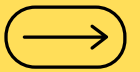




alihassanabbasi2023@gmail.com



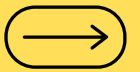
CRUNCHY CORNER BUSINESS OPTIMIZATION

By Ali Hassan

Finance domain

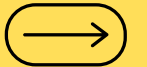


Crunchy corner business



ABOUT COMPANY

crunchy corner is one of the Indian largest fast food restaurant chain and serving millions of customers daily across various cities in India with more than 1000 restaurants and have largest sku in the industry



DEFINING PROBLEM

We are looking for dashboard where we can check our financial Performance, How we can optimise our business

Module 1



Financial overview
matrix

Module 2



Business
optimization

Module 3



Pareto analysis



Module 1



FINANCIAL PERFORMANCE ANALYSIS





FINANCIAL PERFORMANCE



1. Overall sales, Gross profit , EBITDA, net profit , SKU
2. Trend of sales with profit and profit margin
3. Show 100% stake column chart showing (sales, GP, EBITDA , net profit)
4. Show sales by category & location
5. Show sales & NP by channel
6. Show sales by cluster head & category

Performance analysis

Year

All

Month

All

Cluster Head

All

Category

All

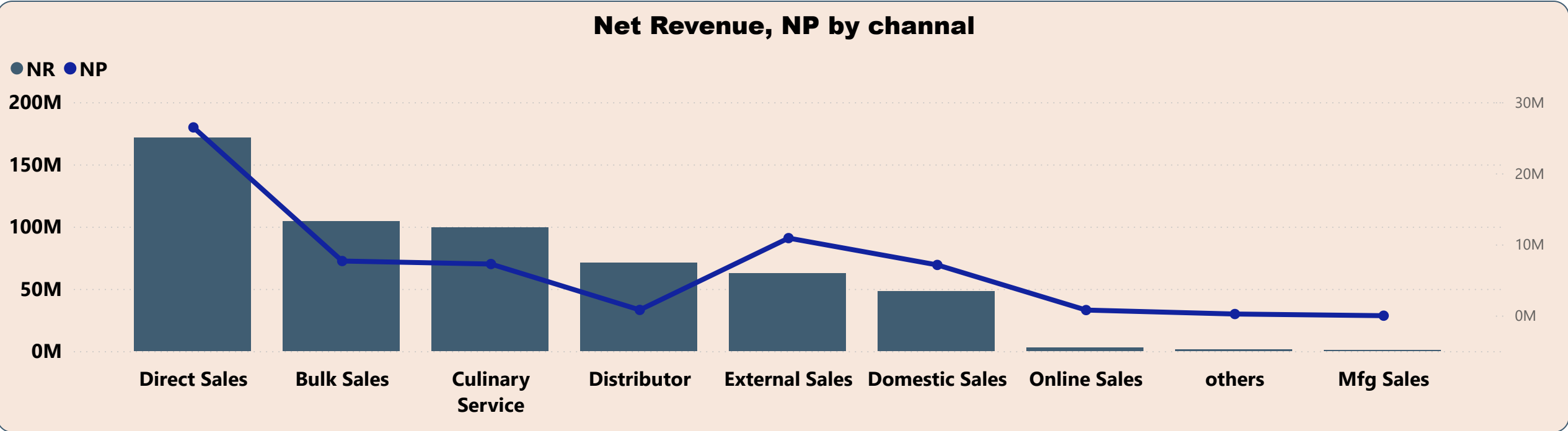
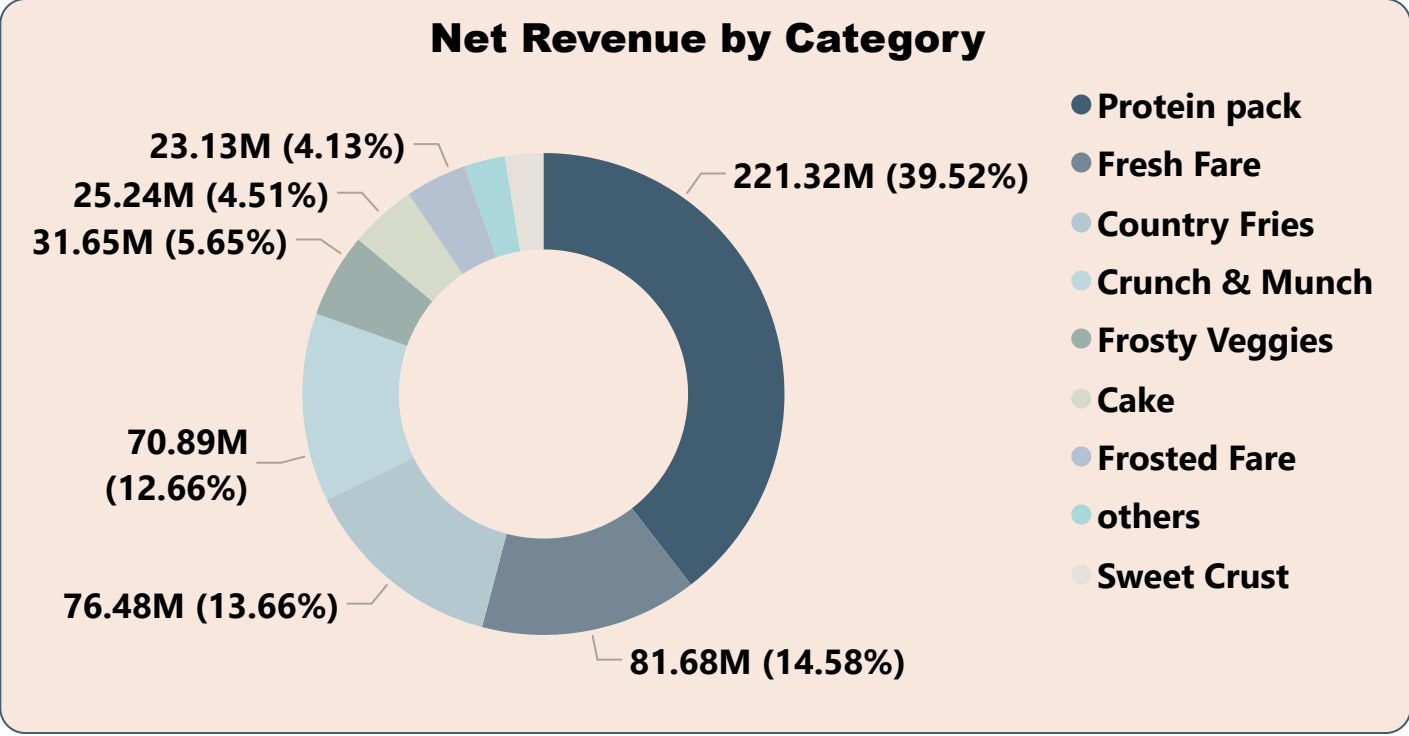
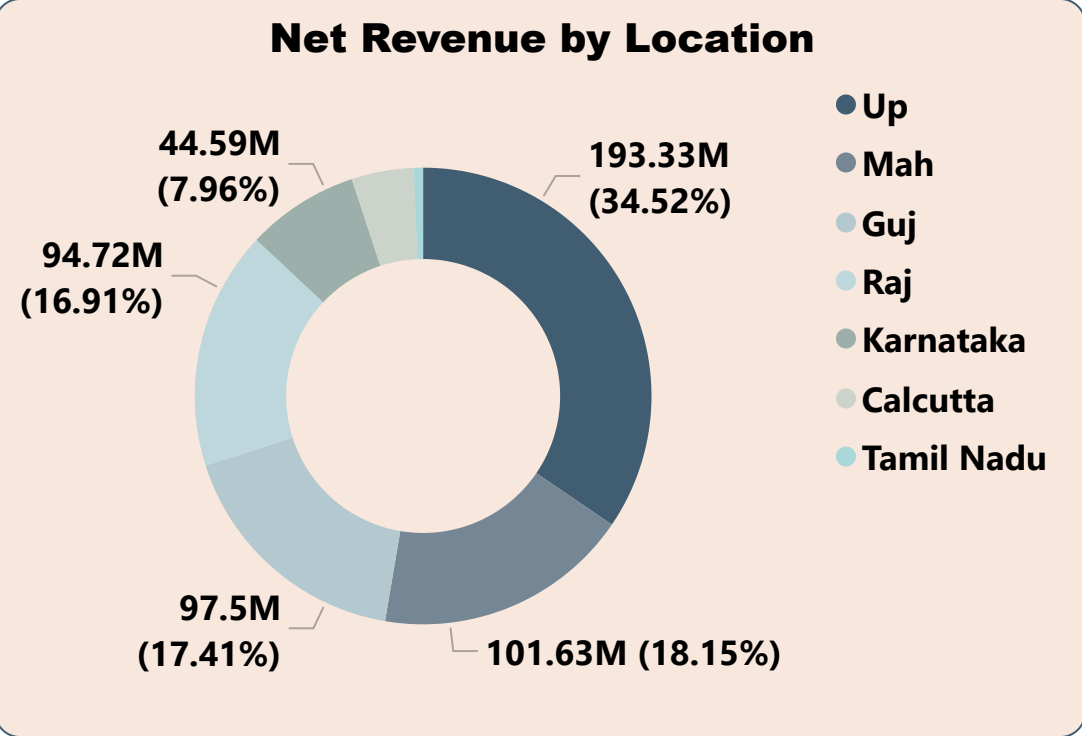
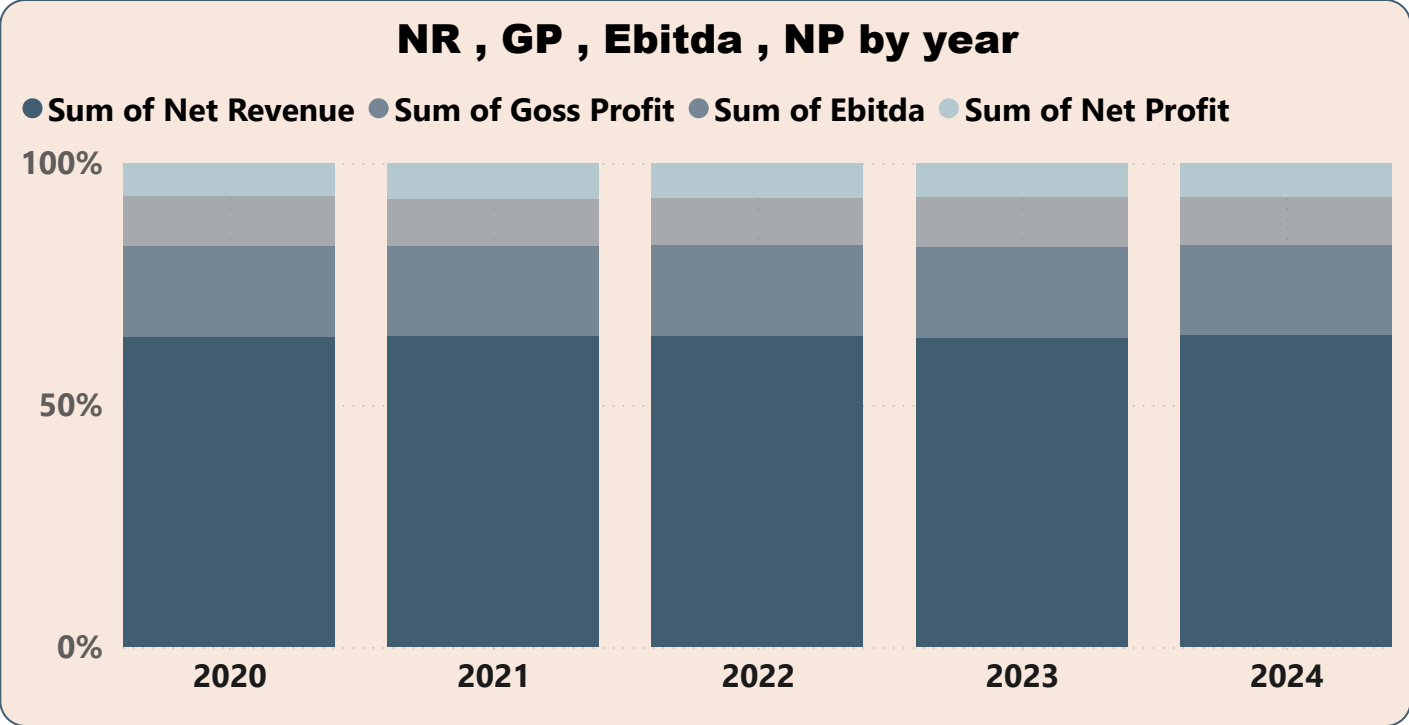
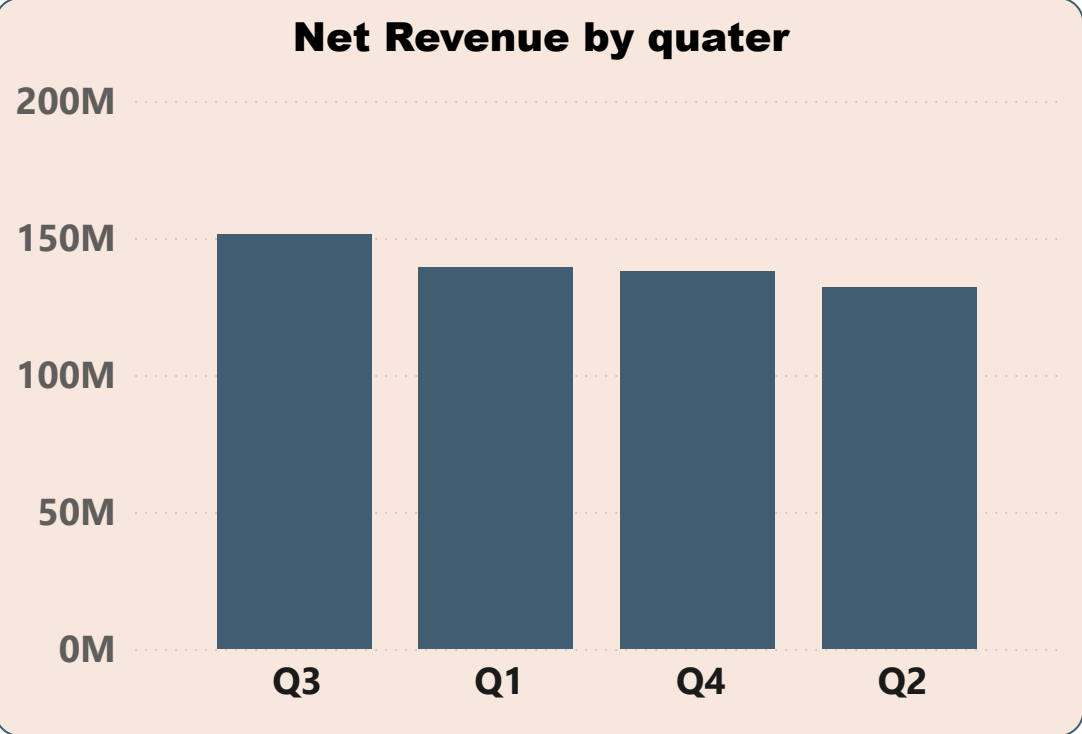
Channel

