

ITC East MT Merchandising

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[SOH](#)
[Promo](#)
[PJP Compliance](#)
[Imaxx Attendance](#)
[Unpaid Visibility](#)
[Focus Product Sales](#)
[Clear All Slicers](#)

Month
All

Branch
All

State
All

City
All

Chain
All

Category
All

AE
All

ASM
All

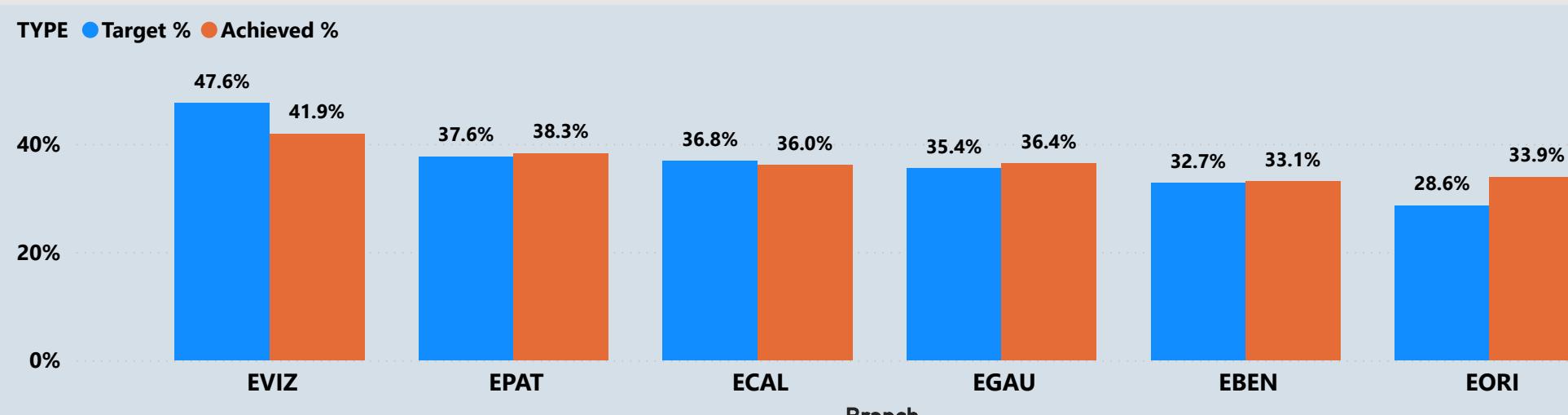
AM
All

KAM
All

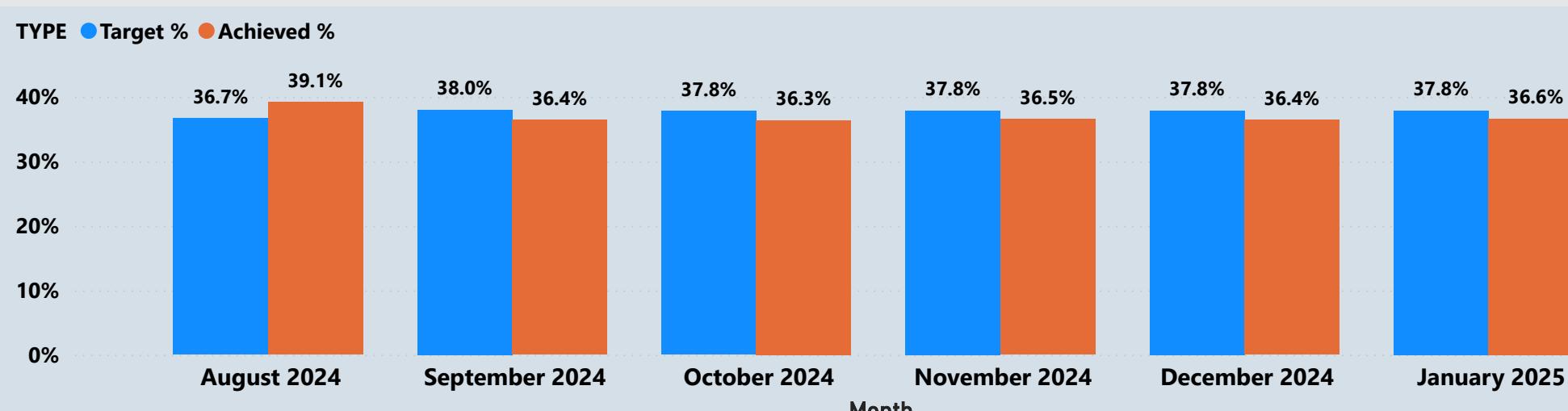
Merchandiser
All

Target %
37.7%
Achieved %
36.8%
663
Stores
184
City

