



**VENPOS**  
INSIGHTS



# Unlock the Power of Data-Driven Decisions with Venpos Insights

**A Next-Generation Analytics Module  
For Visitor Attractions.**

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## What Is Venpos Insights?

# Smarter Decisions. Greater Experiences.

Venpos Insights is a powerful new analytics module designed to give visitor attractions actionable intelligence across sales, operations, and guest engagement. With up to ten intuitive dashboards tailored to your licence level, Venpos Insights empowers your team to drive growth, optimise resources, and deliver truly memorable experiences — all backed by smarter, faster decisions.

## Key Features



Pre-configured  
interactive dashboard



Visual drill-downs  
& trends



Role-based access  
& licensing tiers



Real-time & historical  
data views

### Custom Dashboards (Gold Tier)

Build your own insights with up to  
6 tailored dashboards.



*"A big step up in terms of data visibility.  
Showing us key metrics to help with our  
day-to-day operations."*

**Kipras Varanavicius**

Data Analyst, Great Britain



## Dashboard Overviews

# Insight Where It Matters Most



### Sales Analysis

Track revenue trends, top-selling products, and online vs. on-site sales to inform pricing and promotions.



### Tender Analysis

Understand payment preferences, product revenue performance, and seasonal purchasing trends.



### Headcount Analysis

Manage visitor flows, staffing, and marketing using detailed attendance and channel-based data.

## Dashboard Overviews

# Insight Where It Matters Most



### Event Analysis

Optimise scheduling and pricing by analysing bookings, revenues, and capacity across event types.



### Membership Analysis

Track renewals, revenue, and engagement to maximise loyalty and lifetime value.



### Gift Aid Analysis

Increase contribution rates and identify top-performing operators or sales channels.

## Licensing Tiers & Benefits

# Scalable Analytics for Every Organisation

Feature	Bronze	Silver	Gold
Data Access	1 Month	12 Months	2 Years
Dashboards	4 of 6	All	All + Custom
Excel Export*	×	✓ *Limited to 100,000 cells	✓ *Limited to 100,000 cells
Custom Dashboards	×	×	✓ (6 max)
Real-time Data	×	✓ (Day level)	✓ (Day level)
Visual Editing	×	×	✓ (2 Users + Extras)

**Upgrade Easily As Your Needs Evolve,  
From Foundation To Full Control.**

**Why Choose Venpos Insights?**

# Turn Data Into Action

## Benefits Summary



Smarter staffing, pricing,  
and event planning



Improved Gift Aid revenue  
and compliance



Stronger marketing and  
member engagement



Enhanced visitor  
experiences

## Ready To See It In Action?

Contact us for a personalised demo today:

**info@vennersys.co.uk**

**Call us on 0800 408 0000**

**www.vennersys.co.uk**

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