All

Location

All

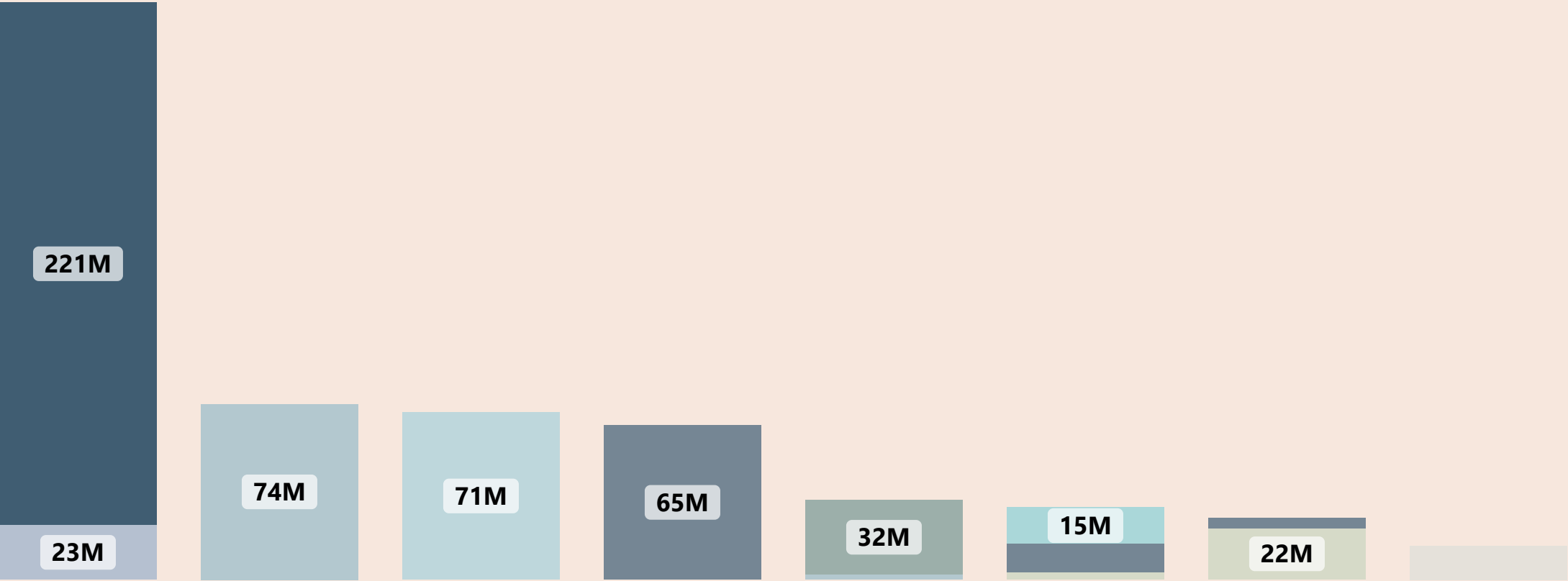
Product_id	Net revenue	Net profit	Gross profit	Ebitda	Discount
4206	560.07M	61.13M	162.50M	88.30M	52M



NR by Cluster Head and Category

Cake Country Fries Crunch & Munch Fresh Fare Frosted Fare Frosty Veggies others Protein pack Sweet Crust

