NOVALNET
EmpoweringPayment

Analytics & Report

Novalnet

WhitePaper on Novalnet's Analytics & Reporting

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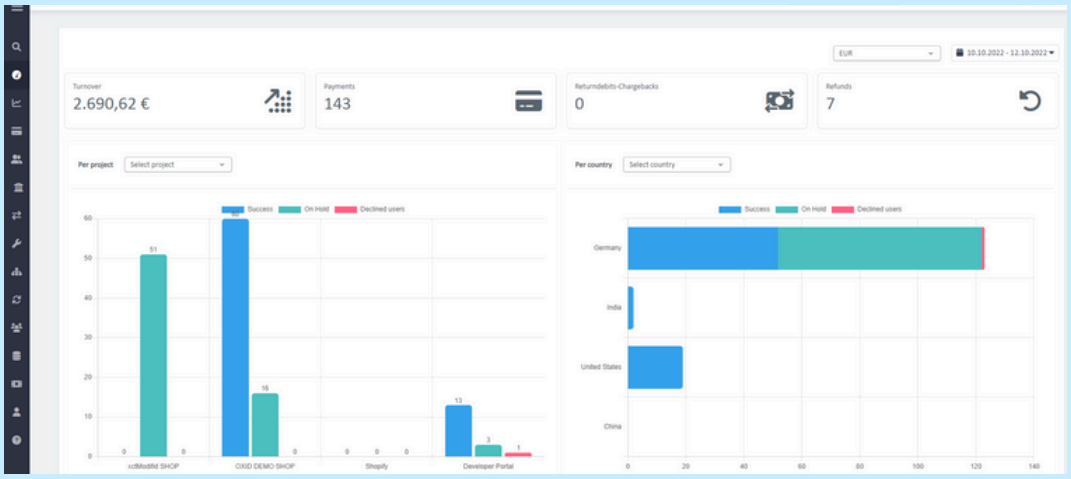
Introduction

Novalnet dashboard allows merchants to view insights, manage payment data, and access real-time data. In general, **Analytics** helps businesses arrive at a conclusion to make significant decisions. Additionally, comprehensive reports generated from those insights can be exported in multiple ways and in preferred file formats.



This whitepaper describes what Novalnet offers under a unified dashboard.

Glossary

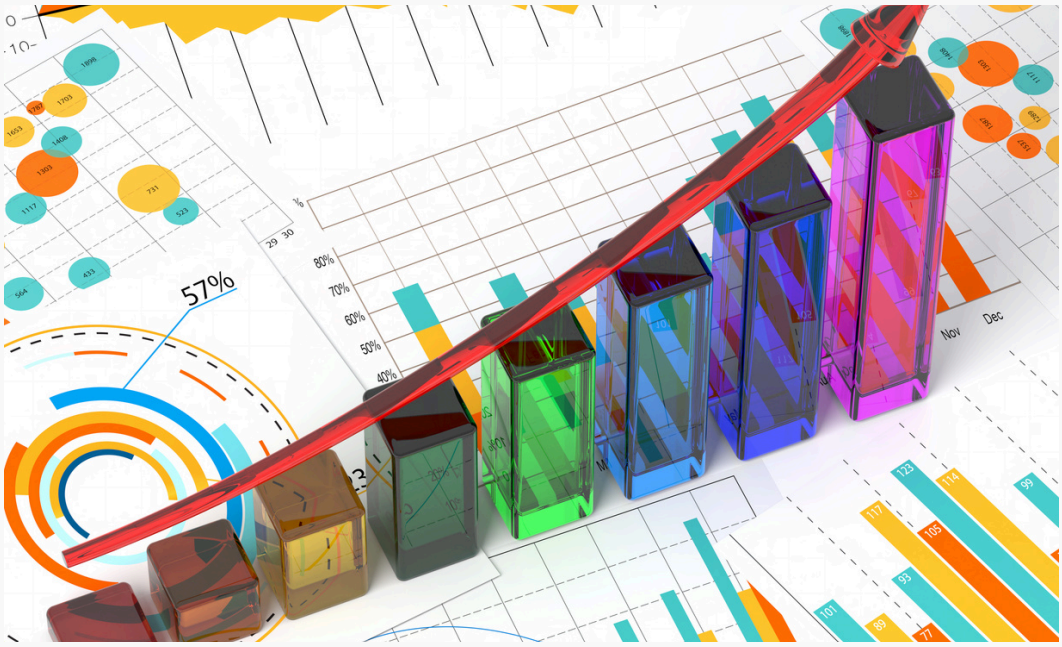
PDF - Portable Document Format

CSV - Comma Separated Value

XML- Extensible Markup Language

SFTP - Secure File Transfer Protocol

Analytics and Data Management



Analytics acts as a medium for data visualization of the sales activities performed in your online business. Managing data is simplified with the easily accessible options in the Novalnet Merchant Portal. Real-time payment behaviour of customers and their preferences can be analyzed based on the country and currency. Your dashboard presents actionable insights including but not limited to monitoring customer behaviour, effectiveness of new payment types, currency preferences, and transaction statuses.

