



Year

2022

2023

Month

1

2

3

4

5

6

7

8

9

10

11

12

Inventory

Raw

RTC

RTE

SKU Revenue Rank

1

126

Total transactions

28.4K

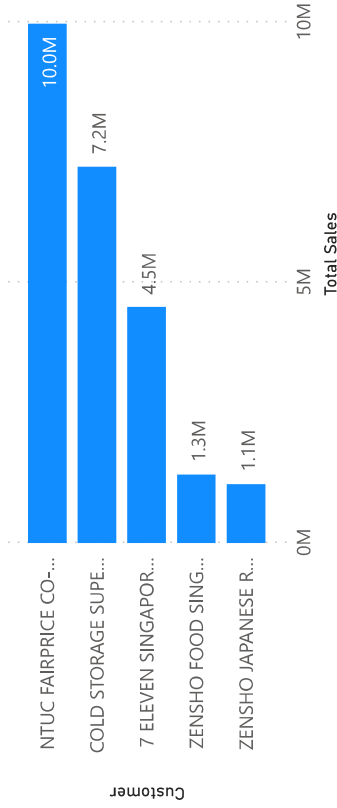
Qty Sold

6.9M

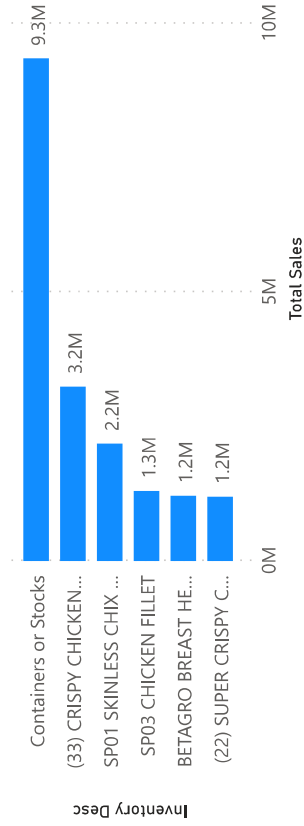
Total Sales (\$)

39.6M

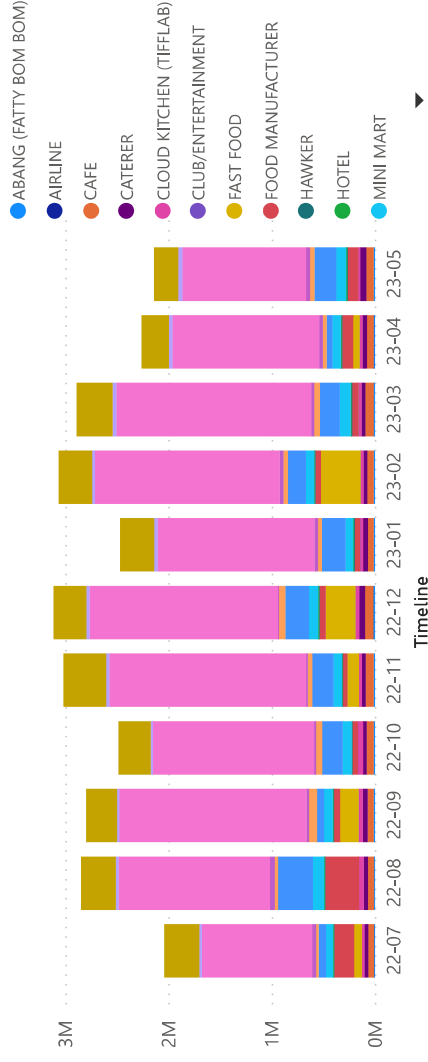
### Sales for top 5 customers



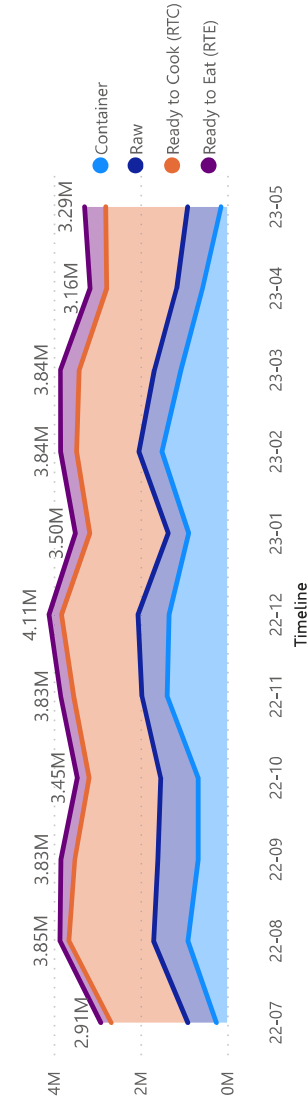
### Sales for top 5 purchase items



### Total sales by Customer category



### Total sales by Inventory category





Raw

SP01 SKINLESS CHIX BREAST

7,519,742.53

Ready to Eat (RTE)

BETAGRO BREAST BLACK PEPP...

