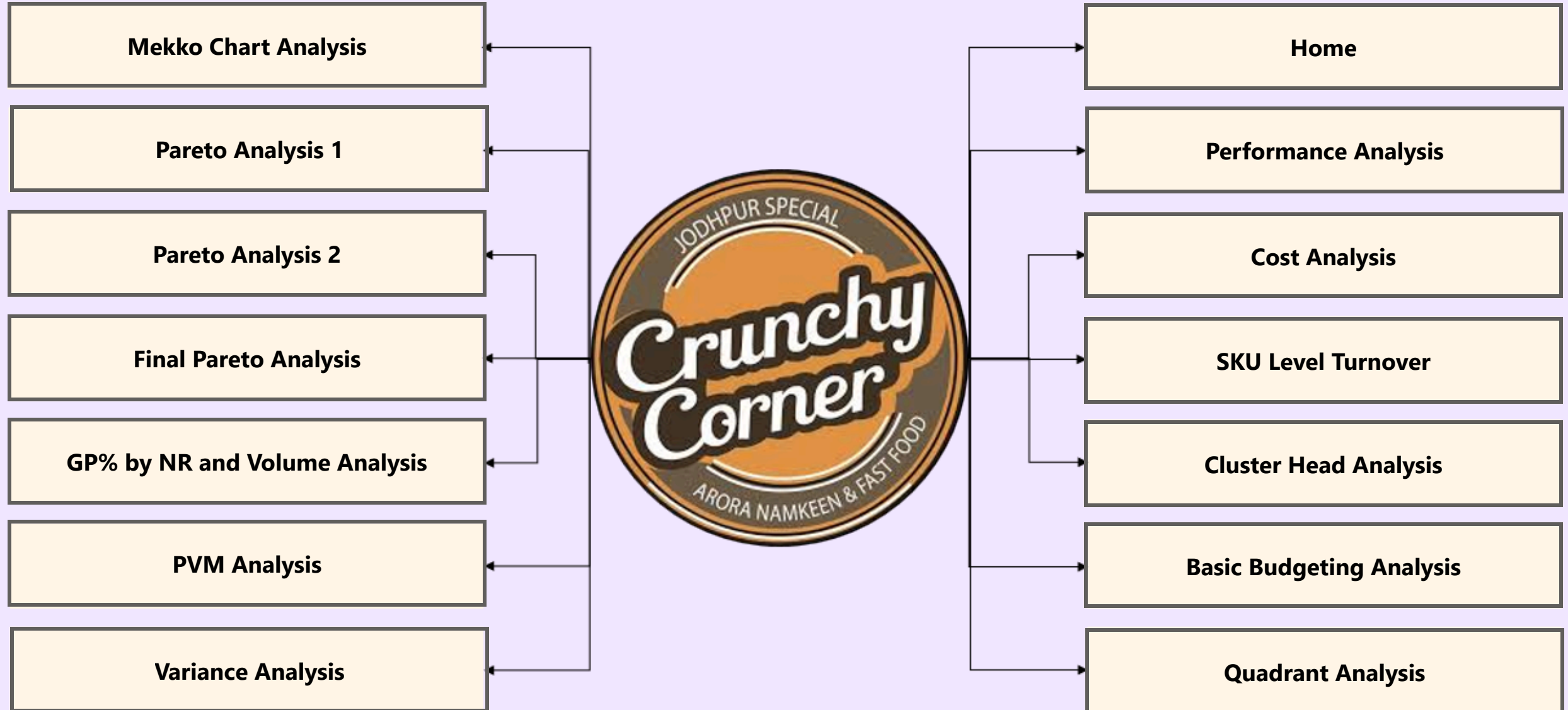


Crunchy Corner Business Analysis, Optimization and Budgeting



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

No.of SKU

4207

Net Revenue

560.07M

Gross Profit

162.50M

EBIDTA

88.30M

Net Profit

61.13M

Total Volume

264.95K

Net Revenue YTD

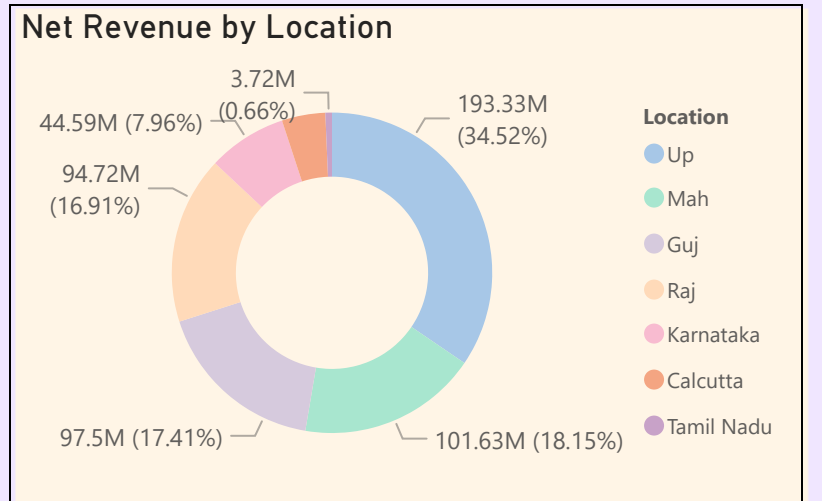
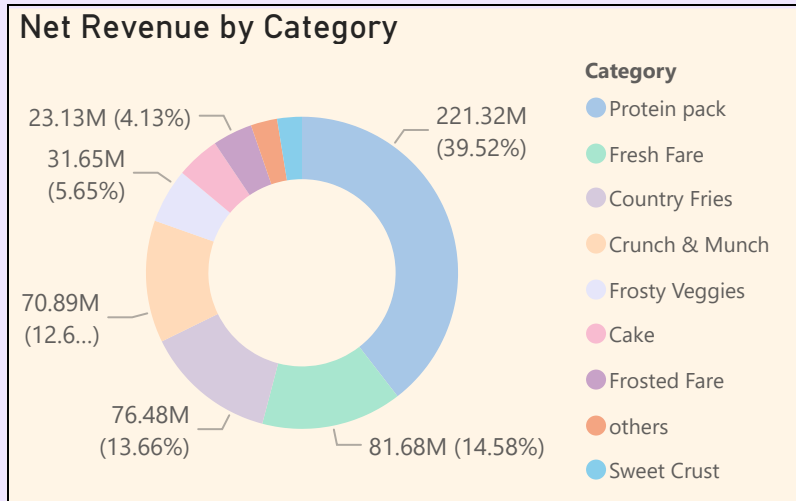
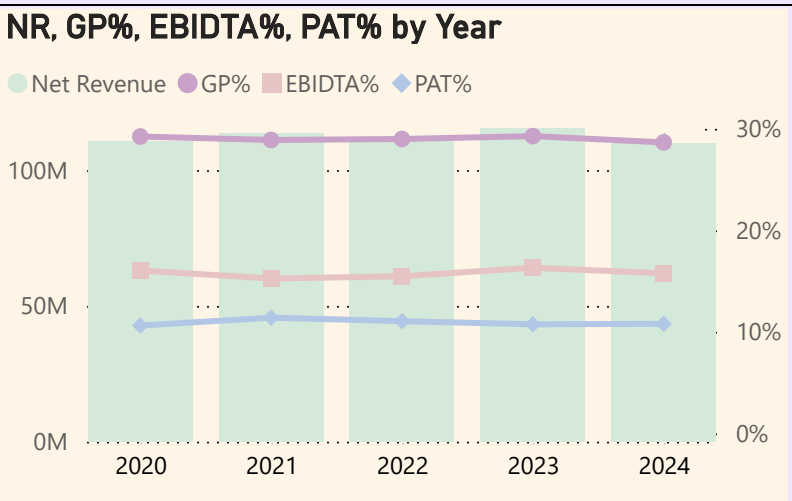
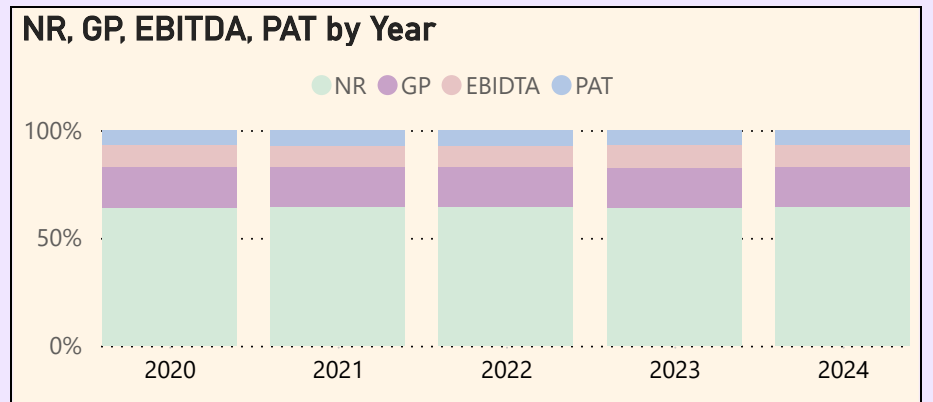
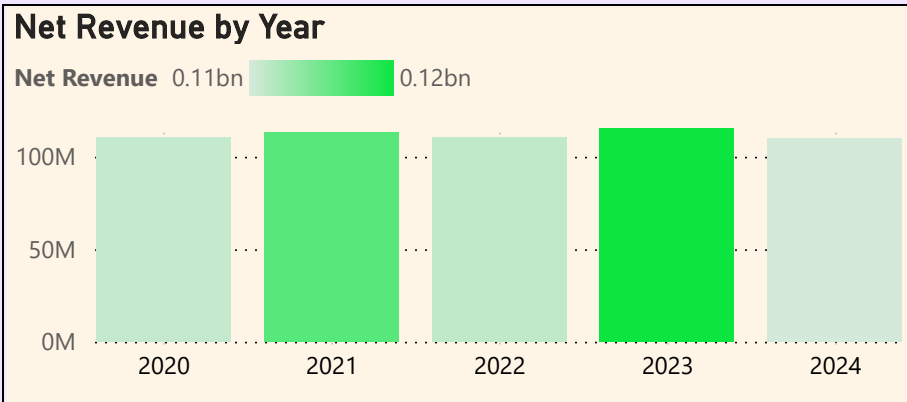
110.06M

