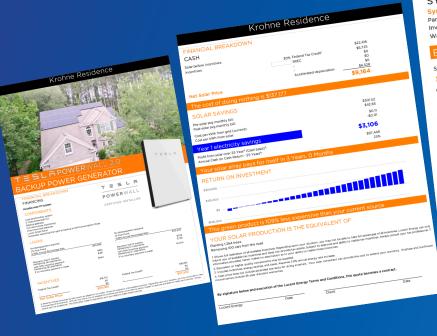




Solar panel vendor/installer

Custom sales proposals for conventional solar panels and Tesla SolarRoof

Immetrica's conditional-publishing technology automatically produces a complete proposal in PowerPoint and PDF with proposal-specific financials, charts and graphics









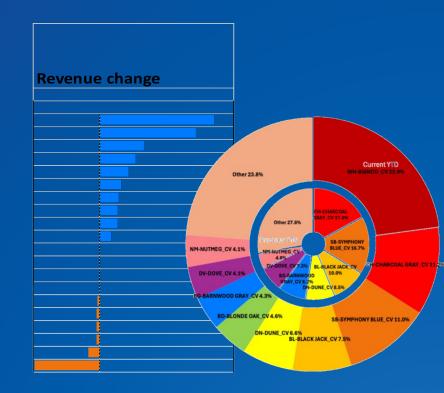
Furniture maker

Weekly Revenue Reports Quarterly, monthly, year-to-date, each period current v. past year