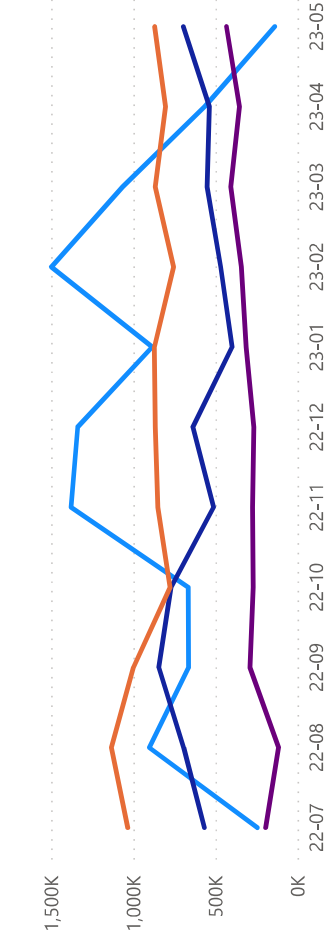
3,633,893.64

Ready to Cook (RTC)

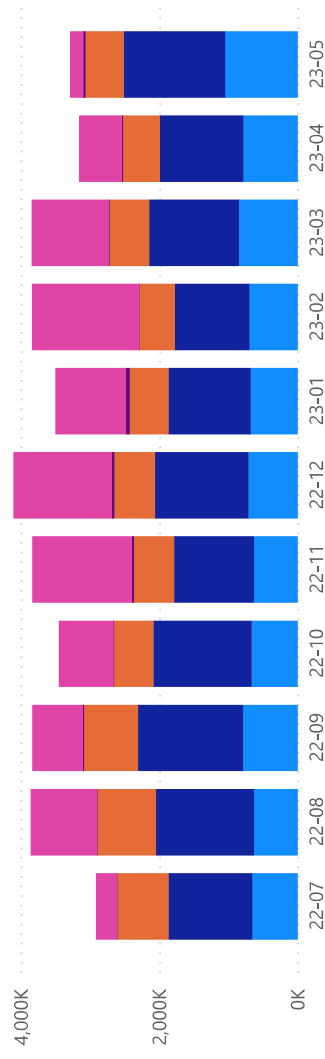
(1) CRISPY CHIX ORIGINAL 400G

19,111,743.34

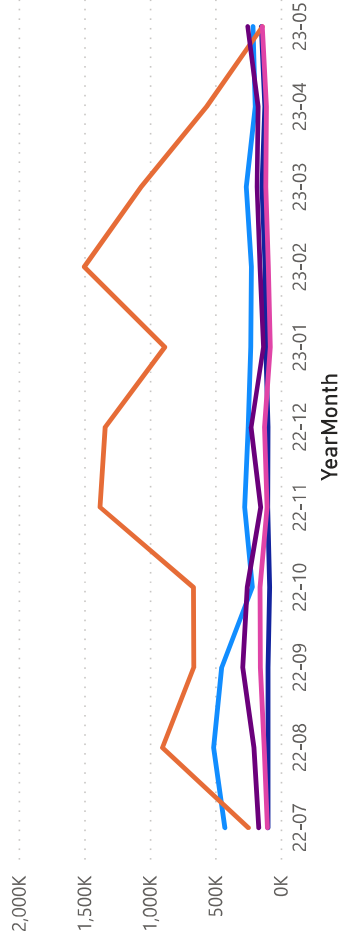
## Total Sales by Inventory category



### Total sales by price bucket



### Top 5 purchase items



Year		2022			2023			Total		
Inventory Desc		Qty	Sales		Qty	Sales		Qty	Sales	
Containers or Stocks		93,951	5,195,159.84		51,303	4,153,907.68		145,254	9,349,067.52	
(33) CRISPY CHICKEN SEAWEEED 1KG		179,081	2,125,508.45		101,781	1,116,816.87		280,862	3,242,325.32	
SP01 SKINLESS CHIX BREAST		256,503	1,289,735.80		170,746	892,260.59		427,249	2,181,996.39	
SP03 CHICKEN FILLET		150,521	764,662.80		100,633	533,218.92		251,154	1,297,881.72	
BETAGRO BREAST HERBS		335,369	567,070.40		378,613	642,309.98		713,982	1,209,380.38	
(22) SUPER CRISPY CHICKEN 1KG		74,868	623,884.12		68,597	571,404.33		143,465	1,195,288.45	
BETAGRO BREAST GARLIC PEPPER		298,268	504,435.10		377,891	641,081.74		676,159	1,145,516.84	
Total		3,590,274	21,991,916.73		3,311,424	17,622,530.30		6,901,698	39,614,447.03	