NR YoY%

24.46%

YTD YoY%

-4.67%



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Raw material cost

278.62M

Marketing cost

7.98M

Trade & Discount cost

113.68M

Fixed & Variable cost

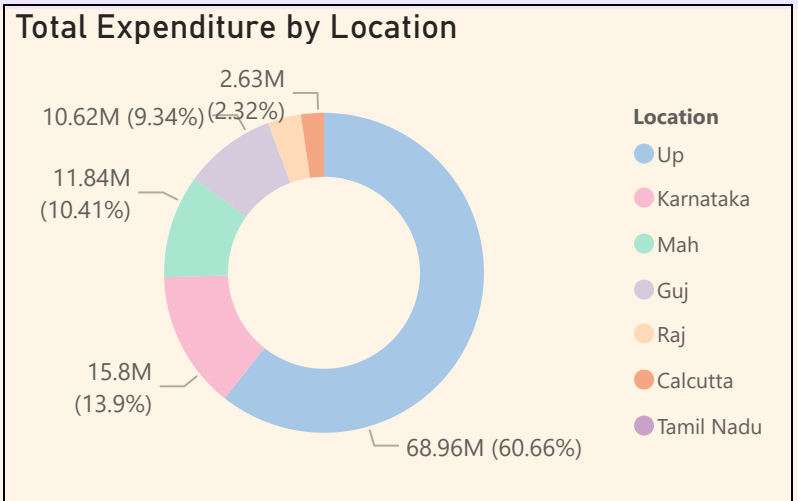
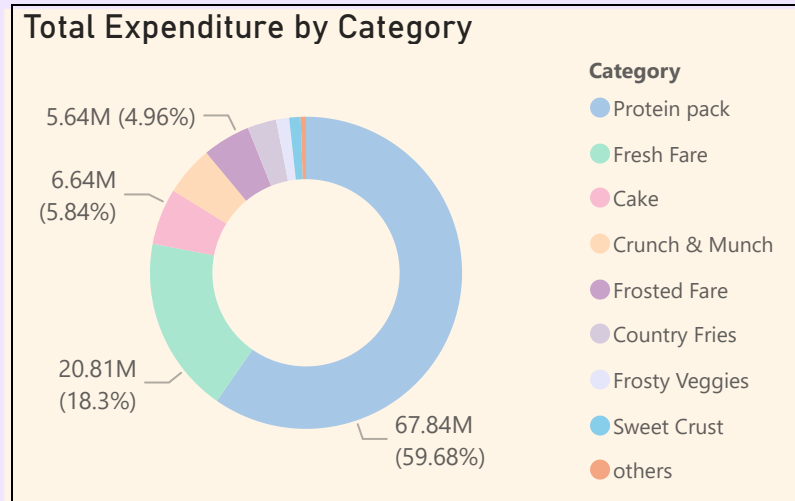
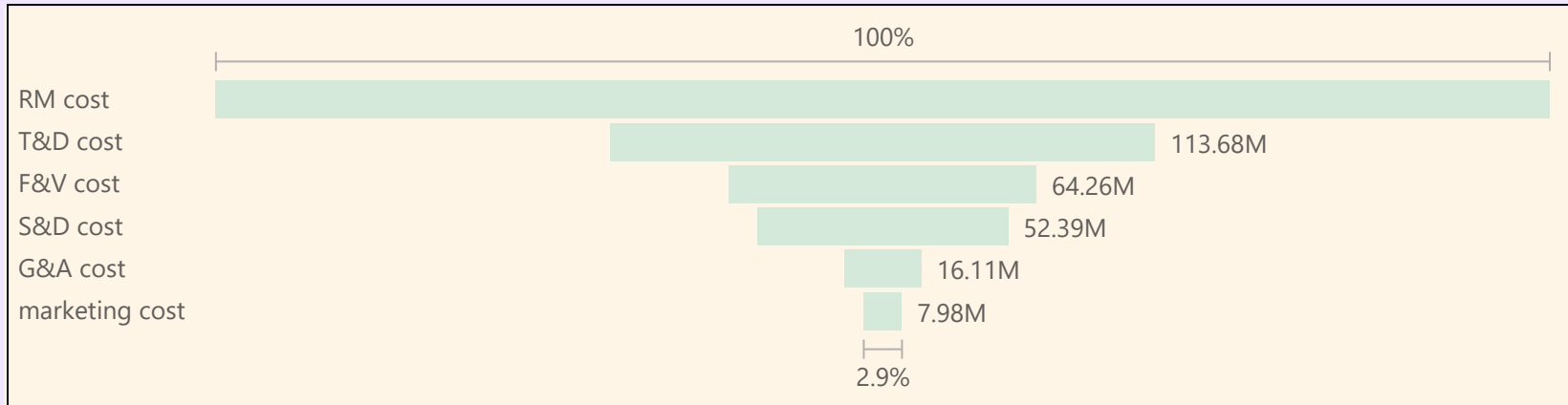
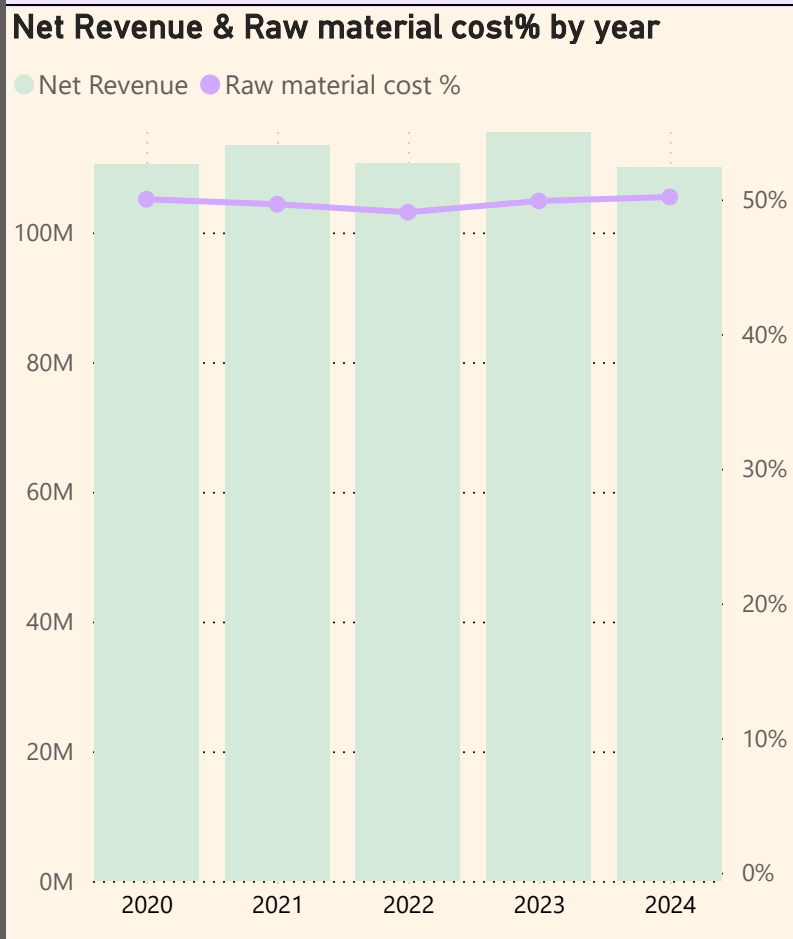
64.26M