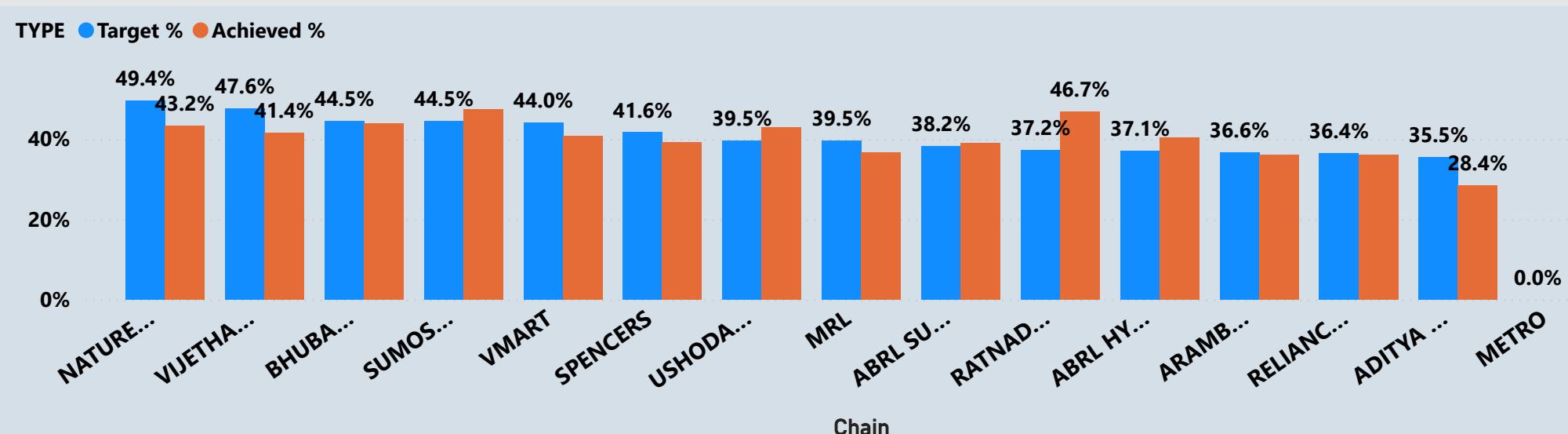
Target vs Achmt % by Branch



Month on Month Trend



Target vs Achmt by Chain



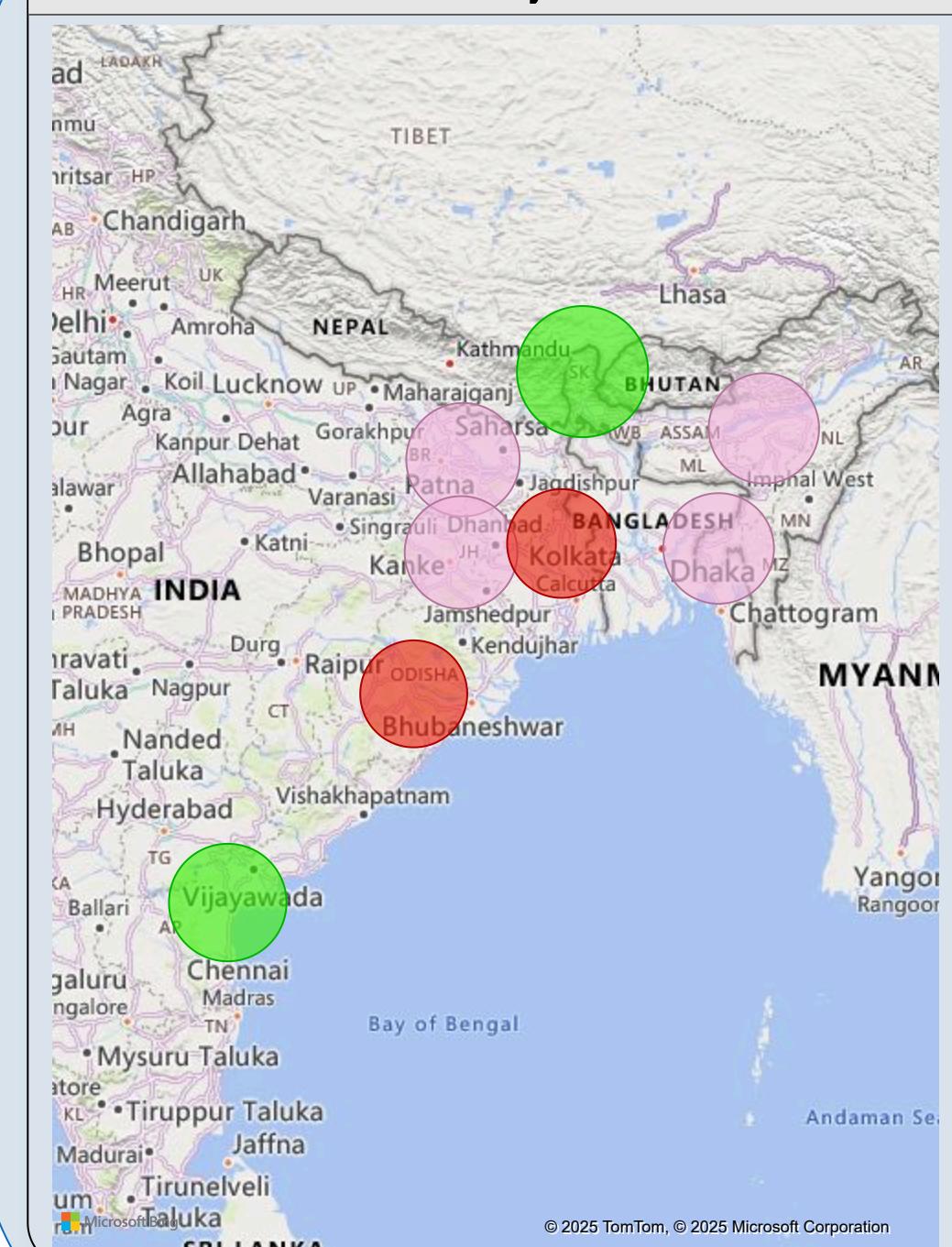
Target vs Achmt by Category



Achmt % by Merchandiser

Merchandiser	Target %	Achieved %
Abhijit Das	38.1%	40.0%
Abhijit Samantaray	32.6%	32.9%
Adapa Manikanta	38.0%	41.0%
Adapa Navya	54.5%	39.4%
Agatha Topno	50.8%	46.3%
Ajay Kumar Das	28.4%	29.1%
Ajijun Nisha	32.4%	33.7%
Ajoy Ghosh	44.8%	42.7%
Total	37.7%	36.8%