NR



Umar

Kasfur

Harshal

Priyanka

Dhiraj

Shreyas

Anas

Bilal

Cost analysis

Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Total exp

498.94M

Raw material

278.62M

Marketing

8.24M

Packging material

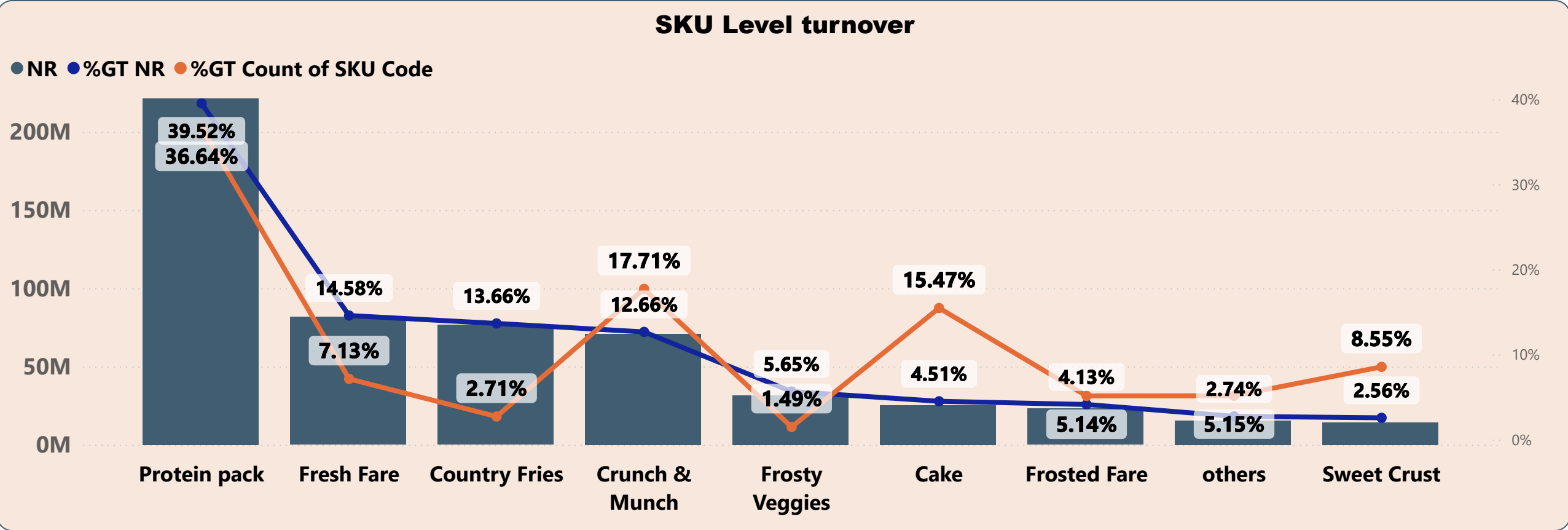
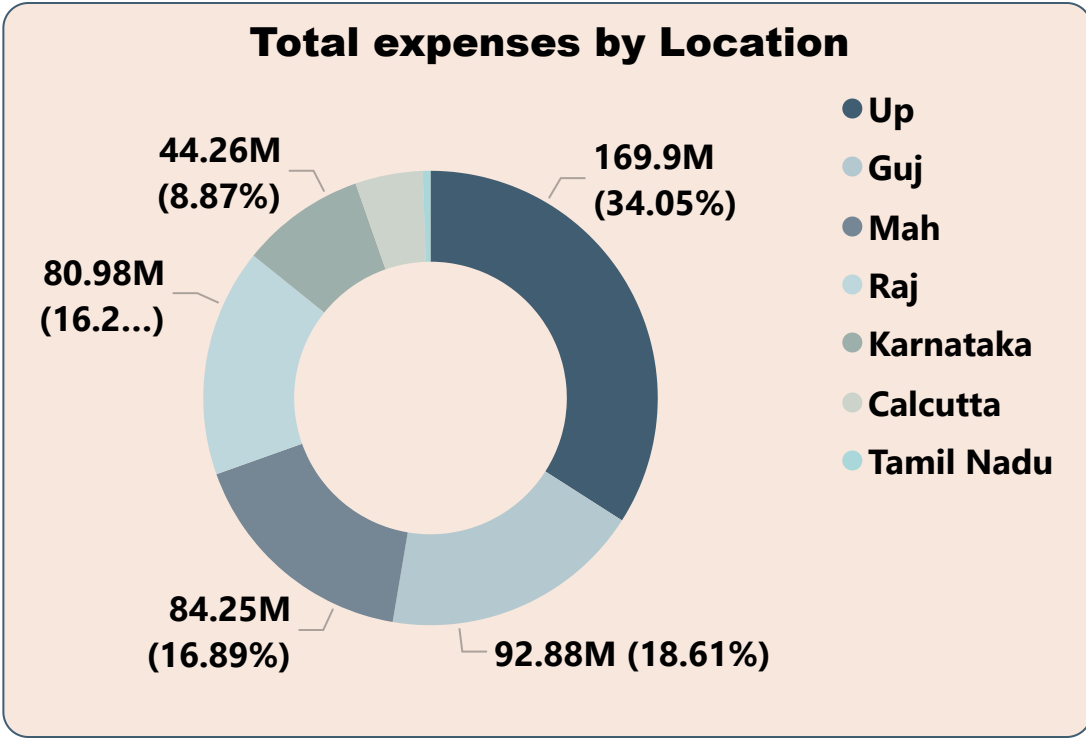
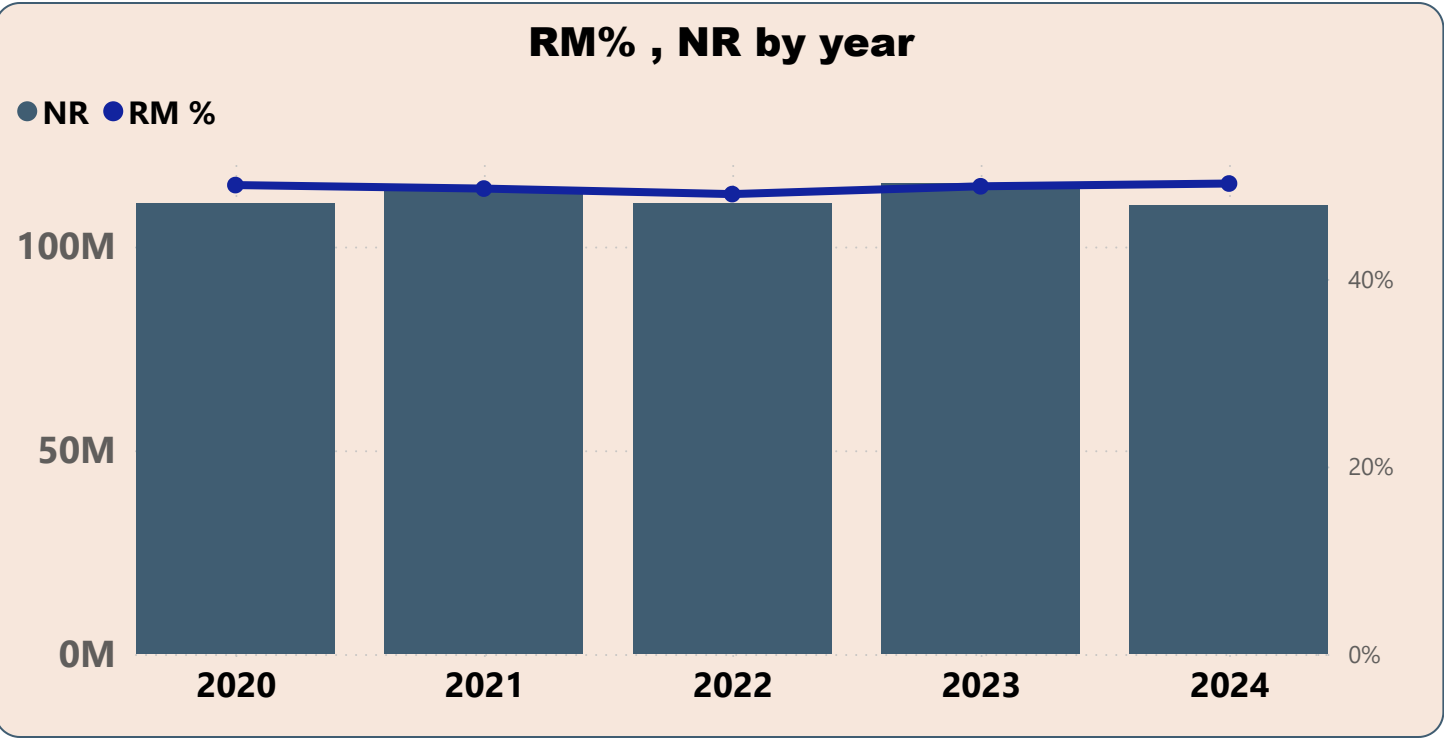
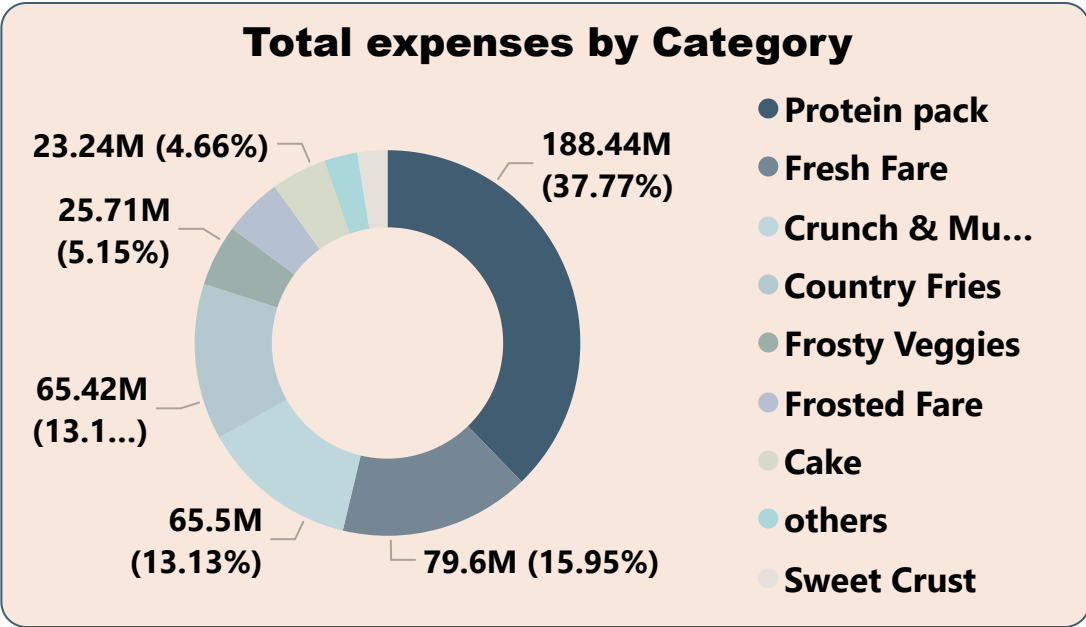
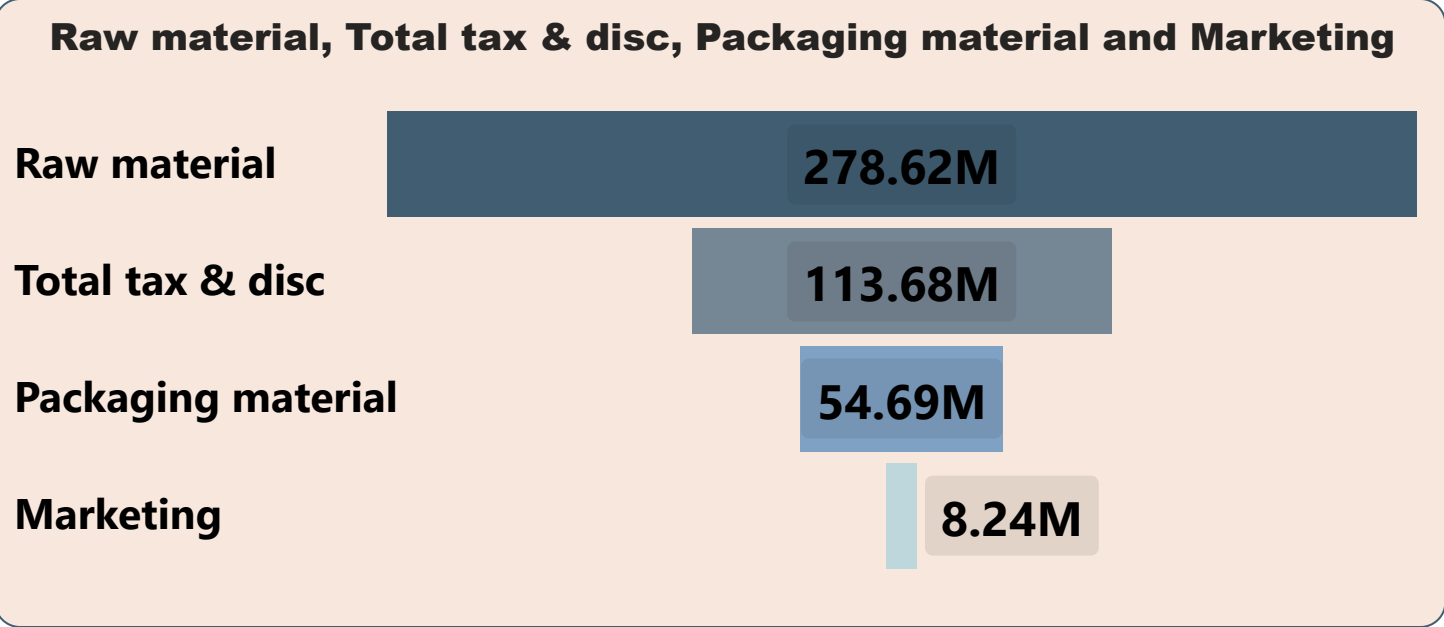
54.69M