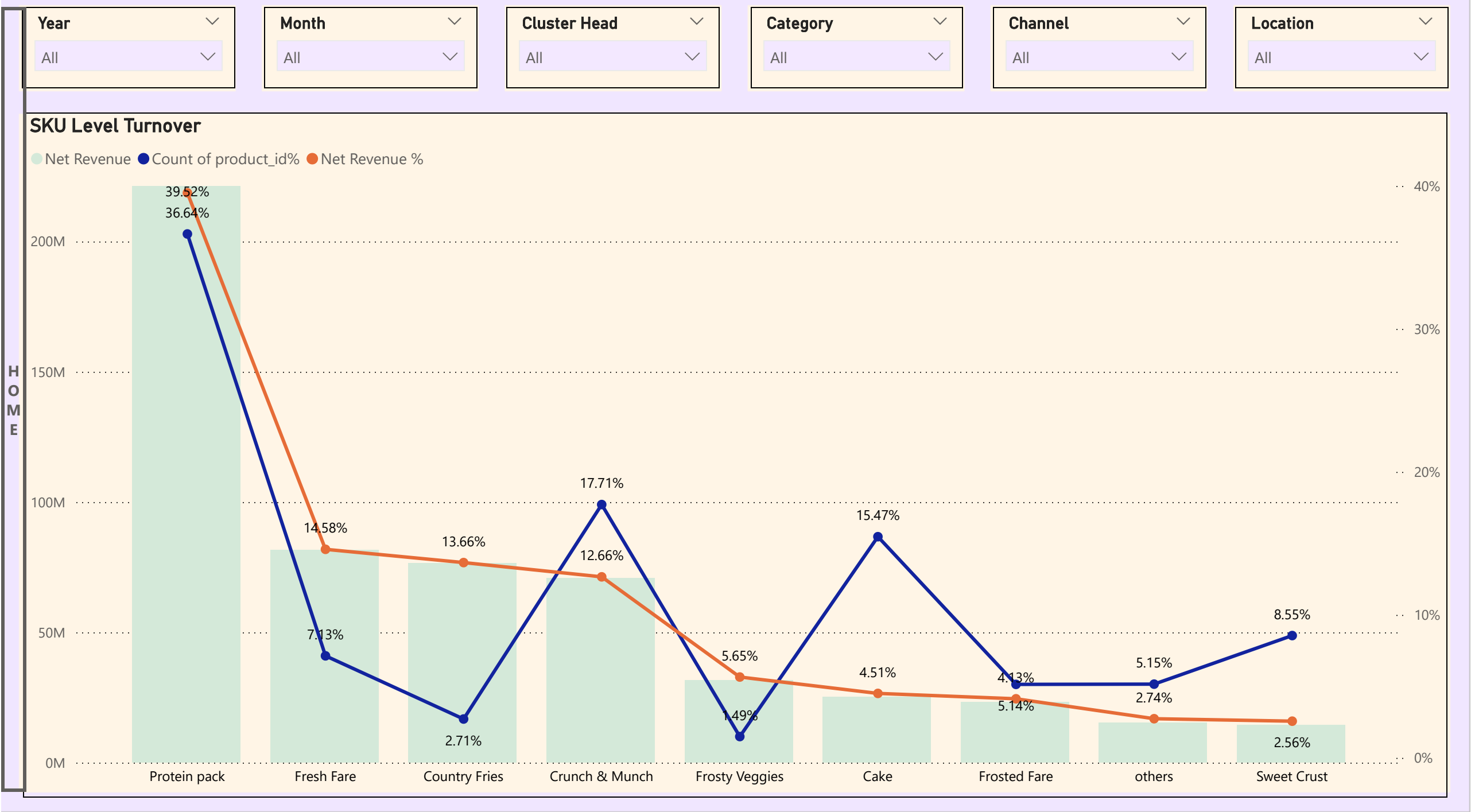
General & Administrative cost

61.13M

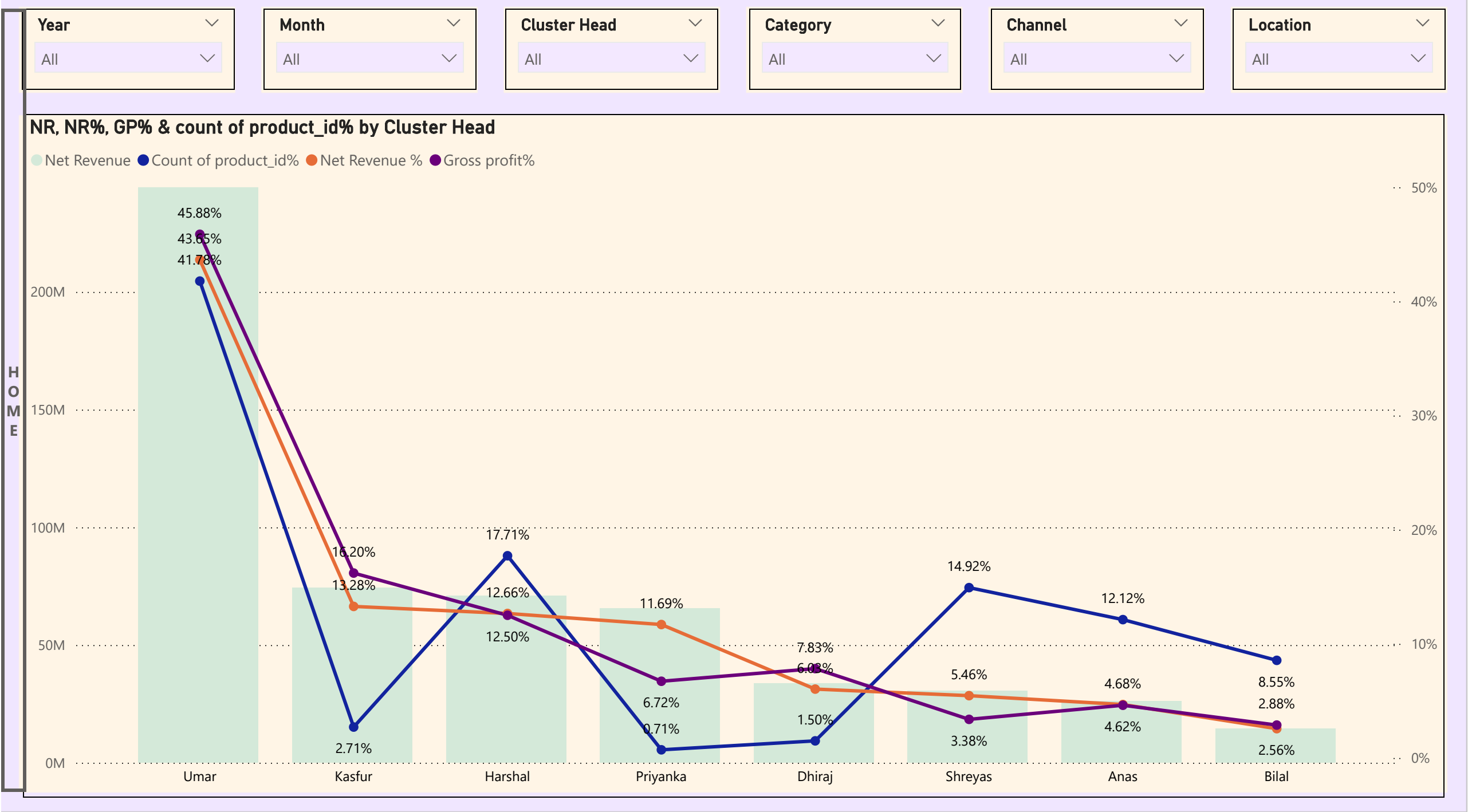
Sales & Distribution cost

52.39M





HOME



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Yoy% of Net Revenue_B

-12.36%

