



Fobi makes managing and analyzing your business easier by consolidating data across multiple Lightspeed accounts. Spend less time exporting and merging data, and more time scaling and growing the business.

- ▶ **Save time.** See real-time aggregated online and in-store data across multiple POS systems and Lightspeed accounts - no need to export and consolidate data.
- ▶ **Real-time Insights.** Make informed business decisions based on powerful micro-trend, demographic and, macro-level data as well as retail metrics.
- ▶ **Growth and scale.** With visualization of every data touchpoint, you can view sales history and year-over-year growth across your entire business operations to help forecast and plan the future of your business with AI data forecasting and segmentation.

## Key Features



### 100% of every transaction

- Fobi ensures that every transaction detail is aggregated to give you insights into demographics, spending patterns, and basket composition.



### Online and offline reporting

- Regardless of where your transactions are happening, Fobi can aggregate and deliver reports for all your online and on-premise transactions.



### Historical POS and 3rd party data aggregation

- Fobi imports all of your historical data from Lightspeed. Leverage historical data to track growth, trends, and make smarter, data-driven decisions. Integrate a range of 3rd party data, such as weather, traffic, inventory levels, and more.



### Permission-based access

- Be in control of who in your organization can see specific levels of data insights with multi-level permission-based access.

Learn More:

[www.fobi.ai/lightspeed](http://www.fobi.ai/lightspeed)