Achmt % by State



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[ASM](#)
All

[AM](#)
All

[KAM](#)
All

[Category](#)
All

[SKU Type](#)
All

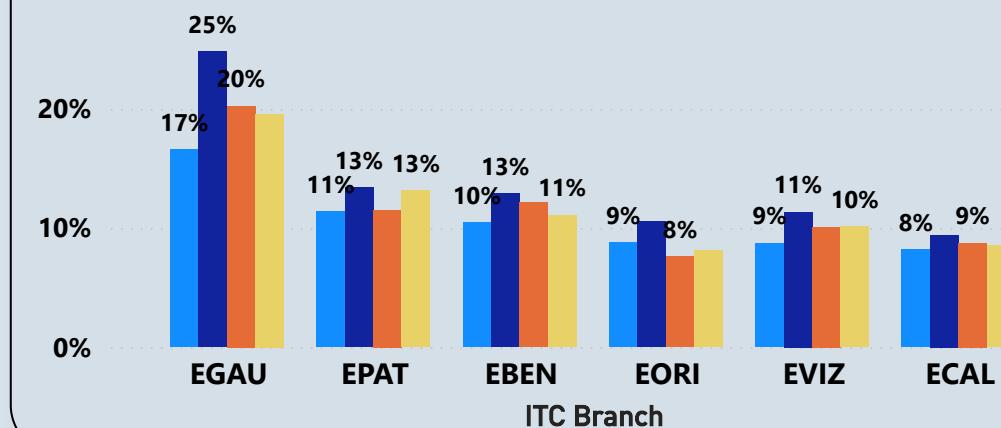
[Core/Non-C...](#)
Core

[Store Name](#)
All

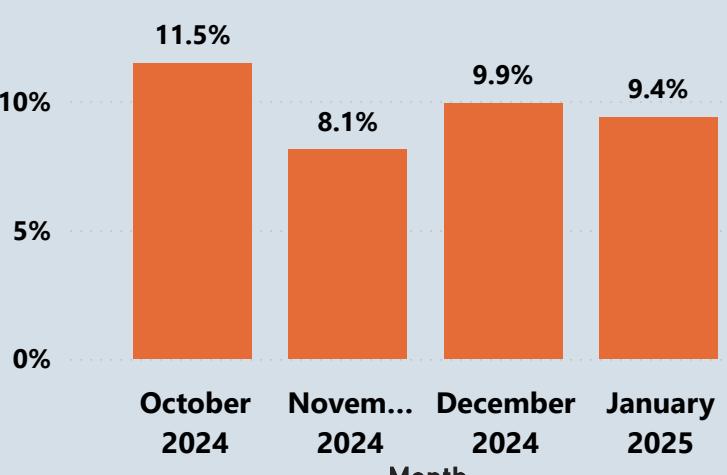
[SKU](#)
All

Weekwise OOS by Branch

TYPE ● Week1 ● Week2 ● Week3 ● Week4

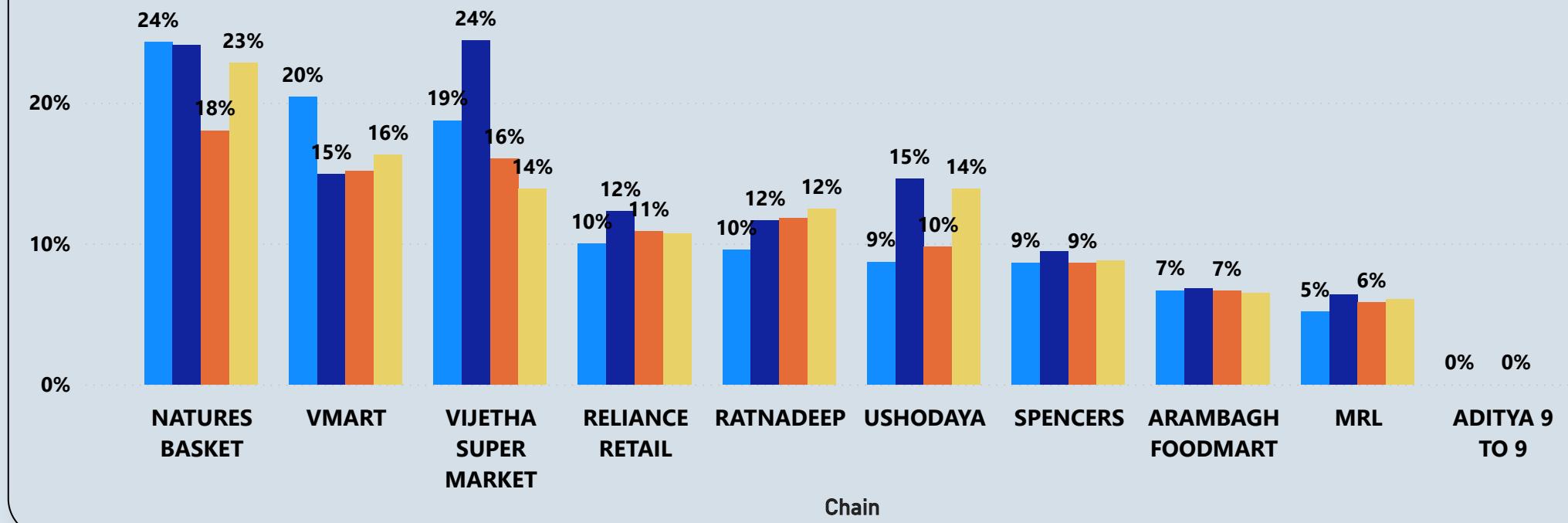


Month on Month Trend

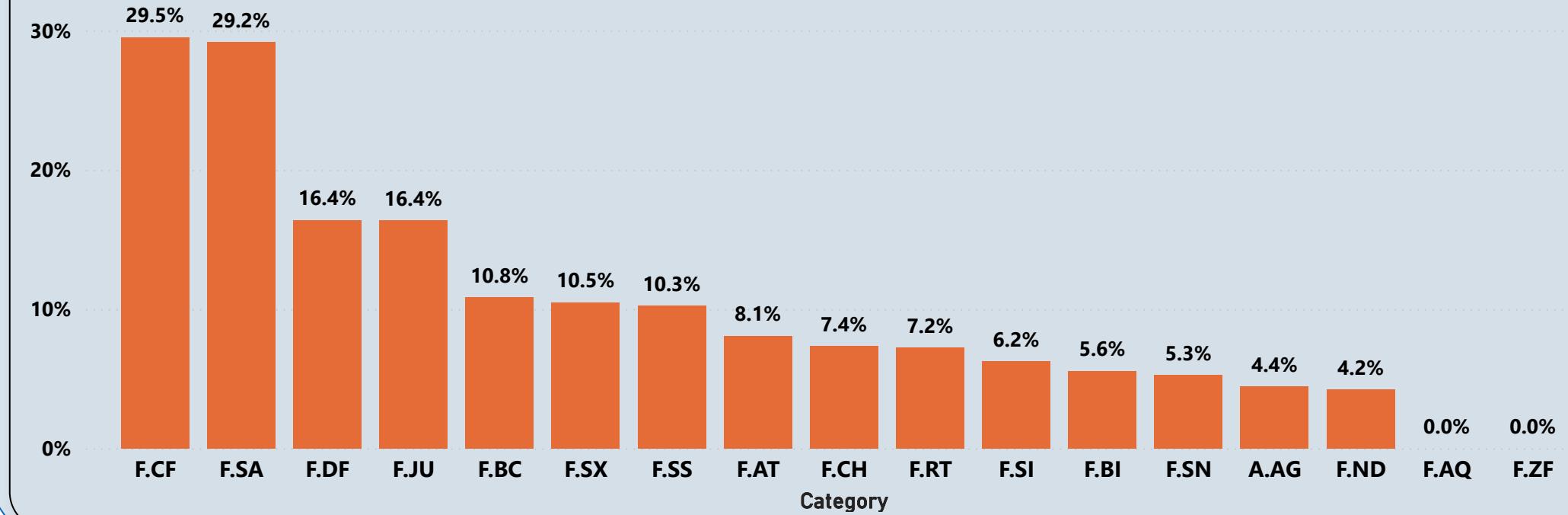


Weekwise OOS by Chain

TYPE ● Week1 ● Week2 ● Week3 ● Week4



OOS% by Category



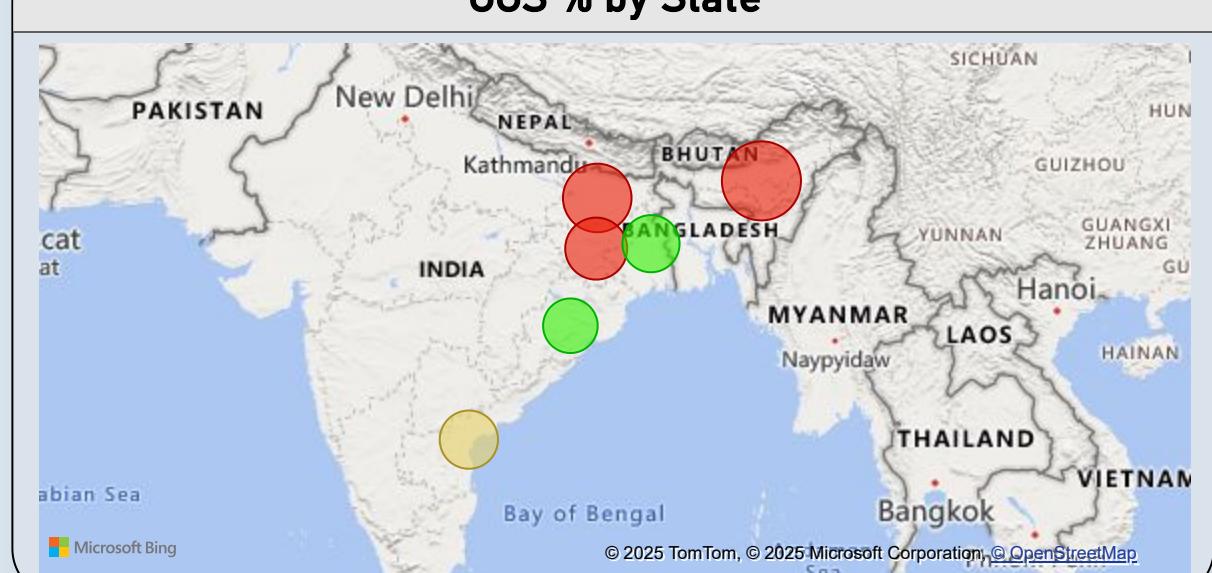
OOS by Store

Store No.	Store Name	ITC Branch	State	City	Chain	OOS %
50103693	RELIANCE RETAIL SEAGULL APPARTMENT	EPAT	JHARKHAND	Jamshedpur	RELIANCE RETAIL	85.9%
50210713	RELIANCE RETAIL FRL MOKAMA BIHAR	EPAT	BIHAR	Mokameh	RELIANCE RETAIL	73.4%
50104298	Reliance Smart Bazaar - Cuttack	EORI	ORISSA	Cuttack	RELIANCE RETAIL	69.3%
50210402	Reliance Smart Jalpaiguri	EBEN	WEST BENGAL	JALPAIGURI	RELIANCE RETAIL	61.9%
50107580	RELIANCE RETAIL PURULIA	EBEN	WEST BENGAL	Purulia	RELIANCE RETAIL	59.1%