Yoy% of Net Revenue_A

-14.10%

YTD of Net Revenue_A

110.06M

YTD of Net Revenue_B

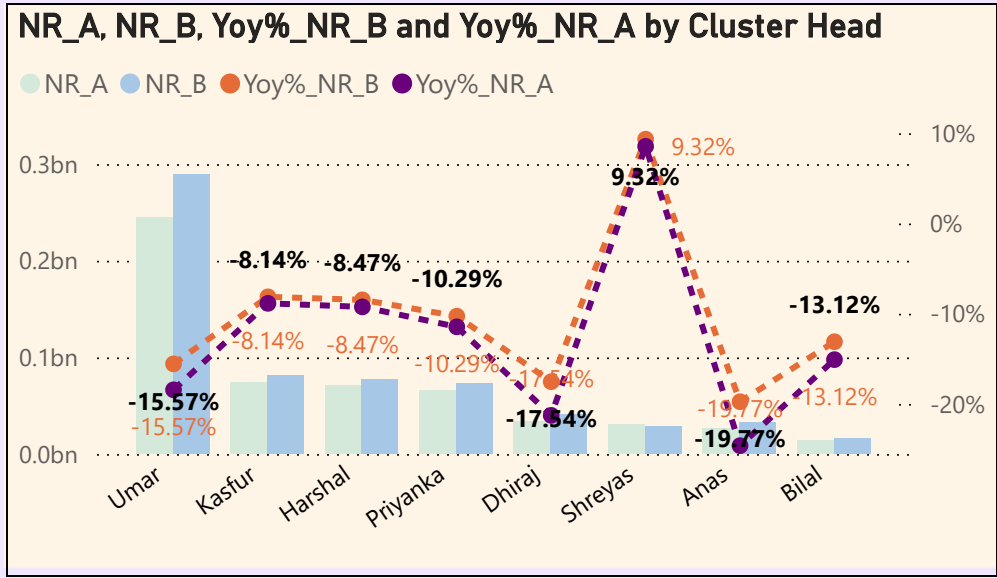
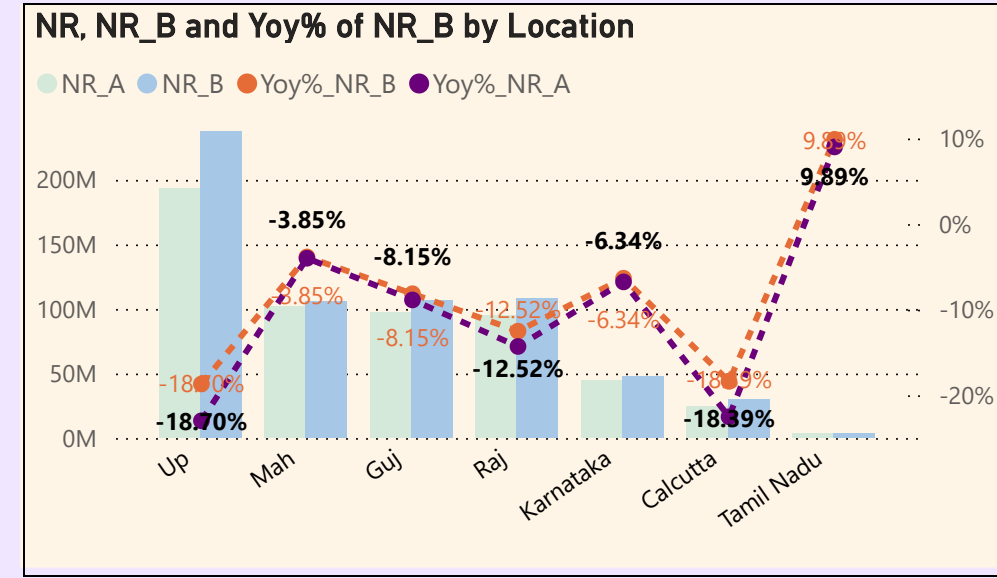
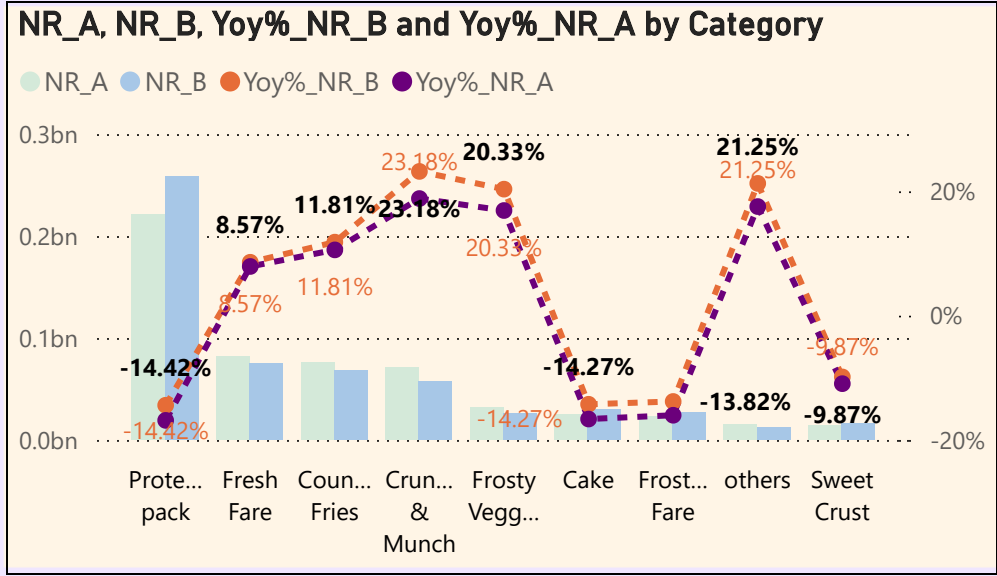
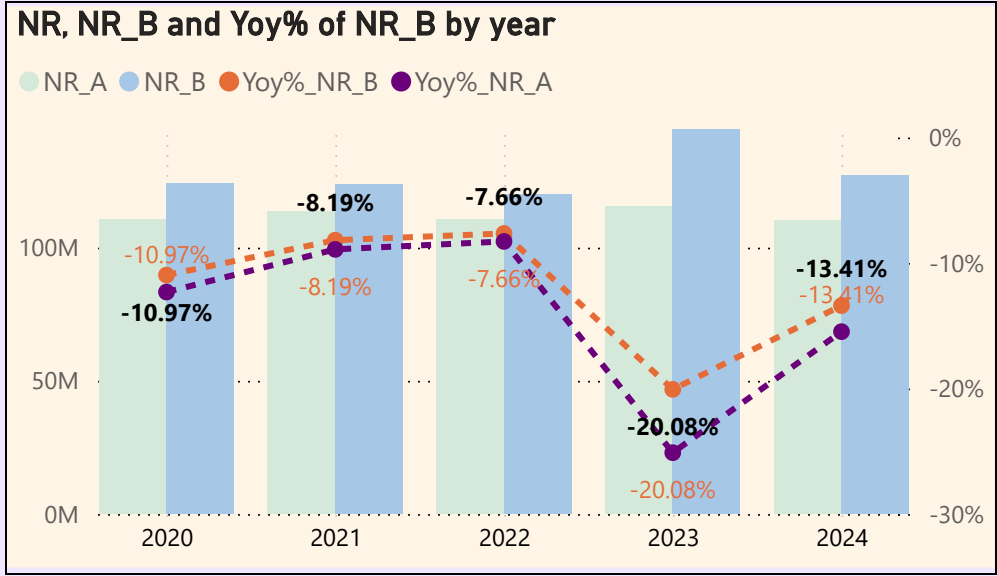
127.10M