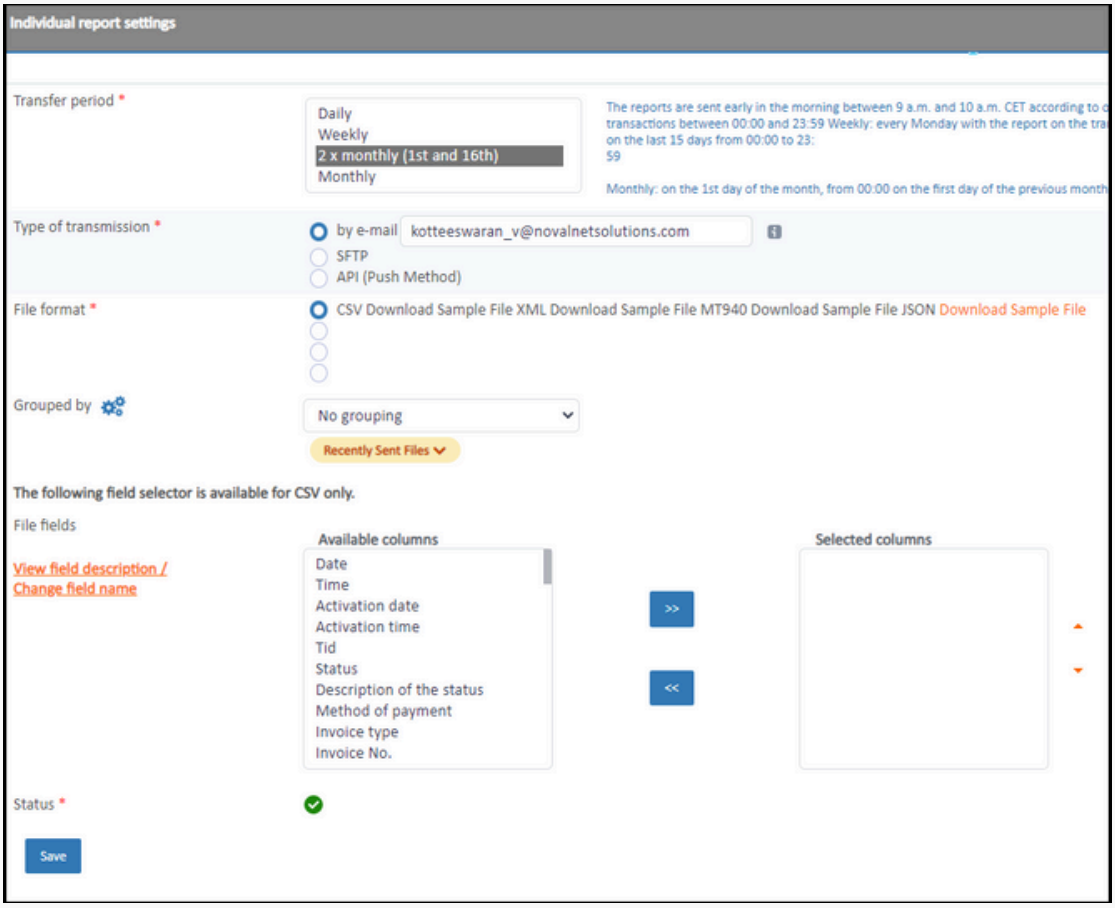
Exercise full control by tracking the payment data to optimize your checkout flow. Identify your users' preferences and re-invent your shopping experience to increase conversions.

Reports at Novalnet Dashboard

If you are looking for the right tool to study your sales channels' insights, the Novalnet reporting tool supports you in that regard. The Novalnet Merchant Portal generates reports for you on the insights gathered for a certain period. This report can be viewed based on your customers' preferences and behaviour. For instance, you can view a comprehensive sales report for a particular month, the most used currencies for transactions, regions with more customers, etc.

Reports from different sales channels help make business decisions as they provide accurate information and meaningful insights by explaining the variations between qualitative and quantitative data.

Report Generation



The Novalnet Merchant Portal generates reports periodically based on your report configuration. The reports can be exported through SFTP or downloaded as XML files, or CSV file or formats such as JSON and MT940. The reports can be generated with the fields chosen in the merchant portal.

The data can be filtered transaction-wise and collected under a single report. The details can also be filtered and grouped according to order statuses and payment types.

About Novalnet AG

Founded in 2007, Novalnet is a pioneer in all-in-one payment services. Our strength remains in the unrelenting pursuit for perfection, innovation and acceleration, supported by the best people in the industry. This constant drive to innovate and scale keeps our global payment solutions ahead of the game and gives you the business edge. Our belief in exceeding the best of expectations have made us one of the most popular payment service providers in Europe.

Thank You

Accept 200+ payment methods in 150+ currencies globally in a highly secure, state-of-the-art environment supported by AI-powered risk management for SMEs & large enterprises. Novalnet hosts multiple value-added features & services including recurring payments, debt collection, automated marketplace.

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