50216861	RELIANCE SMART BIDHAN SARANI	ECAL	WEST BENGAL	Kolkata	RELIANCE RETAIL	59.0%
50108587	Reliance Retail Smart Bazar Patna (City) 05	EPAT	BIHAR	Patna	RELIANCE RETAIL	57.6%
50108154	Reliance Smart Bazaar Rabindra Sarani	ECAL	WEST BENGAL	Kolkata	RELIANCE RETAIL	49.2%
50108030	Reliance Smart Bazaar Krishnanagar	EBEN	WEST BENGAL	Krishnanagar	RELIANCE RETAIL	39.9%
Total						9.7%

OOS by SKU

SKU	Customized Product Desc.	SKU Type	OOS %
MD100TEMPLE	AG 100 Fragrance of Temple	Core	100.0%
CRYSTAL SALT 1KG	AASHIRVAAD CRYSTAL SALT 1KG	Core	52.1%
KOIRAJMAMASALA285	KOI RTE RAJMA MASALA 285G	Core	49.6%
ASATTANMP2KG	AT Aashirvaad 2 kg	Core	42.4%
YUM RS20 TOMATO	Yumitos Rs 20 Tomato	Core	40.7%
SF AR CREAM&HERB20	SF ALLROUNDER CREAM& HERB 75G	Core	37.5%
TM MASALA TADKA 30	TEDHE MEDHE RS.20 MASALA AZ PR	Core	35.8%
SFMANGOSMCNK180	SF MANGO SMOOTHIE CHUNKS 180ML	Core	35.3%
SFKSRBDMMKSK300NEW	SF KESAR BADAM MKSHAKE 300ML	Core	32.5%
CMCHOCOSTICKS200G	CANDYMAN FANTASTIK HOME PACK 125G	Core	22.3%
Total			9.7%