Detailed sales by product line, colour, style, part SKU, sales rep

Revenue effects visually obvious

Product, customer, sales rep, transaction data come from different sources



		Q1 2025	Q1 2024	01	Q1	Q2 2025	Q2 2024	Q2	Q2	Q3 2025	Q3 2024	Q3	Q3	Q4 2025	Q4 2024	Q4	04	YTD 2025	YTD 2024	YTD	YTD		
		Jan 01 -	Jan 01 -	change	change	Apr 01 -	Apr 01 -	change	change	Jul 01 -	Jul 01 -	change	change	Oct 01 -	Oct 01 -	change	change	Jan 01 -	Jan 01 -	change	change	% of current	
Color	Style	Mar 31	Mar 31	amt	pct	Jun 30	Jun 30	amt	pct	Sep 30	Sep 30	amt	pct	Oct 23	Oct 23	amt	pct	Oct_23	Oct 23	amt	pct	YTD revenue	Current YTD Revenue
color	style	curr q1 revenue	prev q1 revenue	change amount	q1 change pct	curr q2 revenue	prev q2 revenue o	change amount	q2 change pct	curr q3 revenue p	prev q3 revenue	change amount	g3 change pct	curr q4 revenue	prev q4 revenue	change amount	q4 change pct	curr ytd revenue	prev ytd revenue	change amount	ytd change pct		curr ytd revenue
		\$896,919.49	\$649,149.06	\$247,770.43	38.17%	\$1,116,010.11	\$836,580.73	\$279,429.38	33.40%	\$1,308,885.67	\$688,019.43	\$620,866.24	90.24%	\$339,792.97	\$179,644.57	\$160,148,40	89.15%	\$4,658,082.01	\$2,414,331.13	\$2,243,750.88	92.93%	99.83%	
BA-BASIL_CV	RG-REGENT_DV			\$0.00				\$0.00			\$1,089.60	-\$1,089.60	-100.00%			\$0.00			\$1,089.60	-\$1,089.60	-100.00%	0.00%	
BD-BLONDE OAK CV	FL-FLAT PANEL DOOR DV	\$0.00		\$0.00		\$1,915.43		\$1,915.43		\$188,246.75		\$188,246.75		\$0.00		\$0.00		\$190,162.18		\$190,162.18		4.08%	
BD-BLONDE OAK_CV	SL-SLIM SHAKER DOOR_DV	\$0.00		\$0.00				\$0.00		\$17,253.00		\$17,253.00		\$7,909.08		\$7,909.08		\$25,162.08		\$25,162.08		0.54%	1
BG-BARNWOOD GRAY_CV	CL-CLUB_DV		\$3,186.18	-\$3,186.18	-100.00%		\$8,622.85	-\$8,622.85	-100.00%	\$20,624.67	\$16,893.63	\$3,731.04	22.09%		\$3,856.07	-\$3,856.07	-100.00%	\$20,624.67	\$32,558.73	-\$11,934.06	-36.65%	0.44%	
BG-BARNWOOD GRAY_CV	/ MD-MODERNO_DV	\$14,531.19	\$13,107.91	\$1,423.28	10.86%	\$4,176.05	\$69,393.21	-\$65,217.16	-93.98%	\$18,579.41	\$12,174.39	\$6,405.02	52.61%	\$0.00		\$0.00		\$37,286.65	\$94,675.51	-\$57,388.86	-60.62%	0.80%	
BG-BARNWOOD GRAY_CV	OX-OXFORD_DV		\$7,194.77	-\$7,194.77	-100.00%	\$4,068.61	\$7,838.82	-\$3,770.21	-48.10%	\$269.03		\$269.03			\$5,042.83	-\$5,042.83	-100.00%	\$4,337.64	\$20,076.42	-\$15,738.78	-78.39%	0.09%	
BG-BARNWOOD GRAY_CV	RG-REGENT_DV	\$17,875.65	\$2,835.29	\$15,040.36	530.47%	\$224.28		\$224.28		\$7,800.61		\$7,800.61				\$0.00		\$25,900.54	\$2,835.29	\$23,065.25	813.51%	0.56%	
BG-BARNWOOD GRAY_CV	SE-SEDONA_DV	\$17,706.83	\$23,034.45	-\$5,327.62	-23.13%	\$21,293.80	\$16,787.82	\$4,505.98	26.84%	\$43,304.37	\$8,298.00	\$35,006.37	421.87%	\$28,664.56		\$28,664.56		\$110,969.56	\$48,120.27	\$62,849.29	130.61%	2.38%	
BG-BARNWOOD GRAY_CV	,	\$38.53		\$38.53			-\$588.56	\$588.56	-100.00%			\$0.00				\$0.00		\$38.53	-\$588.56	\$627.09	-106.55%	0.00%	
