Identify purchase behavior by time and day of the week

Discover exactly when items are selling so you know what day of the week, and at what time, is best for your business to run promotions. Dayparts helps you stay prepared for and capitalize on peak business hours for any given product.

- Identify actions that drive shopper trips and basket spend
- Automate report scheduling
- Experience seamless insights sharing
- Guided insights in seconds for marketing, merchandising, and operations

Specify your insights to measure by time of day and day of the week.
Identify peak and off-peak times for product sales to optimize inventory and prevent out-of-stock items.

Increase customer loyalty and profitability by understanding shopping behavior

- See a sales schedule by selecting a specific product and date range
- Toggle between total dollars and total units
- Use the heat map to understand when customers are most active during the week
- Visualize activity peaks and dips with the alternate line graph