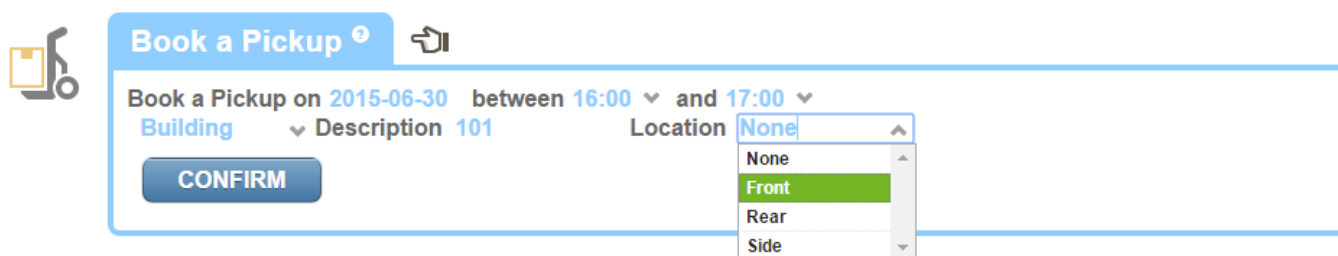# Specifying a Pickup Location

Today the option to specify more precisely the location of a pickup has been introduced. This feature is useful when the pickup location is unclear from the address, such as when the shipping address is a large warehouse complex.
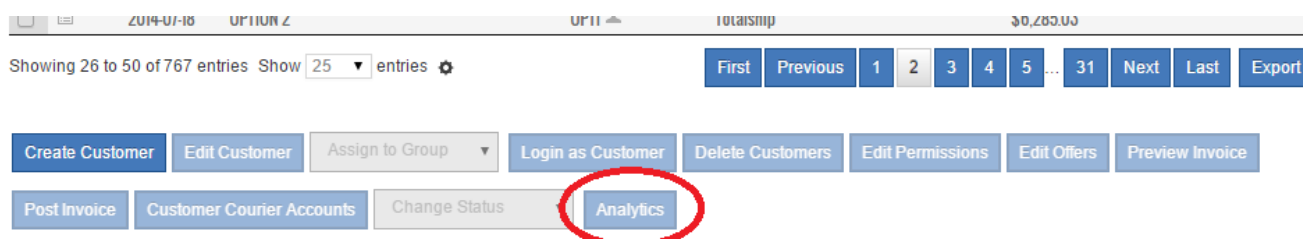

Different couriers have different and competing mechanisms for specifying this data so the options available will change depending on which carrier the shipment was submitted to.
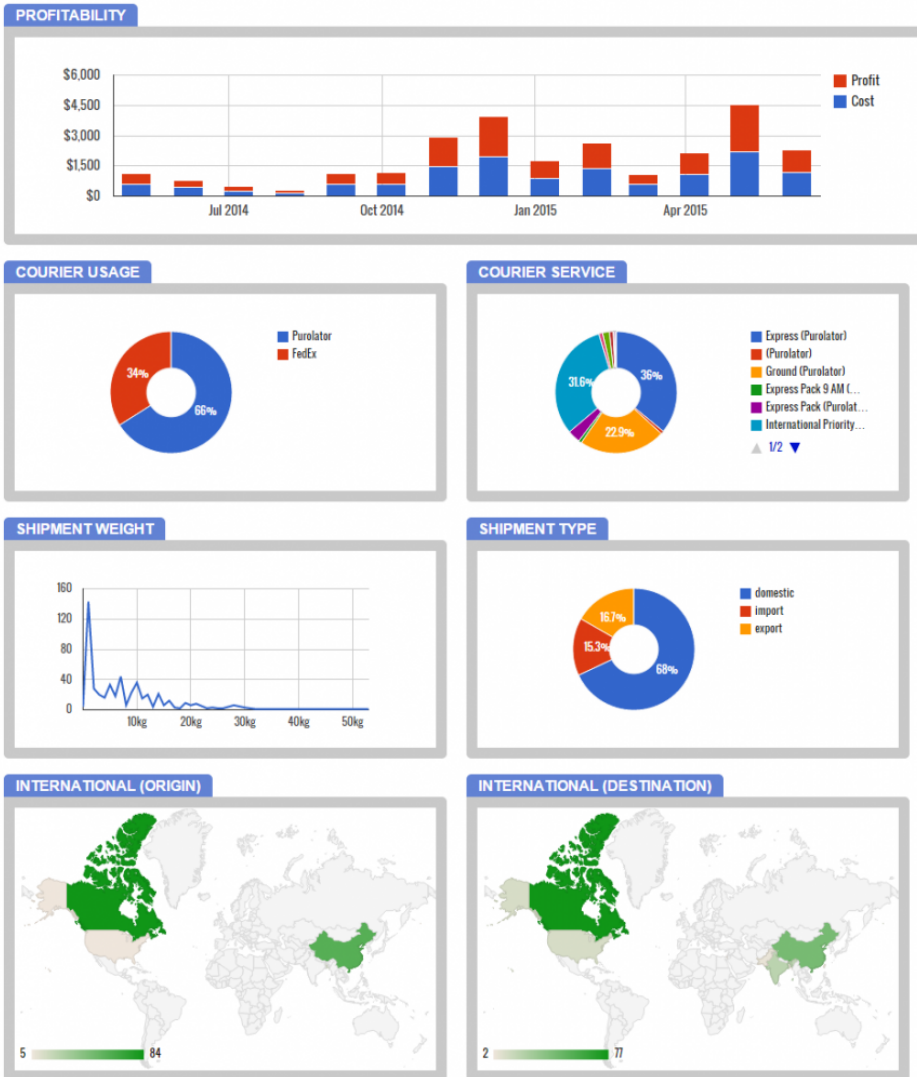

Introducing Analytics

If you have ever wondered what your customers are doing, Analytics will be an interesting area for you.

We have added a button on the Customer list page labelled "Analytics". To use this feature select a customer and click on this button.

The page that appears is an assessment of customer activity since the customer account was created.

PROFITABILITY

$6,000
$4,500
$3,000
$1,500
$0

Jul 2014   Oct 2014   Jan 2015   Apr 2015

■ Profit
■ Cost

COURIER USAGE

■ Purolator
■ FedEx

34%
66%

COURIER SERVICE

■ Express (Purolator)
■ (Purolator)
■ Ground (Purolator)
■ Express Pack 9 AM (...
■ Express Pack (Purolat...
■ International Priority...

△ 1/2 ▼

36%
31.6%
22.9%

SHIPMENT WEIGHT

160
120
80
40
0

10kg   20kg   30kg   40kg   50kg

SHIPMENT TYPE

■ domestic
■ import
■ export

16.7%
15.3%
68%

INTERNATIONAL (ORIGIN)

5   84

INTERNATIONAL (DESTINATION)

2   77

Development of the Analytics feature will continue and additional metrics will be added. If there is a particular metric or analysis that you think would be helpful please let us know.