Yoy% of NR_YTD_B

-15.48%

Yoy% of NR_YTD_A

-4.67%



Year

2024

Month

All

Cluster Head

All

Category

All

Channel

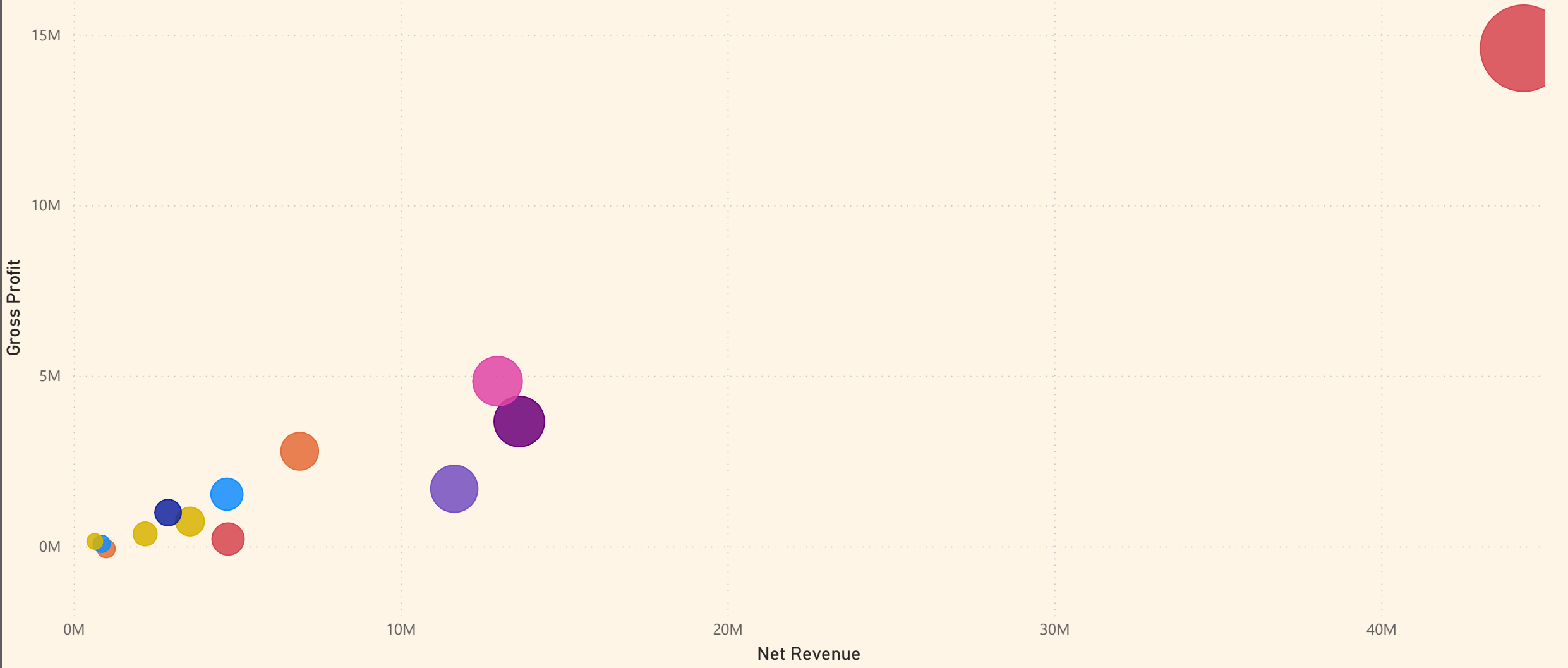
All

Location

All

Net Revenue, Gross Profit and Net Revenue by Category and Cluster Head

Cluster Head ● Anas ● Bilal ● Dhiraj ● Harshal ● Kasfur ● Priyanka ● Shreyas ● Umar



