

Foodbuy Competitiveness & Market Basket Analysis

Analyst: [Your Name] Date: October 2025

Objective: Evaluate the competitiveness of Foodbuy’s contracted supplier programs versus market performance and identify opportunities for savings and improved assortment.

Key Insights

- 1. Contract Competitiveness**
 - 62% of contract items priced below market median.
 - 3 items (Ground Beef, Fries, Milk) show >10% premium—\$45K savings potential.
- 2. Program Market Basket Performance**
 - Program A: +8% dairy mix vs peers.
 - Program B: Lower cross-sell; 1.7 vs 2.4 avg items/transaction.
- 3. Spend and Trend Analysis**
 - Total spend +6.8% YoY; proteins & dairy lead growth.
 - Produce +11% YoY variance suggests diversification.
 - Forecast: +3% spend growth into Q4 2025.

Financial Impact Summary

Category	Price Var vs Market	Forecast Q4 Spend	Savings Opportunity
Poultry	-5.2%	\$210K	—
Beef	+11.8%	\$185K	\$21K
Dairy	+9.5%	\$170K	\$13K
Frozen Sides	+7.6%	\$120K	\$11K
Total			\$45K

Recommendations

- 1. Renegotiate high-variance beef & dairy SKUs.
- 2. Promote condiment & bakery cross-sells (Program B).
- 3. Implement monthly compliance dashboard.
- 4. Automate Power BI refresh for executive reporting.

Key KPIs

- Avg Contract vs Market Price Variance: -3.7%
- Forecasted Spend Growth (Q4 2025): +3%
- Top 3 Suppliers: Tyson (29%), Smithfield (22%), Land O'Lakes (17%)