COGS

397.57M

Tex & dis

113.68M





Module 2

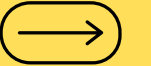


OPTIMIZATION OF BUSINESS





OPTIMIZATION OF BUSINESS



1. Top category by Gross profit & net revenue (scatter plot)
2. Gross profit & NR comparison with AVG
3. Pareto analysis
4. Show highest sales by category and % of SKU contribution
5. Show NR & GP% by category and sub category

Bussiness optimization analysis

Year

All

Month

All

Cluster Head

All

Category

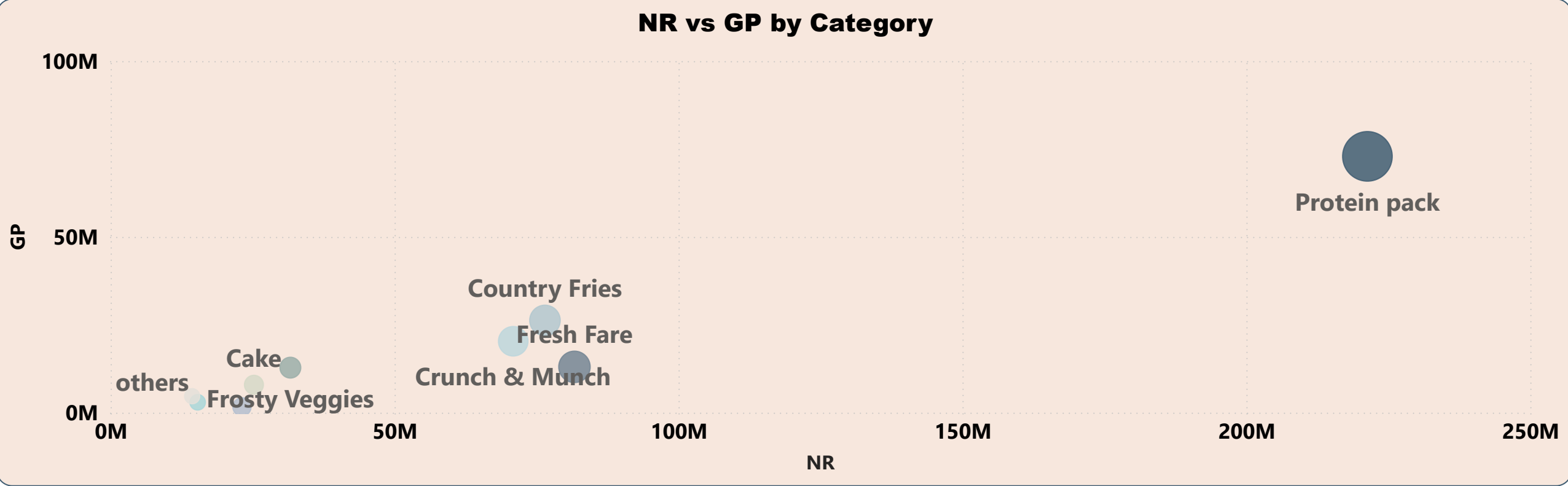
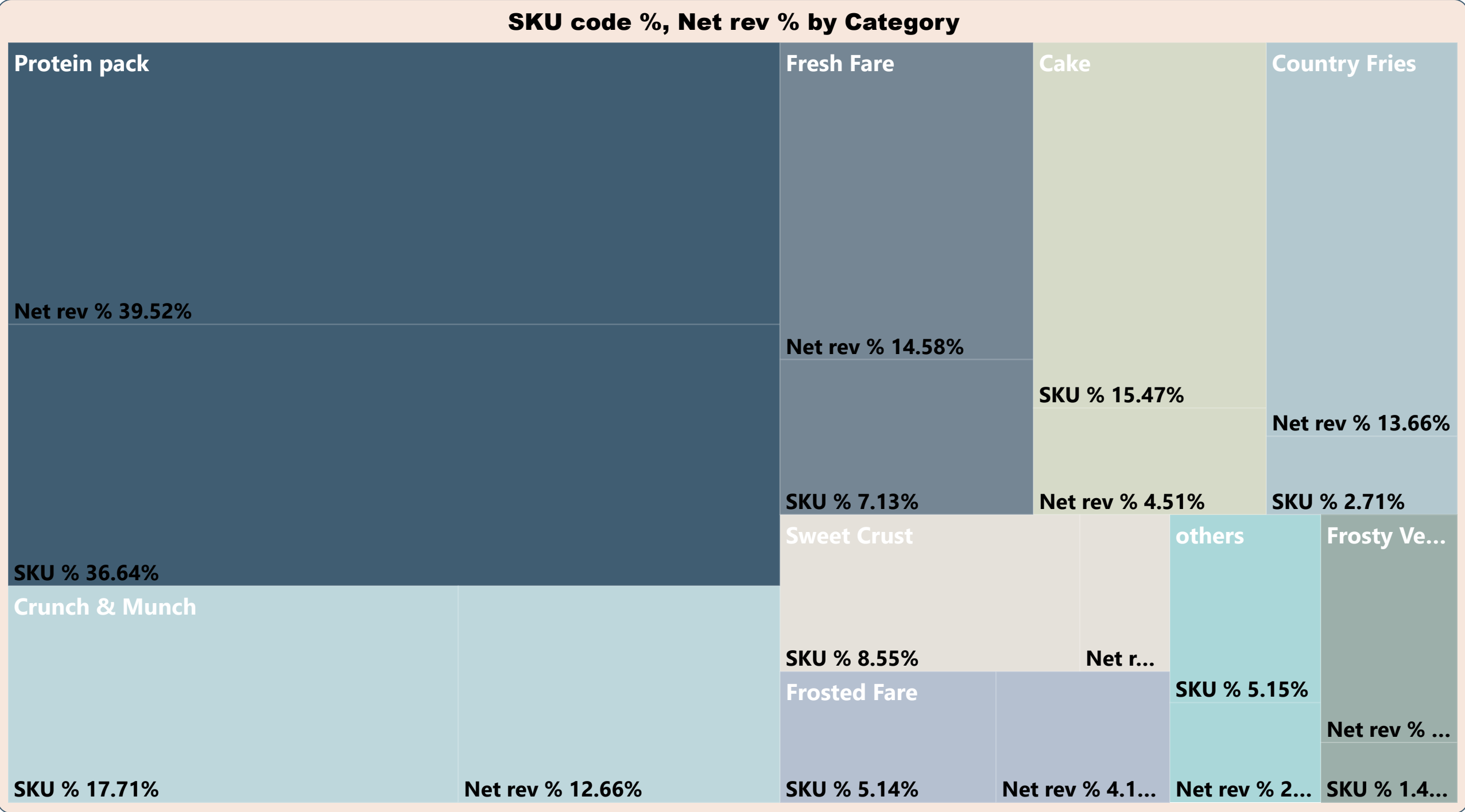
All