Year

All

Month

All

Cluster Head

All

Category

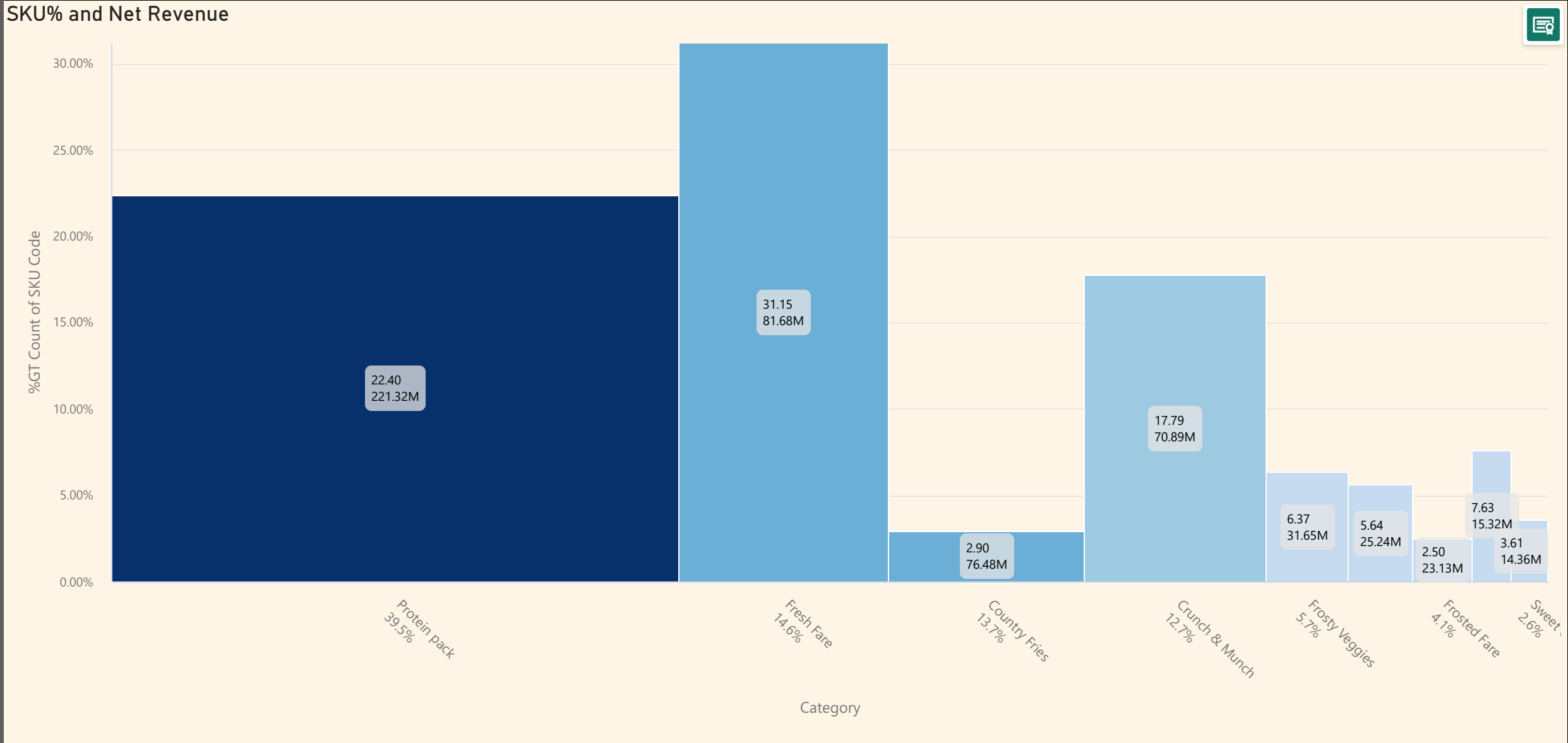
All

Channel

All

Location

All



Year

2020

Month

January

Cluster Head

Umar

Category

All

Channel

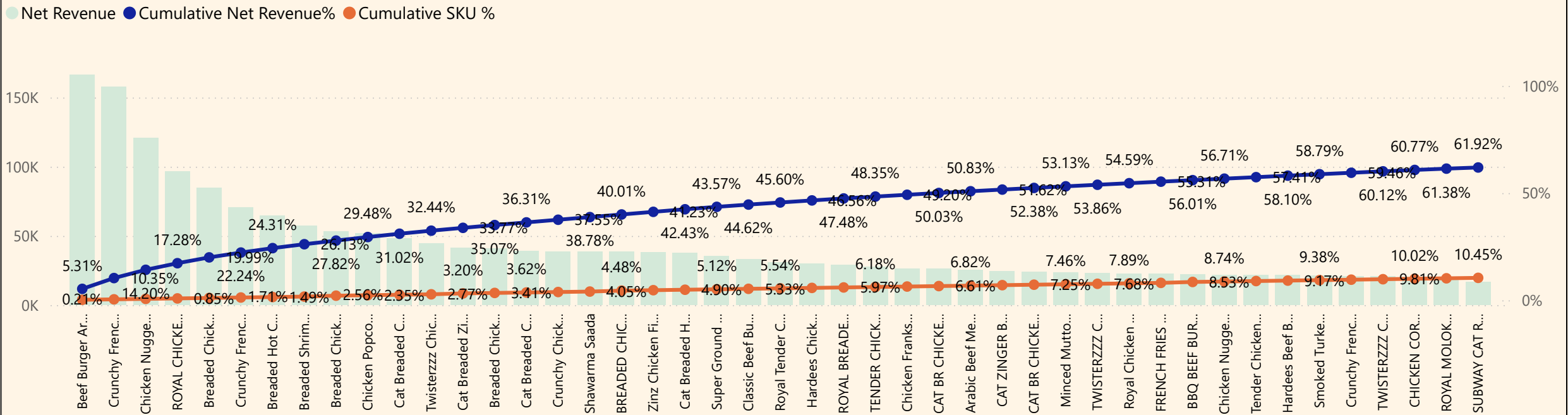
All

Location

All

| SKU Description | Net Revenue | Rank | Cumulative Net Revenue | Total Net Revenue | Cumulative Net Revenue% | Cumulative SKU% |
|--|-------------|------|------------------------|-------------------|-------------------------|-----------------|
| Beef Burger Arabic Spices 20Pcs (15*20*50Gm) | 0.17M | 1 | 0.17M | 3.13M | 5.31% | 0.21% |
| Crunchy French Fries 9* 9 (4*2.5KG) | 0.16M | 2 | 0.32M | 3.13M | 10.35% | 0.43% |
| Chicken Nuggets 400G (18*1*400Gm) | 0.12M | 3 | 0.44M | 3.13M | 14.20% | 0.64% |
| ROYAL CHICKEN FRANKS 3*340G (8*3*340GM) PP | 0.10M | 4 | 0.54M | 3.13M | 17.28% | 0.85% |
| Breaded Chicken Strips 750G (10*1*750Gm) | 0.08M | 5 | 0.63M | 3.13M | 19.99% | 1.07% |
| Crunchy French Fries 9* 9 (4*2.5KG) Egypton | 0.07M | 6 | 0.70M | 3.13M | 22.24% | 1.28% |
| Breaded Hot Chicken Strips 750G (10*1*750Gm) | 0.06M | 7 | 0.76M | 3.13M | 24.31% | 1.49% |
| Breaded Shrimp Tail Off 1K (10*1*1000Gm) | 0.06M | 8 | 0.82M | 3.13M | 26.13% | 1.71% |

