

Catapult Analytics - Course Outline

During this 45 min training session we will briefly touch on the following topics:



1. Setting Up Catapult Analytics

- Discuss how the Microsoft Excel based Catapult Analytics work.
- We will walk through the steps of downloading Catapult Analytics to the participants computer.
- Then we will take a few minutes to allow each user to get the tools set up on their computer.

2. Refresh the Catapult Analytics Data

- Review the process of refreshing your Analytics Tools with the latest data.
- We will walk through the process of downloading data from Catapult and refreshing the Tools.

3. Catapult Analytics Reports

- Review each of the reports and discuss common applications, including:
 - Top Buyers
 - Hot Spots
 - Sale & Lease Cycles
 - Manufacturer Market Share
 - Lender Market Share
 - Mailing List

4. Catapult Analytics Charts

- Review the difference between the Manufacturer and Lender Charts.
- Review each of the Charts.

5. Customizing Your Analytics Tools

- Demonstrate how you can change the layout of your Tools.
- Demonstrate how you can add additional fields to the Tools.
- Quickly demonstrate how you can take advantage of the User Defined Fields (UDFs) by using the following examples:
 - UDFCNTY – Territory assignments
 - UDFBUYID – Used in conjunction with List Match to append your customer number to the Analytics results.

6. Distributing the Analytics Results

- Discuss various ways you can distribute the Analytics results to others in your organization.