Channel

All

Location

All



Bussiness optimization analysis

Year

All

Month

All

Cluster Head

All

Category

All

Channel

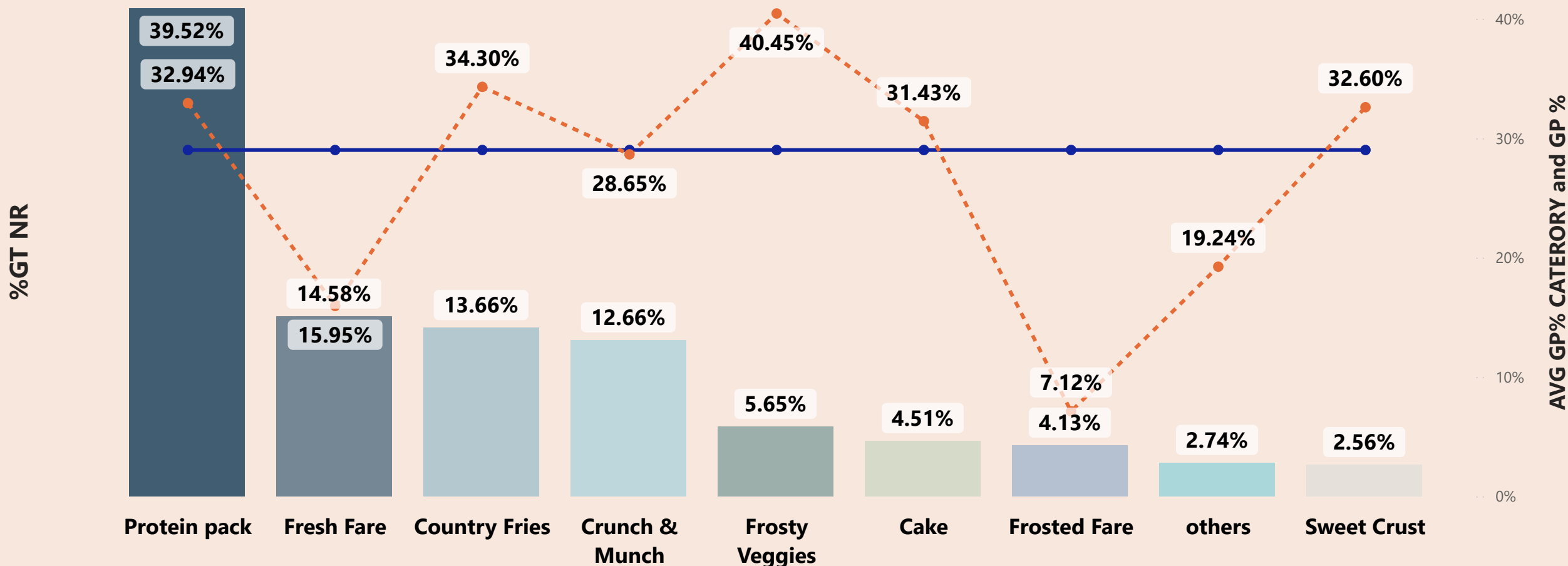
All

Location

All

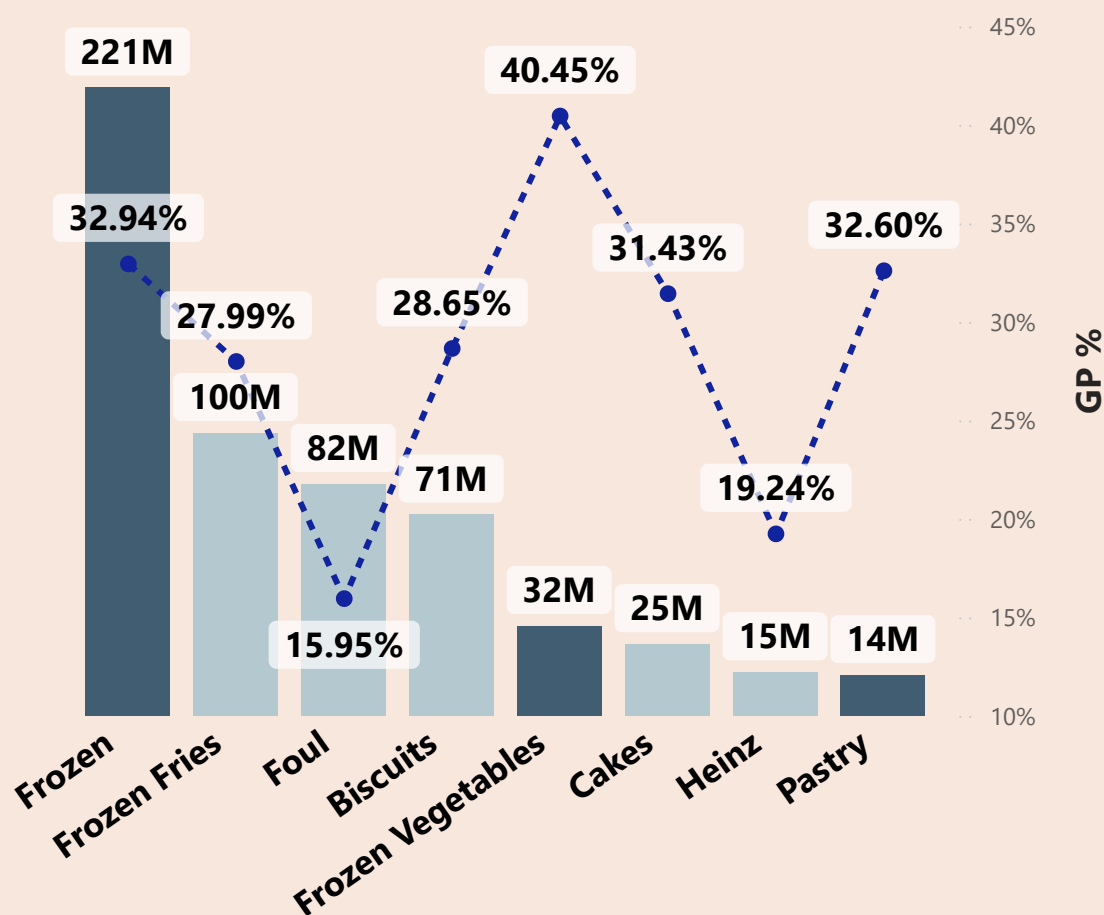
NR, AVG GP % by Category

● %GT NR ● AVG GP% CATERORY ● GP %



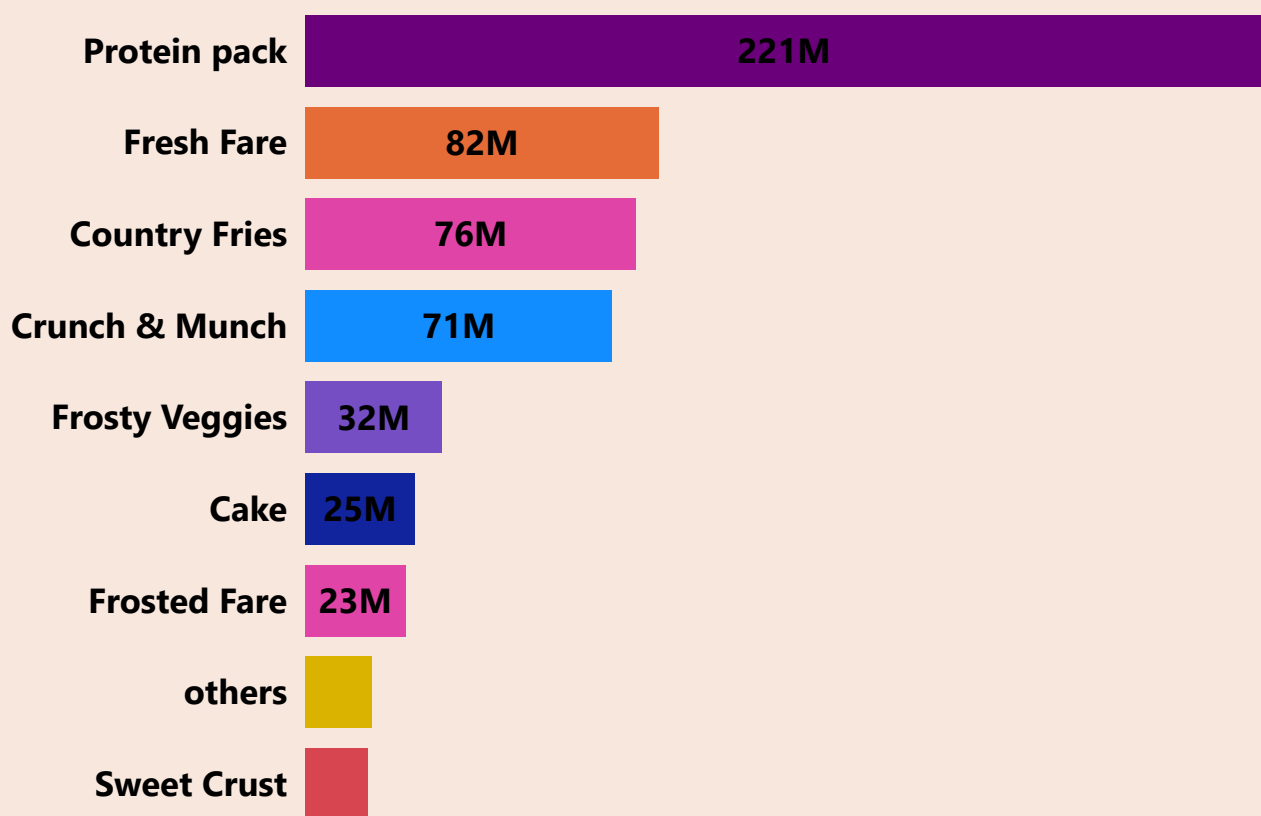
NR and GP % by Sub Category

● NR ● GP %



NR by Category and Sub Category

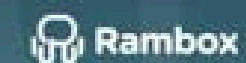
● Biscuits ● Cakes ● Foul ● Frozen ● Frozen Fries ● Frozen Veg... ● Heinz ● Pastry



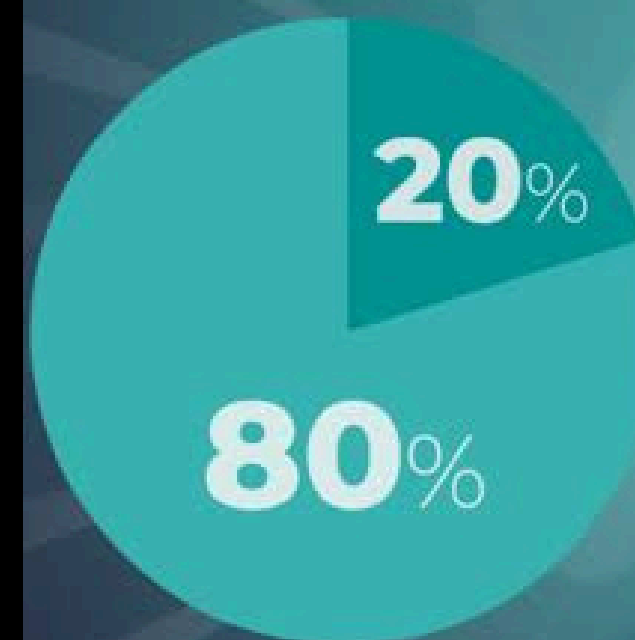
NR



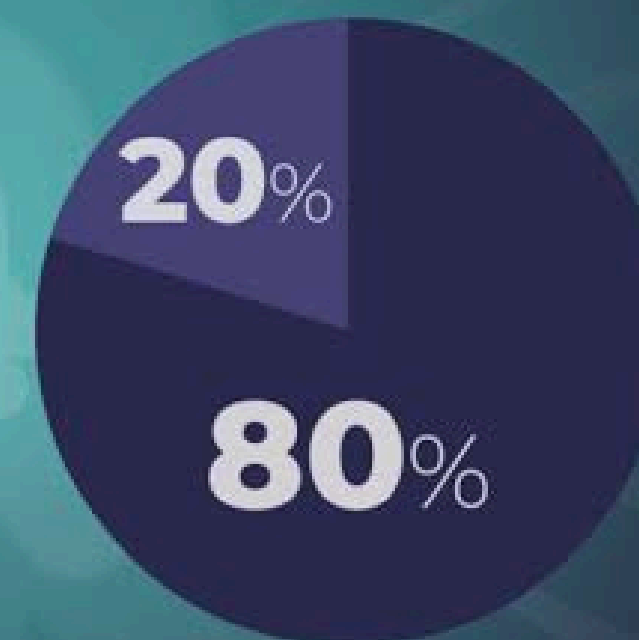
PARETO ANALYSIS



Optimizing your workflow:
The power of Pareto analysis



● Results ● Efforts



● Problems ● Cause

Parato analysis

Year

▼

All

▼

Month

▼

All

▼

Cluster Head

▼

All

▼

Category

▼

All

▼

Channel

▼

All

▼

Location

▼

All

▼

SKU Description	NR	rank	cum nr	tot sku nr	cum sku nr%
3 WAY MIX VEG BKT 20*400 GM	1,523.57	3213	560,145,853.27	560,069,128.78	100.01%
4 Way potatoes Crunchy 20*400 gm 1 Arabic local color P15/B20/C40/PT25	23,202.47	1912	547,695,892.59	560,069,128.78	97.79%
4*12 . Vanilla Wafer Bar	-67.01	3826	560,272,054.94	560,069,128.78	100.04%
555 FRID SARD HOT&SPCY100*155G	-199.72	3958	560,256,571.41	560,069,128.78	100.03%
555 TUNA FLAK AFRITADA 50*155G	-76.89	3839	560,271,133.70	560,069,128.78	100.04%