Net Revenue, Cumulative Net Revenue% and Cumulative SKU % by SKU Description



Year

All

Month

All

Cluster Head

All

Category

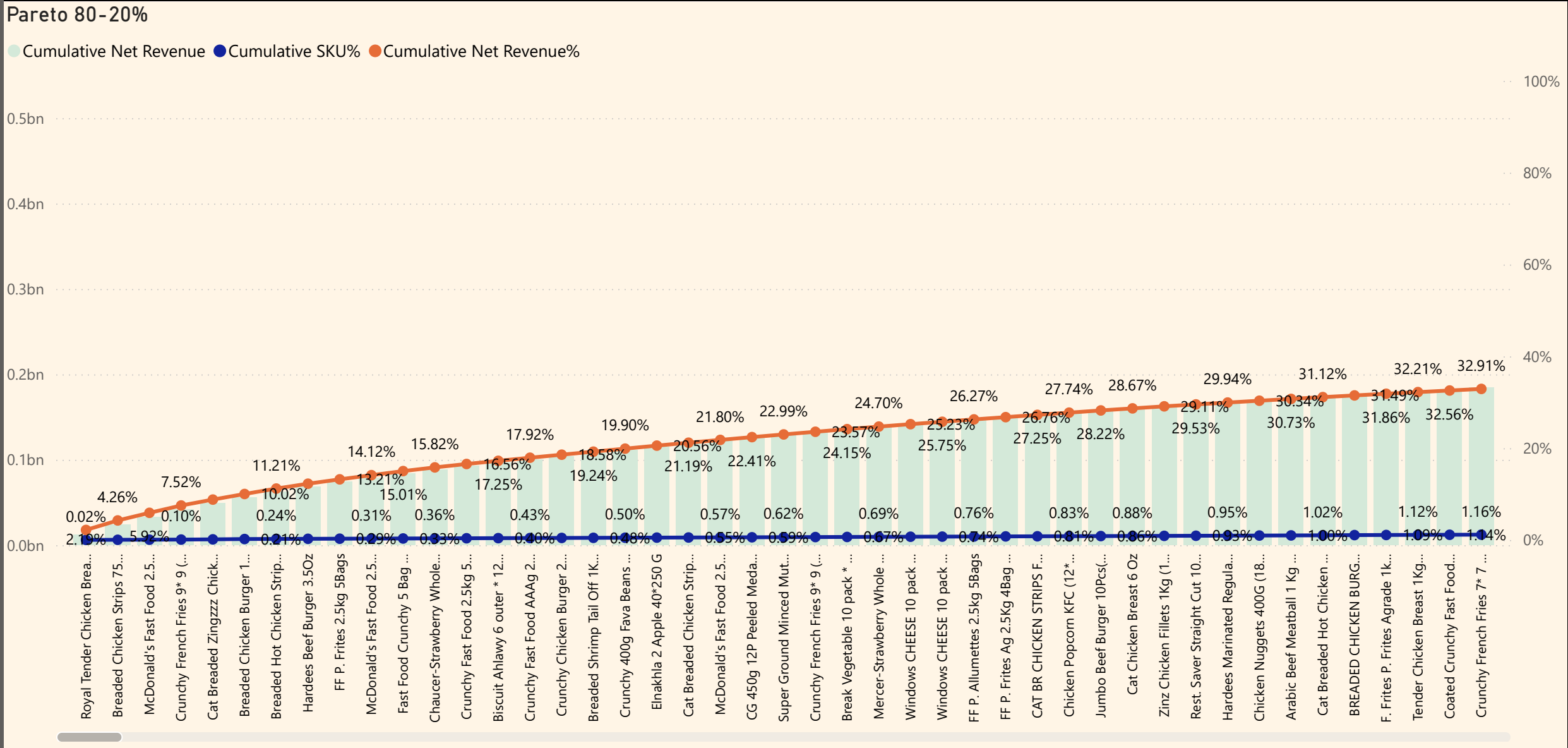
All

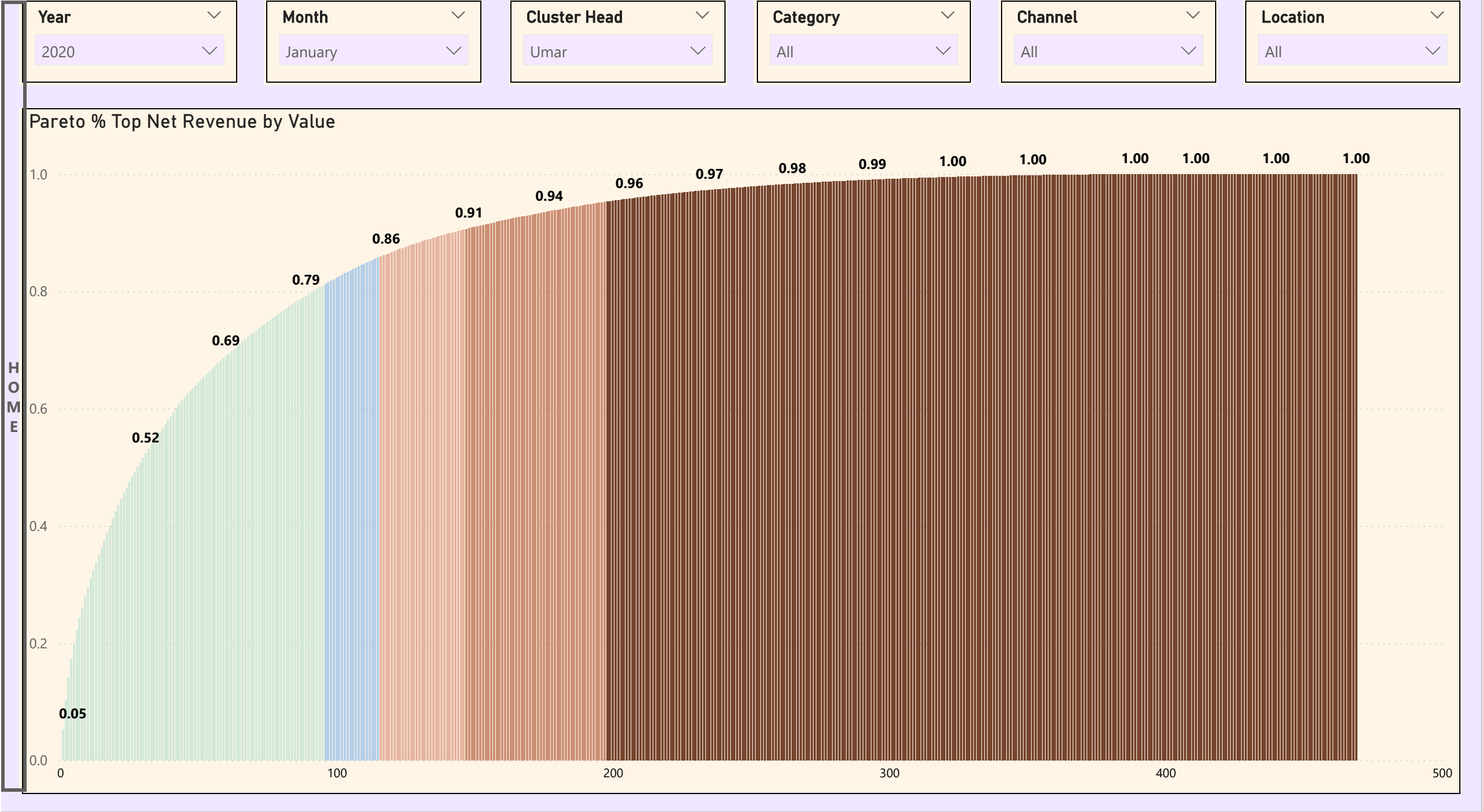
Channel

All

Location

All





Year

All

Month

All

Cluster Head

All

Category

All

Channel

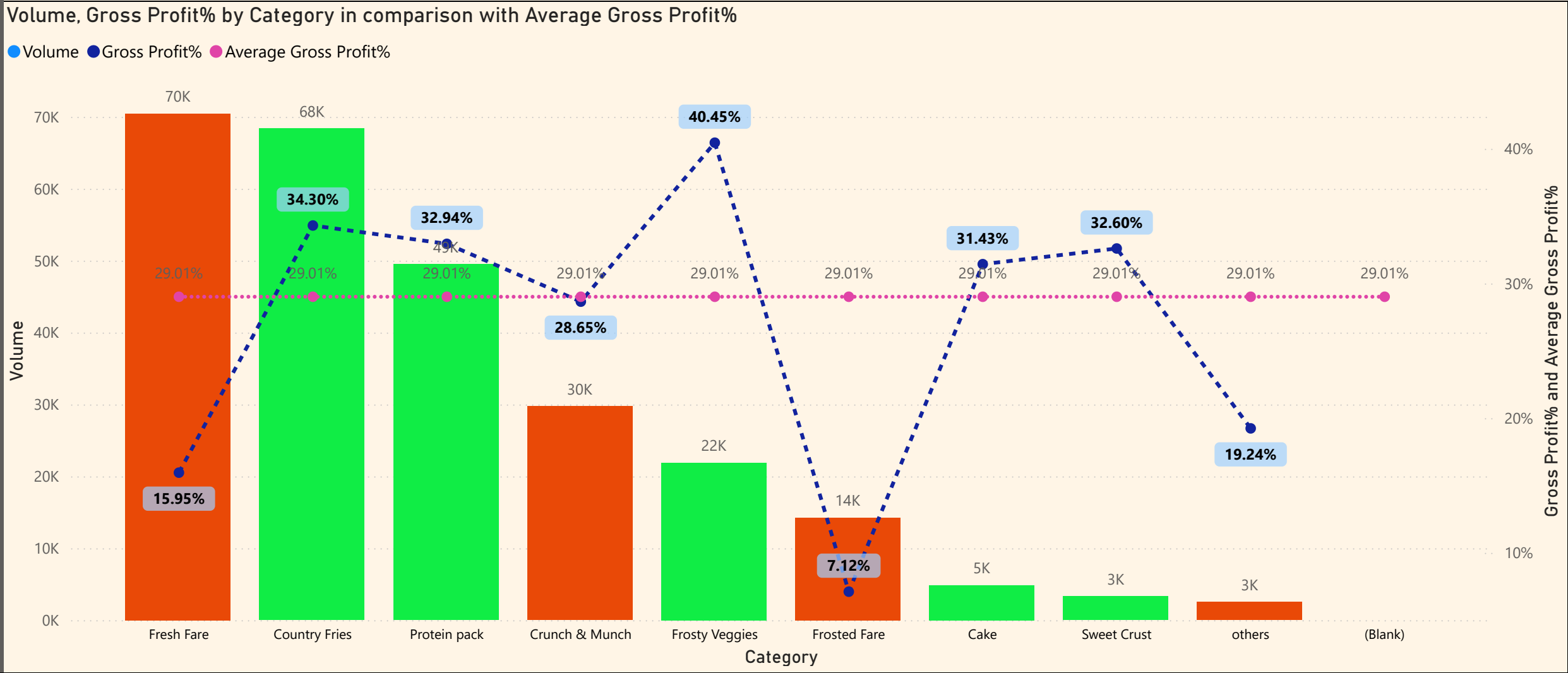
All

Location

All

Net Revenue