BL-BLACK JACK_CV	CL-CLUB_DV	\$8,040.62	\$2,749.20	\$5,291.42	192.47%	\$19,131.64	\$2,618.16	\$16,513.48	630.73%	\$25,252.46	\$3,313.83	\$21,938.63	662.03%	\$3,055.30		\$3,055.30		\$55,480.02	\$8,681.19	\$46,798.83	539.08%	1.19%	
BL-BLACK JACK_CV	MD-MODERNO_DV	\$22,502.14	\$20,720.70	\$1,781.44	8.60%	\$32,255.40	\$42,482.61	-\$10,227.21	-24.07%	\$29,263.40	\$22,874.77	\$6,388.63	27.93%	\$328.33	\$7,098.39	-\$6,770.06	-95.37%	\$84,349.27	\$93,176.47	-\$8,827.20	-9.47%	1.81%	
BL-BLACK JACK_CV	OX-OXFORD_DV	\$5,146.69	\$11,459.88	-\$6,313.19	-55.09%	\$9,444.62	\$16,874.75	-\$7,430.13	-44.03%	\$5,101.72	\$598.10	\$4,503.62	752.99%	\$8,450.25		\$8,450.25		\$28,143.28	\$28,932.73	-\$789.45	-2.73%	0.60%	
BL-BLACK JACK_CV	RG-REGENT_DV	\$3,108.50	\$14,592.99	-\$11,484.49	-78.70%	\$23,949.65	\$6,271.58	\$17,678.07	281.88%	\$7,961.46		\$7,961.46				\$0.00		\$35,019.61	\$20,864.57	\$14,155.04	67.84%	0.75%	
BL-BLACK JACK_CV	SE-SEDONA_DV	\$38,859.37	\$17,902.41	\$20,956.96	117.06%	\$65,834.75	\$47,352.74	\$18,482.01	39.03%	\$31,412.62	\$19,563.75	\$11,848.87	60.57%	\$9,282.42	\$4,498.15	\$4,784.27	106.36%	\$145,389.16	\$89,317.05	\$56,072.11	62.78%	3.12%	
BN-BROWN WALNUT_CV	CL-CLUB_DV	\$3,746.25		\$3,746.25				\$0.00		\$2,283.69	\$1,406.88	\$876.81	62.32%			\$0.00		\$6,029.94	\$1,406.88	\$4,623.06	328.60%	0.13%	
BN-BROWN WALNUT_CV	MD-MODERNO_DV	\$5,353.11	\$5,259.61	\$93.50	1.78%	\$11,062.04	\$9,075.76	\$1,986.28	21.89%	\$28,282.63	\$3,633.38	\$24,649.25	678.41%			\$0.00		\$44,697.78	\$17,968.75	\$26,729.03	148.75%	0.96%	
BN-BROWN WALNUT_CV	OX-OXFORD_DV			\$0.00		\$5,503.60	\$6,825.00	-\$1,321.40	-19.36%	\$12,040.92	\$13,533.64	-\$1,492.72	-11.03%			\$0.00		\$17,544.52	\$20,358.64	-\$2,814.12	-13.82%	0.38%	1
BN-BROWN WALNUT_CV	RG-REGENT_DV		\$10,192.08	-\$10,192.08	-100.00%			\$0.00			\$3,343.52	-\$3,343.52	-100.00%	\$5,922.34		\$5,922.34		\$5,922.34	\$13,535.60	-\$7,613.26	-56.25%	0.13%)
BN-BROWN WALNUT_CV	SE-SEDONA_DV	\$23,805.22	\$4,938.63	\$18,866.59	382.02%	\$429.13		\$429.13			\$13,808.70	-\$13,808.70	-100.00%			\$0.00		\$24,234.35	\$18,747.33	\$5,487.02	29.27%	0.52%	
CH-CHARCOAL GRAY_CV	CL-CLUB_DV	\$11,976.04	\$1,554.80	\$10,421.24	670.26%	\$13,426.89	\$2,268.45	\$11,158.44	491.90%	\$5,452.47	\$14,180.50	-\$8,728.03	-61.55%		\$6,501.32	-\$6,501.32	-100.00%	\$30,855.40	\$24,505.07	\$6,350.33	25.91%	0.66%	
CH-CHARCOAL GRAY_CV	MD-MODERNO_DV	\$22,543.39	\$38,606.36	-\$16,062.97	-41.61%	\$38,238.61	\$26,628.78	\$11,609.83	43.60%	\$26,512.78	\$29,917.73	-\$3,404.95	-11.38%	\$14,729.20	\$4,569.21	\$10,159.99	222.36%	\$102,023.98	\$99,722.08	\$2,301.90	2.31%	2.19%	
CH-CHARCOAL GRAY_CV	OX-OXFORD_DV	\$24,146.59	\$15,836.01	\$8,310.58	52.48%	\$6,637.09	\$37,528.58	-\$30,891.49	-82.31%	\$31,537.72	\$9,018.38	\$22,519.34	249.70%	\$2,135.29	\$15,662.87	-\$13,527.58	-86.37%	\$64,456.69	\$78,045.84	-\$13,589.15	-17.41%	1.38%	