OOS % by State



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SOS

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Imaxx
Attendance

Unpaid
Visibility

Focus Product
Sales

Clear All Slicers

Month

All

Branch

All

State

All

City

All

Chain

All

AE

All

ASM

All

AM

All

KAM

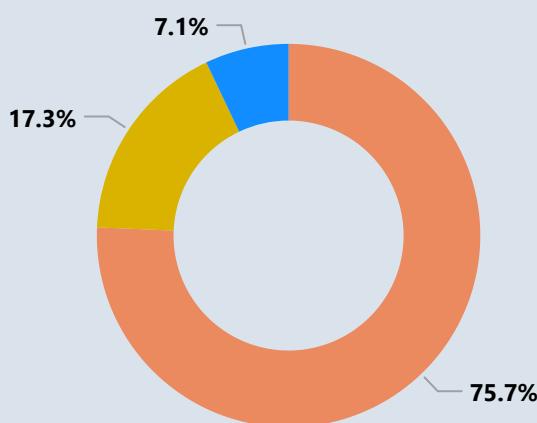
All

Category

All

Promo Status

Promo Status ● Yes ● No ● Implement After 14 Days

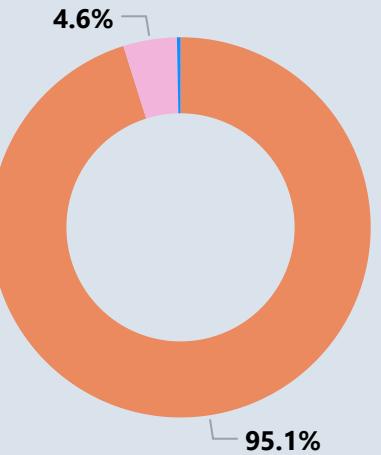


Month on Month Trend

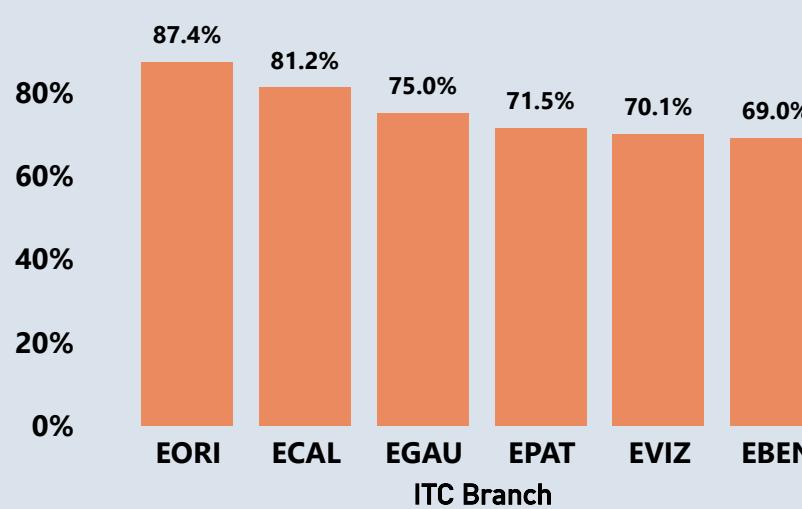


Promo Not Active Reasons

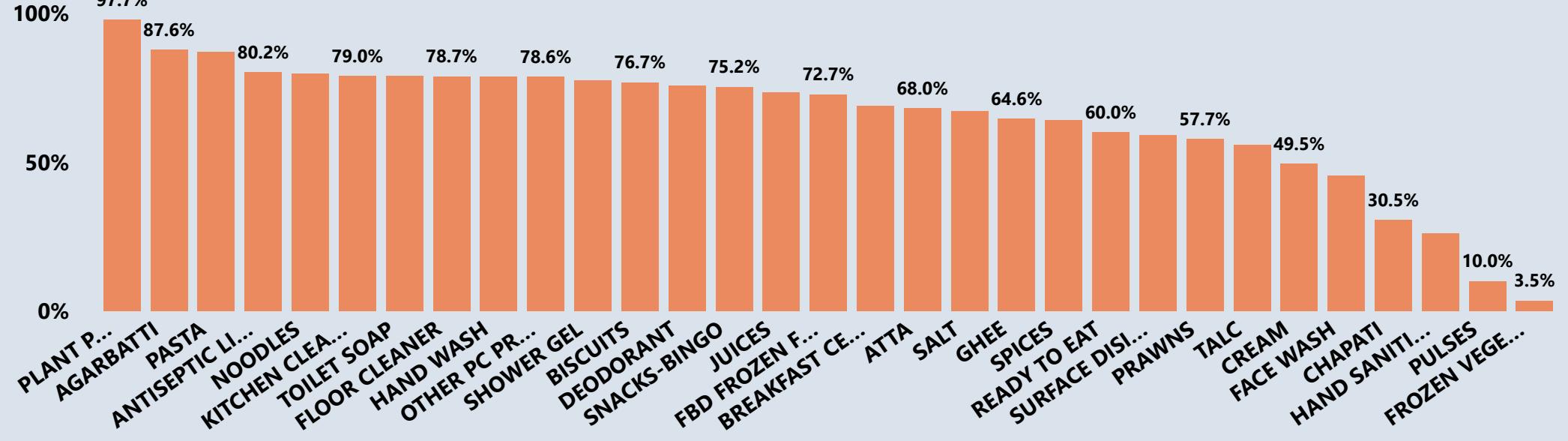
● No Stock
● No Code
● Cycle Not Active



Implementation % by Branch



Implementation% by Category



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Month
All