555 TUNA FLAKES ADOBO 50*155G	-2.33	3518	560,279,176.63	560,069,128.78	100.04%
7 Way Mix Crunchy 400 gm local 8 -Retail- new	13,764.21	2273	554,263,776.29	560,069,128.78	98.96%
7 Way Mix Crunchy 2.5 kg wholesale	12,882.15	2316	554,836,678.17	560,069,128.78	99.07%
7 Way Mix Crunchy 900 gm * 10 Retail, local, 18 Arab months	9,102.12	2488	556,729,285.94	560,069,128.78	99.40%
A.M.R. 400g 24P Plain Foul EOE (EGY)	57,404.38	1281	523,975,293.49	560,069,128.78	93.56%
ABS SCHOOL MEAL	367.39	3347	560,269,878.76	560,069,128.78	100.04%
ACE P. Allumettes BGrade 2.5Kg 4Bag	654,025.29	154	303,753,248.57	560,069,128.78	54.23%
ACE P. Frites BGrade 2.5Kg 4Bags	982,406.39	101	260,663,613.35	560,069,128.78	46.54%
ADNOC CAT BEEF HOT DOG 870G 18 CM (11*6*96.6GM)	413,629.66	298	376,387,545.68	560,069,128.78	67.20%
AIR FRYER CHICKEN NUGGET 350 GM(350*1*18)	19,479.82	2043	550,465,077.16	560,069,128.78	98.29%
AIR FRYER CHICKEN NUGGET(700*1*10)	4,350.51	2867	559,149,338.44	560,069,128.78	99.84%
AIR FRYER REGULAR STRIPS(700*1*10)	36,344.55	1598	538,492,193.45	560,069,128.78	96.15%
AIR FRYER SPICY STRIPS(700*1*10)	33,657.89	1650	540,308,001.19	560,069,128.78	96.47%
Aleeb 400g 24P Chick Peas STD EO (UAE)	15,886.73	2185	552,965,488.39	560,069,128.78	98.73%
Total	560,069,128.78	1	12,287,808.63	560,069,128.78	2.19%