Volume



Year

▼

All▼

Month

▼

All▼

Cluster Head

▼

All▼

Category

▼

All▼

Channel

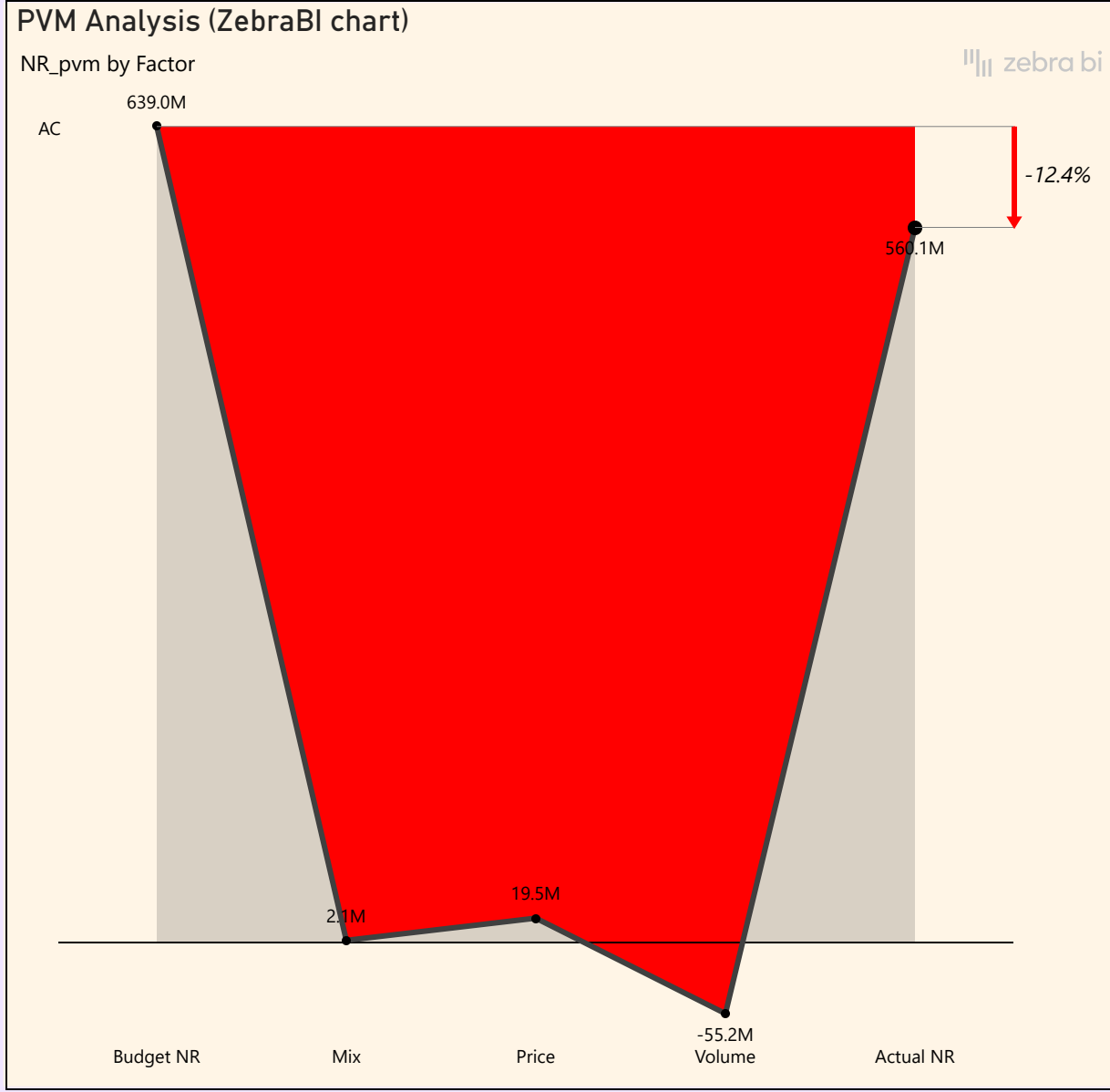
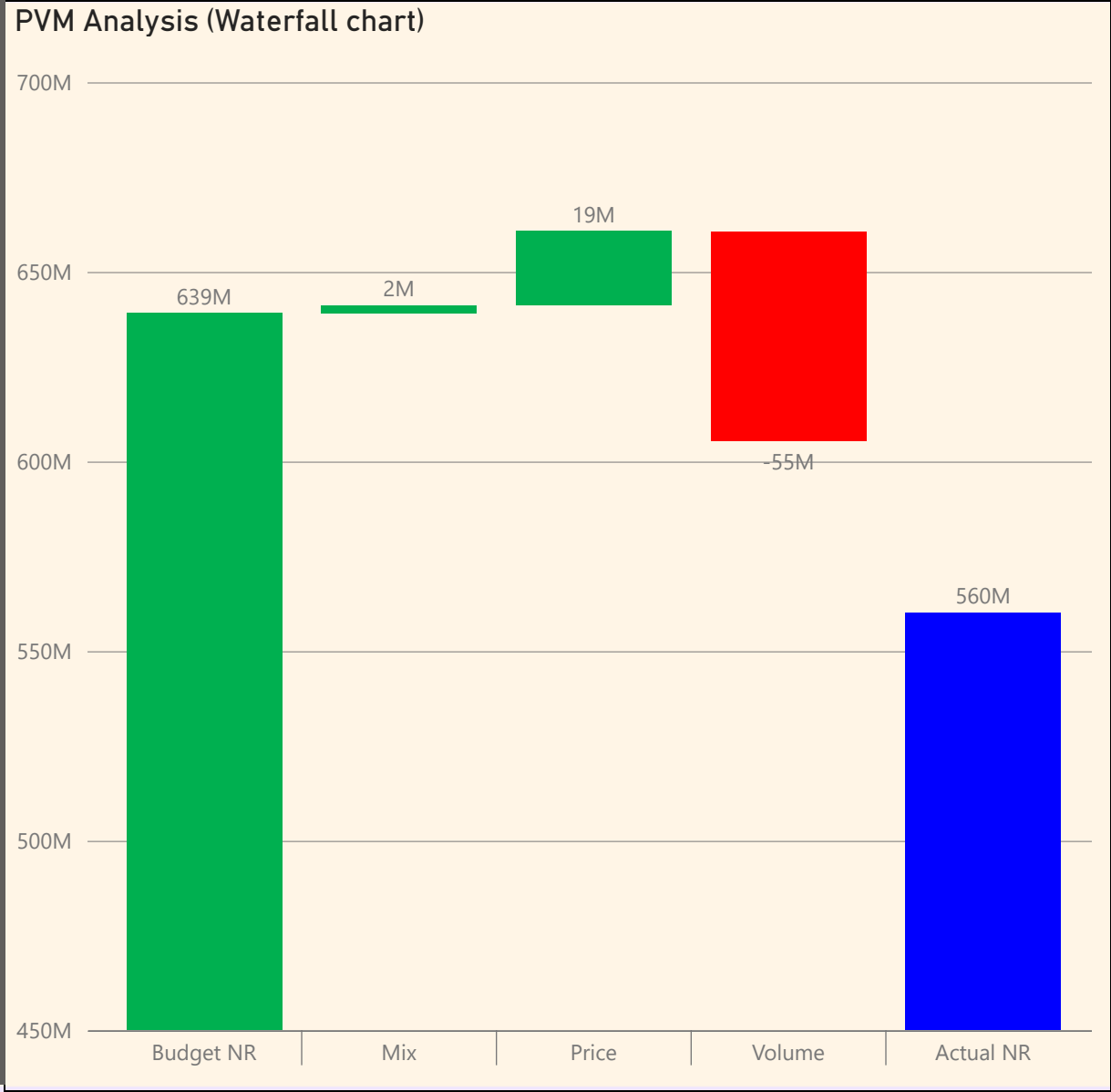
▼

All▼

Location

▼

All▼



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Gross Profit Variance%

1.00

Surpass

Achieve

Fall behind

Net Revenue Variance%

1.00

Net Revenue & Gross Profit Variance Analysis