Customer Revenue Rank

SKU Revenue Rank

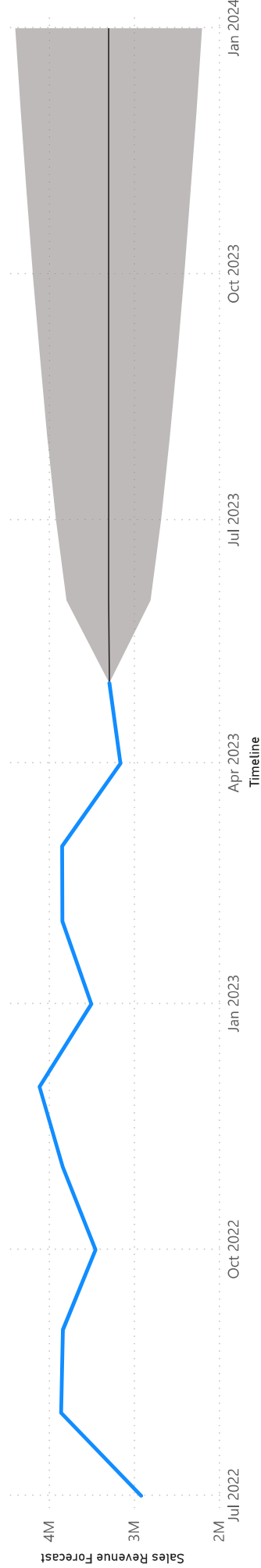
Inventory category

☐ Container
 ☐ Raw
 ☐ RTC
 ☐ RTE

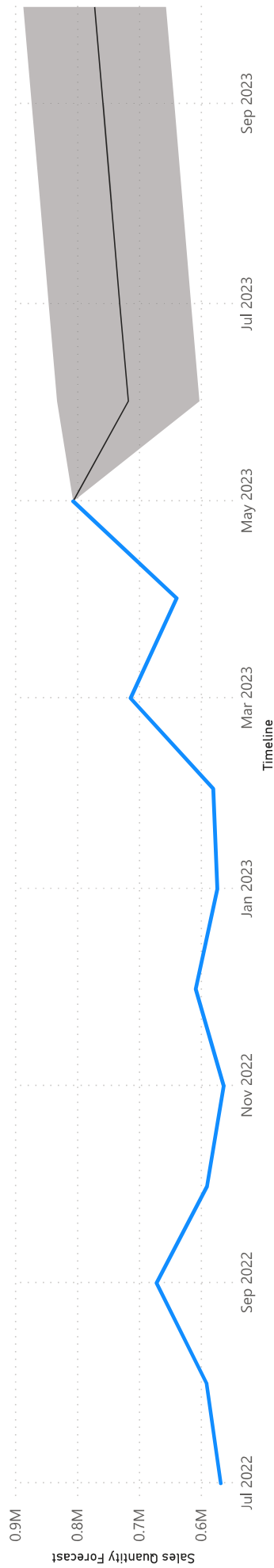
Customer category

☐ ABANG (FATTY BOM BOM)
 ☐ AIRLINE
 ☐ CAFE
 ☐ CATERER
 ☐ CLOUD KITCHEN (TIFFLAB)
 ☐ CLUB/ENTERTAINMENT

Total Sales forecast by Year-Mth



Total Quantity forecast by Year-Mth





Avg duration (R)  
52.2

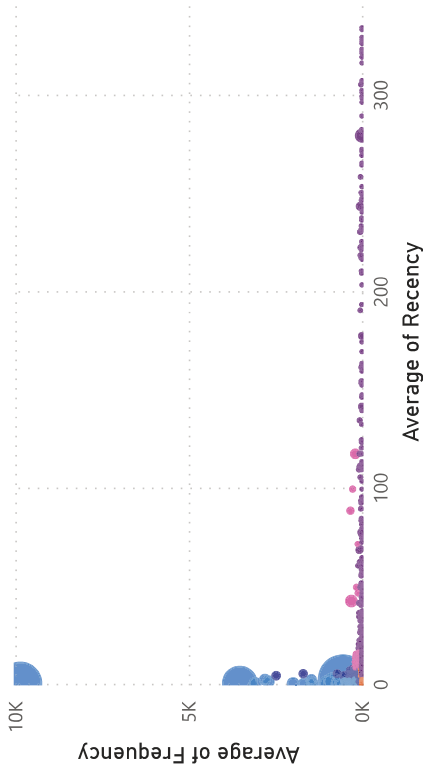
Avg #purchases (F)  
125.3

Avg sales (M)  
66.2K

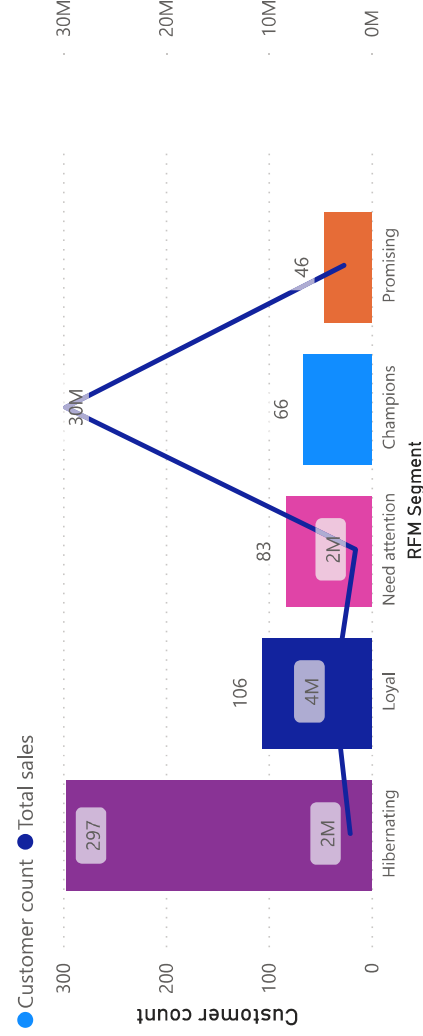
Inventory category

Container	RTC
Raw	RTE

Average of recency, frequency, monetary by customers



Total sales by RFM segments



Sales by RFM segments and inventory category

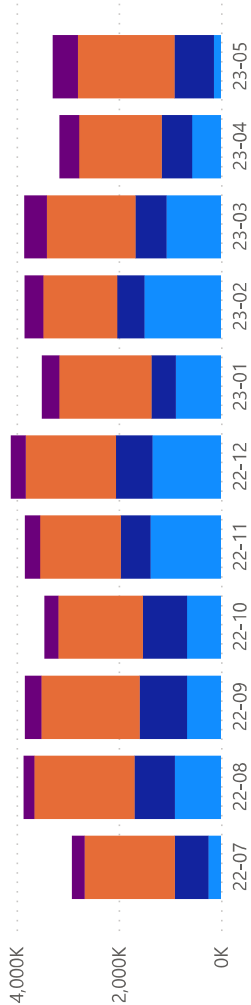
Champions	Loyal	Promis...
	RTC 8.90%	Contain...
	Container 16.63%	Need a...
	Hibernating	RTC 3.3...
RTC 31.27%	RTC 8.76%	
Raw 18.45%		

Sales by Inventory

Year	2022		2023		Total
Inventory Desc	Qty	Sales	Qty	Sales	Qty Sales
Containers or Stocks	93,951	5,195,159.84	51,303	4,153,907.68	145,254 9,349,0
(33) CRISPY CHICKEN SEAWEEED 1KG	179,081	2,125,508.45	101,781	1,116,816.87	280,862 3,242,3
SP01 SKINLESS CHIX BREAST	256,503	1,289,735.80	170,746	892,260.59	427,249 2,181,9
SP03 CHICKEN FILLET	150,521	764,662.80	100,633	533,218.92	251,154 1,297,8
BETAGRO BREAST HERBS	335,369	567,070.40	378,613	642,309.98	713,982 1,209,3
(22) SUPER CRISPY CHICKEN 1KG	74,868	623,884.12	68,597	571,404.33	143,465 1,195,2
BETAGRO BREAST GARLIC	298,268	504,435.10	377,891	641,081.74	676,159 1,145,5
Total	3,590,274	21,991,916.73	3,311,424	17,622,530.30	6,901,698 39,614,4