Branch
All

State
All

City
All

Chain
All

Supervisor
All

Merchandiser
All

Call Efficiency %

94.5%

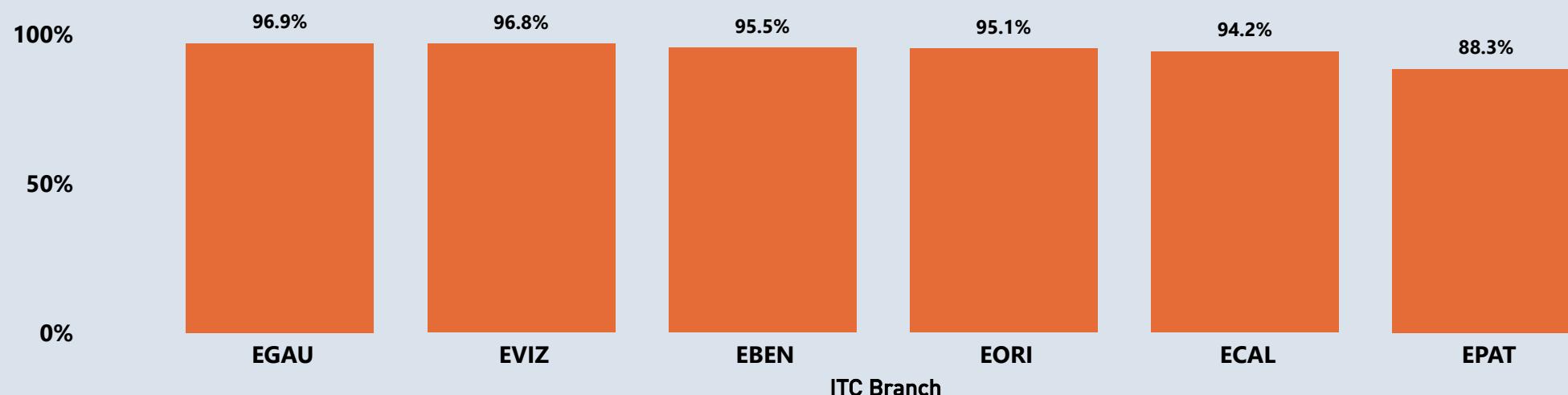
Imaxx Reporting %

81.8%

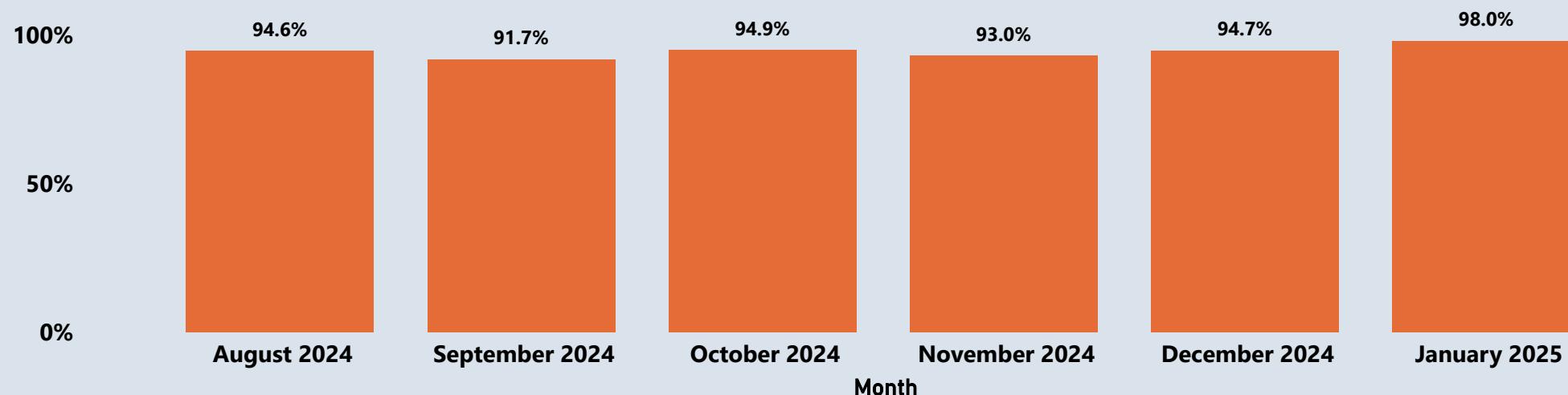
Manual vs Imaxx Attendance

95.0%

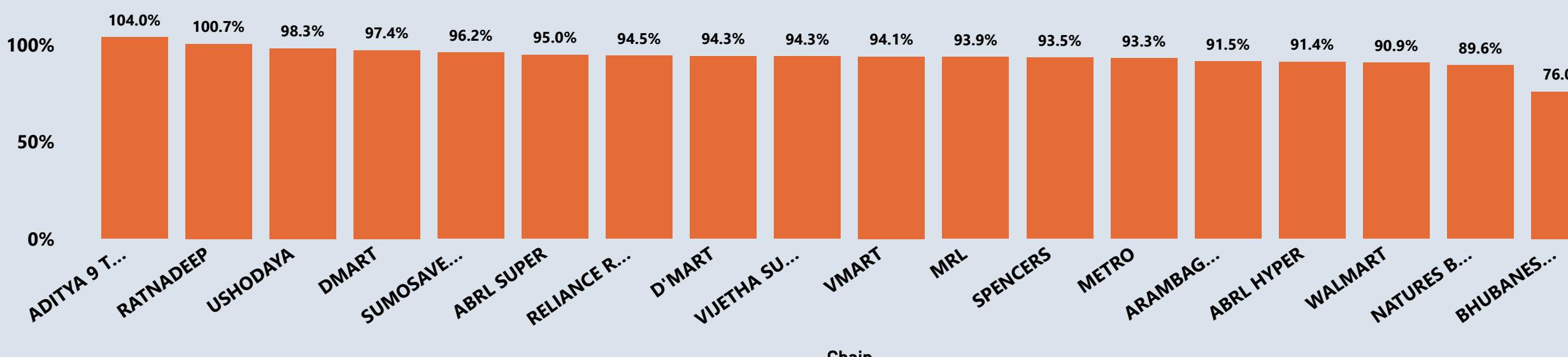
Call Efficiency % by Branch



Month on Month Trend



PJP Compliance by Chain



Coverage % by Merchandiser

Merchandiser	Chain (From OMS)	Imaxx Reporting %
AASHISH KUMAR RAJ	RELIANCE RETAIL	0.0%
Abhinav Anand	RELIANCE RETAIL	0.0%
ABHISHEK KUMAR	RELIANCE RETAIL	0.0%
AJEET KUMAR	RELIANCE RETAIL	0.0%
ALOK MAHATO	RELIANCE RETAIL	0.0%
Amit Kumar,	RELIANCE RETAIL	0.0%
BHASKR MONDAL	SPENCERS	0.0%
BISHNU PRASAD	RELIANCE RETAIL	0.0%
Biswa Ranjan Nayak	ABRL HYPER	0.0%
Total		92.5%