CH-CHARCOAL GRAY_CV	RG-REGENT_DV	\$6,626.41	\$8,112.80	-\$1,486.39	-18.32%	\$11,309.05	\$2,285.40	\$9,023.65	394.84%	\$2,993.24	\$6,918.00	-\$3,924.76	-56.73%	\$9,376.07	\$4,597.80	\$4,778.27	103.93%	\$30,304.77	\$21,914.00	\$8,390.77	38.29%	0.65%	
CH-CHARCOAL GRAY_CV	SE-SEDONA_DV	\$102,559.51	\$77,603.71	\$24,955.80	32.16%	\$80,405.51	\$65,474.38	\$14,931.13	22.80%	\$76,315.68	\$29,358.72	\$46,956.96	159.94%	\$31,696.61	\$14,770.00	\$16,926.61	114.60%	\$290,977.31	\$187,206.81	\$103,770.50	55.43%	6.25%	
CS-SHAKER WHITE_CV		\$2,547.80	\$9,106.11	-\$6,558.31	-72.02%			\$0.00				\$0.00				\$0.00		\$2,547.80	\$9,106.11	-\$6,558.31	-72.02%	0.05%	
DG-DOLPHIN GRAY_CV	CL-CLUB_DV	\$7,475.97	\$2,886.52	\$4,589.45	159.00%		\$23,683.64	-\$23,683.64	-100.00%	\$6,647.63		\$6,647.63				\$0.00		\$14,123.60	\$26,570.16	-\$12,446.56	-46.84%	0.30%	1
DG-DOLPHIN GRAY_CV	MD-MODERNO_DV	\$13,272.85		\$13,272.85		\$3,014.00	\$6,611.32	-\$3,597.32	-54.41%	\$6,800.40		\$6,800.40		\$4,622.46		\$4,622.46		\$27,709.71	\$6,611.32	\$21,098.39	319.13%	0.59%	1
DG-DOLPHIN GRAY_CV	OX-OXFORD_DV		\$6,931.39	-\$6,931.39	-100.00%	\$11,170.98	\$2,062.83	\$9,108.15	441.54%	\$17,072.92	\$11,834.89	\$5,238.03	44.26%	\$2,593.47		\$2,593.47		\$30,837.37	\$20,829.11	\$10,008.26	48.05%	0.66%	
DG-DOLPHIN GRAY_CV	RG-REGENT_DV	\$5,867.72	\$1,514.40	\$4,353.32	287.46%		\$20,862.98	-\$20,862.98	-100.00%	\$17,582.64	\$1,414.80	\$16,167.84	1142.77%	\$1,767.20	\$3,510.80	-\$1,743.60	-49.66%	\$25,217.56	\$27,302.98	-\$2,085.42	-7.64%	0.54%	
DG-DOLPHIN GRAY_CV	SE-SEDONA_DV	\$3,405.24	\$6,511.60	-\$3,106.36	-47.71%	\$30,403.95	\$2,136.80	\$28,267.15	1322.87%	\$4,797.38	\$8,215.30	-\$3,417.92	-41.60%	\$9,525.65	\$3,341.53	\$6,184.12	185.07%	\$48,132.22	\$20,205.23	\$27,926.99	138.22%	1.03%	
DN-DUNE_CV	CL-CLUB_DV		\$4,255.07	-\$4,255.07	-100.00%	\$2,648.19	\$9,435.26	-\$6,787.07	-71.93%	\$3,732.51	\$168.12	\$3,564.39	2120.15%	\$8,196.87		\$8,196.87		\$14,577.57	\$13,858.45	\$719.12	5.19%	0.31%	1
DN-DUNE_CV	MD-MODERNO_DV	\$19,072.32	\$12,266.47	\$6,805.85	55.48%	\$48,457.01	\$9,660.65	\$38,796.36	401.59%	\$20,317.03	\$20,918.09	-\$601.06	-2.87%	\$6,288.97		\$6,288.97		\$94,135.33	\$42,845.21	\$51,290.12	119.71%	2.02%	
DN-DUNE_CV	OX-OXFORD_DV	\$21,363.96		\$21,363.96			\$4,689.86	-\$4,689.86	-100.00%	\$8,171.26	\$3,127.61	\$5,043.65	161.26%		\$5,519.05	-\$5,519.05	-100.00%	\$29,535.22	\$13,336.52	\$16,198.70	121.46%	0.63%	
DN-DUNE_CV	RG-REGENT_DV	\$6,644.51	\$6,919.80	-\$275.29	-3.98%	\$8,437.83	\$13,320.81	-\$4,882.98	-36.66%	\$11,955.35	\$3,227.38	\$8,727.97	270.44%	\$5,440.07		\$5,440.07		\$32,477.76	\$23,467.99	\$9,009.77	38.39%	0.70%	
DN DUNE OV	SE SEDONA DV	£46 901 1E	633,006,06	614 705 00	45 936	642 520 00	\$24 A92 AE	\$19.0EE 64	72 756	\$41 660 A7	05A 55A 63	.012 000 10	-22 626	62 445 20		\$2.445.20		C124 454 01	6111 124 12	622 210 00	20.08%	2 906	



[re]reports

It just works.



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immetrica.com/rereports