### Total sales by RFM segments

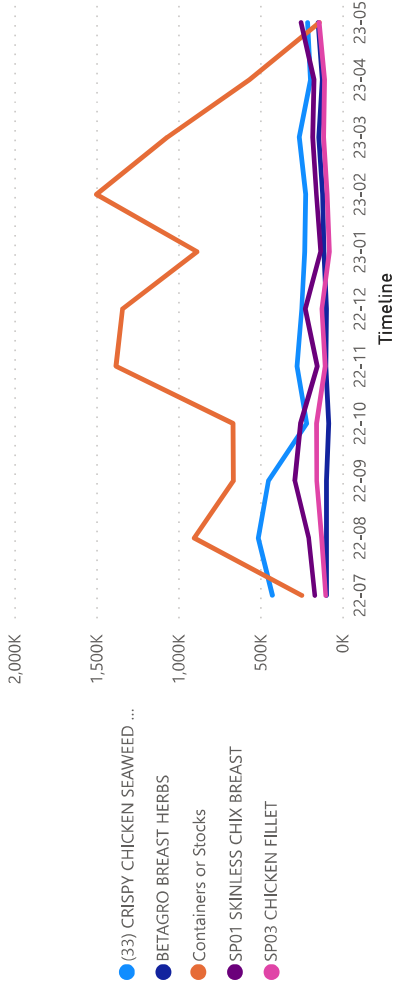
● Container ● Raw ● RTC ● RTE



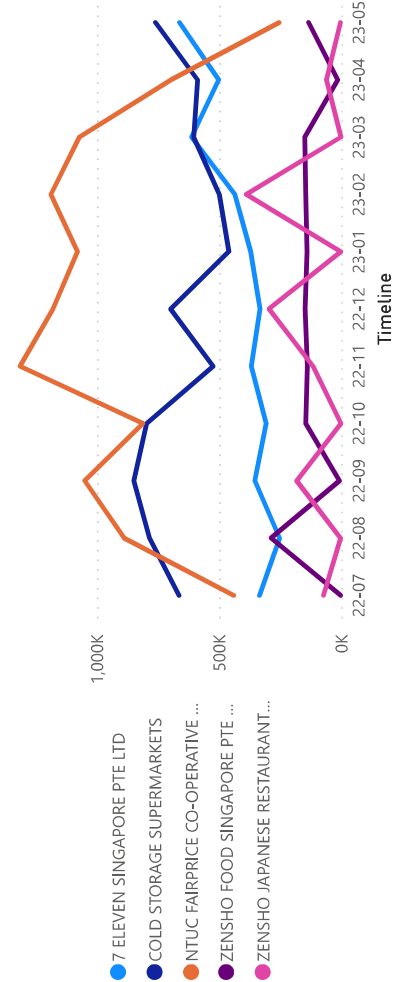
Customer Name	Qty	Sales	% of Total Sales	RFM Segment
NTUC FAIRPRICE CO-OPERATIVE LTD	828,936	9,972,019.59	25.17%	555
COLD STORAGE SUPERMARKETS	1,451,233	7,224,920.09	18.24%	555
7 ELEVEN SINGAPORE PTE LTD	2,644,957	4,529,597.75	11.43%	555
ZENSHO FOOD SINGAPORE PTE LTD	35,169	1,313,156.65	3.31%	435
ZENSHO JAPANESE RESTAURANT CO P/L	22,643	1,126,698.43	2.84%	435
<b>Total</b>	<b>6,901,698</b>	<b>39,614,447.03</b>	<b>100.00%</b>	<b>201764</b>

Inventory Desc	Inventory Category	Qty	Sales	% of Total Sale
Containers or Stocks	Container	145,254	9,349,067.52	23.60%
(33) CRISPY CHICKEN SEAWEEED 1KG	Ready to Cook (RTC)	280,862	3,242,325.32	8.18%
SP01 SKINLESS CHIX BREAST	Raw	427,249	2,181,996.39	5.51%
SP03 CHICKEN FILLET	Raw	251,153	1,297,881.72	3.28%
<b>Total</b>		<b>6,901,698</b>	<b>39,614,447.03</b>	<b>100.00%</b>

### Sales for Top 5 purchase items



### Sales for Top 5 customers



Ready to Cook (RTC)

(1) CRISPY CHIX ORIGINAL ...