Clear All Slicers

Month

Branch

Chain

Category

Brand

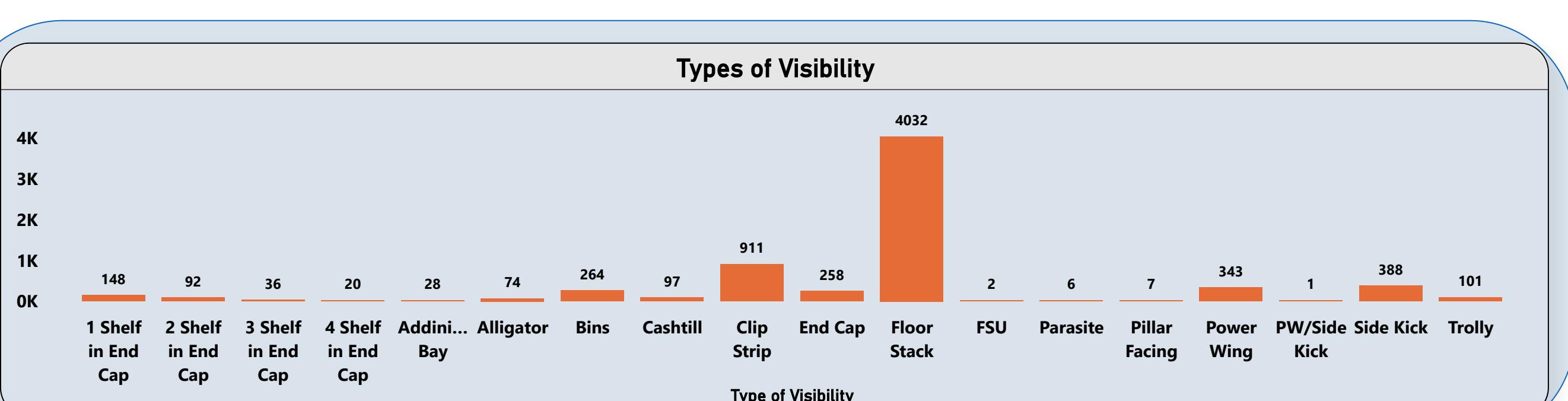
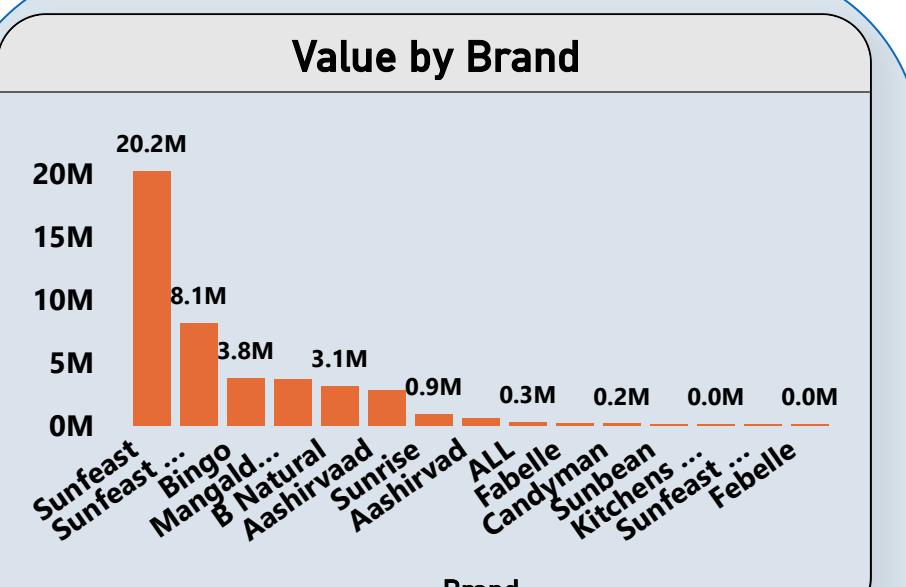
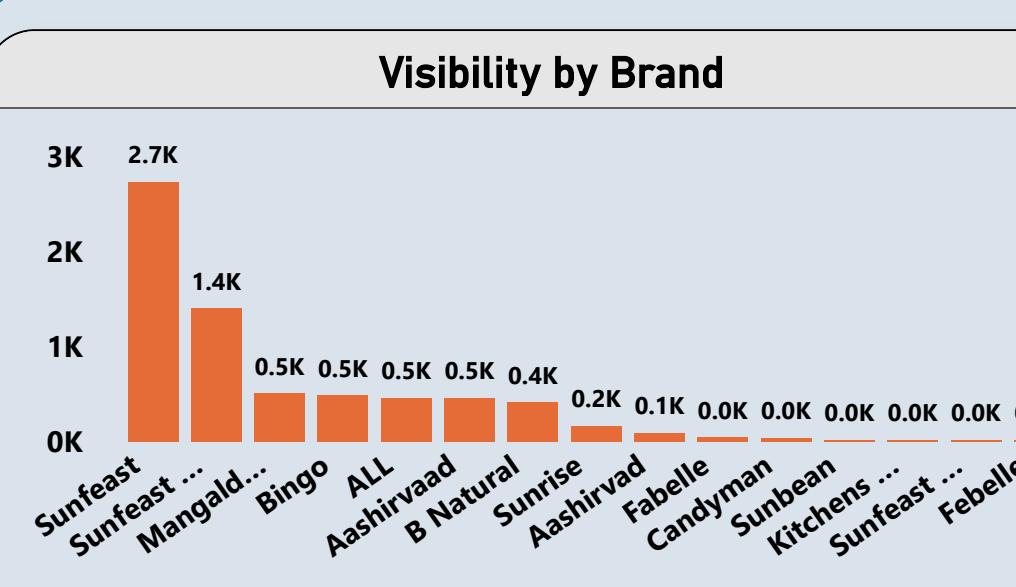
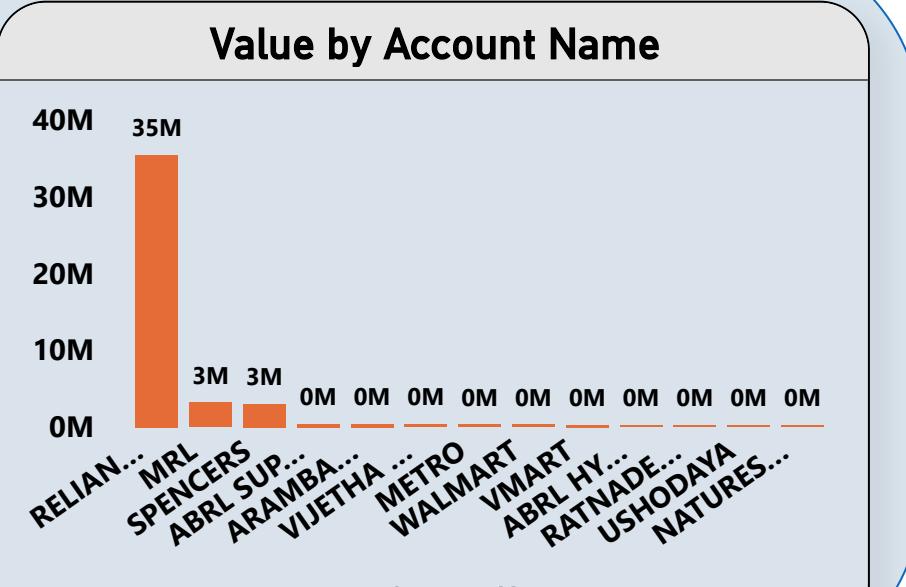
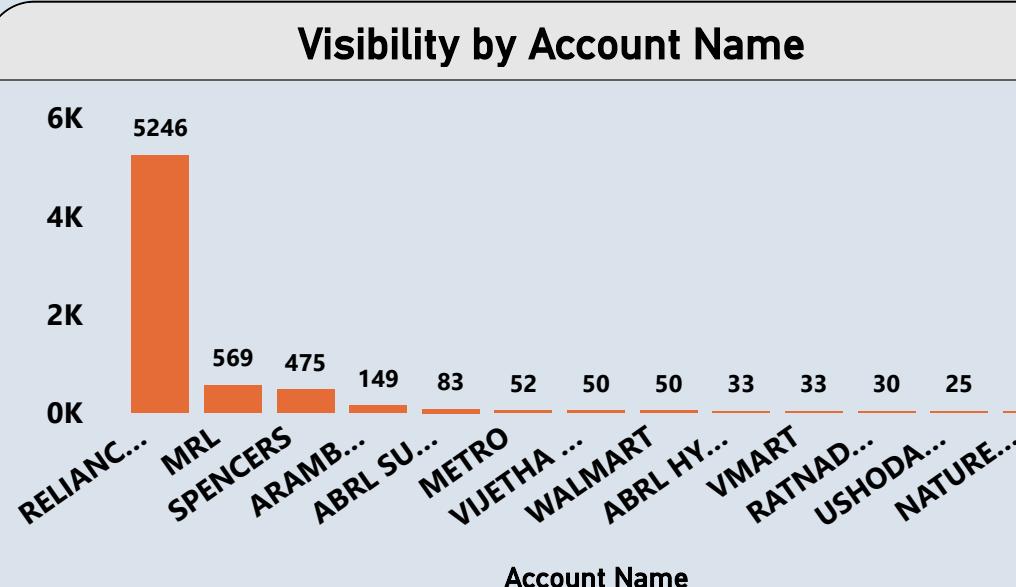
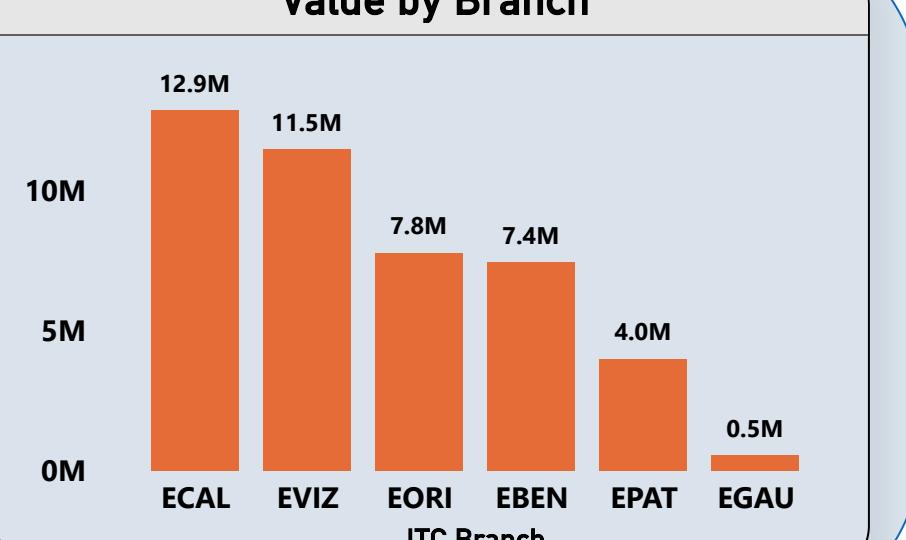
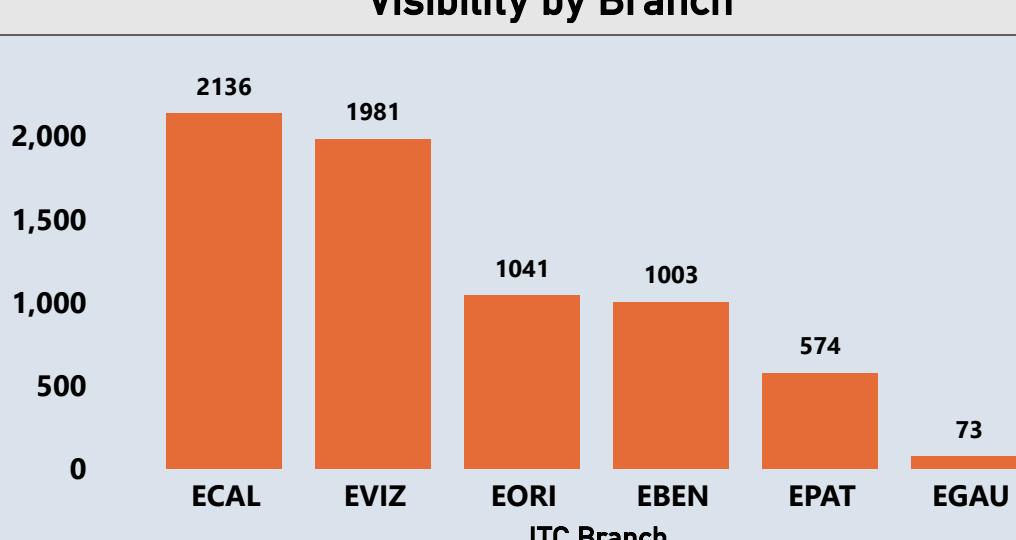
Visibility Type

Store Name

1647
Full Month Visibility

286
Merchandisers

513



Store No.	Store Name	Region	Spar Branch	Chain	Visibility
50211645	Abrl Hper Akansha	EAST	KOLKATA	ABRL HYPER	1
50212626	Abrl Hyper Chinsura	EAST	KOLKATA	ABRL HYPER	1
50210073	Abrl Surya Mall	EAST	KOLKATA	ABRL HYPER	1
50109954	Abrl Baidyawati	EAST	KOLKATA	ABRL SUPER	1
50105541	Abrl Kakinada Ramaraopeta	EAST	KOLKATA	ABRL SUPER	1
50105542	Abrl Kakinada Venkata Nagar	EAST	KOLKATA	ABRL SUPER	1
50109917	Abrl Keshtopur	EAST	KOLKATA	ABRL SUPER	1
50108432	Abrl Nabagram	EAST	KOLKATA	ABRL SUPER	1
50109950	Abrl New Barrackpore	EAST	KOLKATA	ABRL SUPER	1
Total					6808