19,111,743.34

Ready to Eat (RTE)

BETAGRO BREAST BLACK ...

3,633,893.64

Raw

SP01 SKINLESS CHIX BREA...

7,519,742.53

Inventory

Raw

RTC

RTE

▼

Bucket

1 <= \$5

2 <= \$10

3 <= \$20

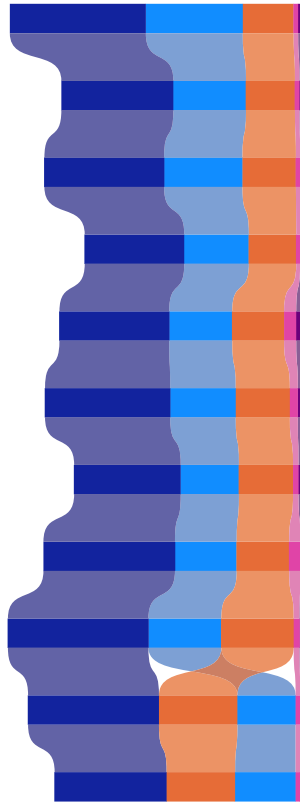
4 <= \$40

5 > \$40

▼

Total sales by inventory category

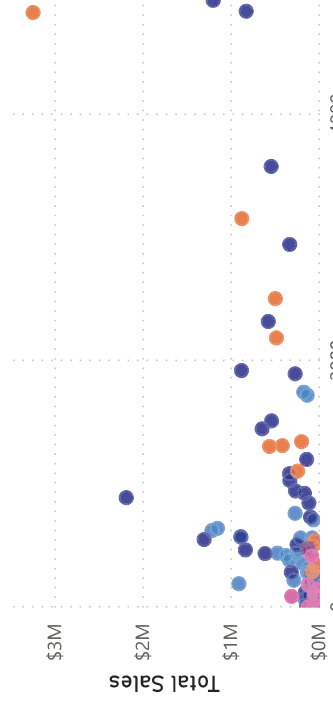
● 1 <= \$5 ● 2 <= \$10 ● 3 <= \$20 ● 4 <= \$40 ● 5 > \$40



YearMonth

Total Sales orders and value by price buckets

● 1 <= \$5 ● 2 <= \$10 ● 3 <= \$20 ● 4 <= \$40 ● 5 > \$40



Count of Sales Order No.

### Sales by Inventory

Inventory description	Avg Unit Price	Qty	Sales
(33) CRISPY CHICKEN SEAWEEED 1KG	11.52	280,862	3,242,325.32
SP01 SKINLESS CHIX BREAST	5.08	427,249	2,181,996.39
SP03 CHICKEN FILLET	5.19	251,153	1,297,881.72
BETAGRO BREAST HERBS	1.74	713,982	1,209,380.38
(22) SUPER CRISPY CHICKEN 1KG	8.46	143,465	1,195,288.45
BETAGRO BREAST GARLIC PEPPER	1.74	676,159	1,145,516.84
BETAGRO BREAST HOT & SPICY	1.70	530,789	902,319.86
SP07 CHIX BONE IN THIGH	5.66	156,773	881,108.74
SP04 CHICKEN DRUMSTICK	4.21	205,136	878,799.06
(3) CRISPY CHIX S/WEEED 400G	5.31	155,779	872,791.34
Total	14.45	6,756,444	30,265,379.51

### Total sales quantity by price buckets

Customer Category	1 <= \$5	2 <= \$10	3 <= \$20	4 <= \$40	5 > \$40	Total
SUPERMARKET	3,517,232	1,317,943	100,482			4,935,657
WHOLESALE	153,227	309,292	167,653	1,316	234	631,722
MINI MART	45,015	93,158	65,473	16	1	203,663
RETAIL	66,988	80,818	36,985	242	946	185,979
RESTAURANT	26,344	104,296	46,713	702	2,699	180,755
CAFE	55,124	85,742	33,537	525	325	175,253
FOOD MANUFACTURER	3,535	42,219	46,055	6,029	4,081	101,919
CATERER	2,374	54,374	12,445	1,373	215	70,780
WET MARKET	11,162	38,342	17,089	44	99	66,736
CLOUD KITCHEN (TIFFLAB)		50,944	15,361			66,305
Total	3,891,810	2,265,706	577,633	11,151	10,143	6,756,444

Raw Retail	RTC Retail	RTE Retail
RAW Supermarket	RTC Supermarket	RTE Supermarket

## Cross price elasticity

