

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Services
Sales Reporting & Competitor Analysis	Electrolyte Company	Created a monthly reporting deck to showcase sales and comparison against competitors in the market	<ul style="list-style-type: none">▪ Units per Store per Week▪ New UPC analysis▪ Comparison with competitors

MONTHLY REPORTING AND COMPETITION ANALYSIS FOR AN ELECTROLYTE COMPANY

ABOUT THE CLIENT

Client is an **Electrolyte products company** based in the U.S., who is observing rapid growth in the market.

SITUATION



- Being a new company, client needed to understand the performance of market and their standing against competitors of the industry
- Merilytics partnered with the client to develop a monthly reporting deck to consolidate the data every month and provide visibility into key sales metrics (such as Revenue, Units sold per store per week (USW) and Market Share etc.) that showcase their performance.

VALUE ADDITION



- **Consolidated data from** multiple sources including a FMCG Data Syndicate and an e-commerce admin platform, using VBA (macros) in Excel.
- **Built an automated Excel model** to calculate the key metrics (Revenue, Units sold per store per week (USW) and Market Share) using the consolidated data.
- **Created a methodology** to identify new products (UPCs – Unique Product Codes) introduced into the market every month that could be a threat to the client.
- Built a **monthly reporting deck** showcasing all the performance metrics over all the last month along with key business insights

IMPACT



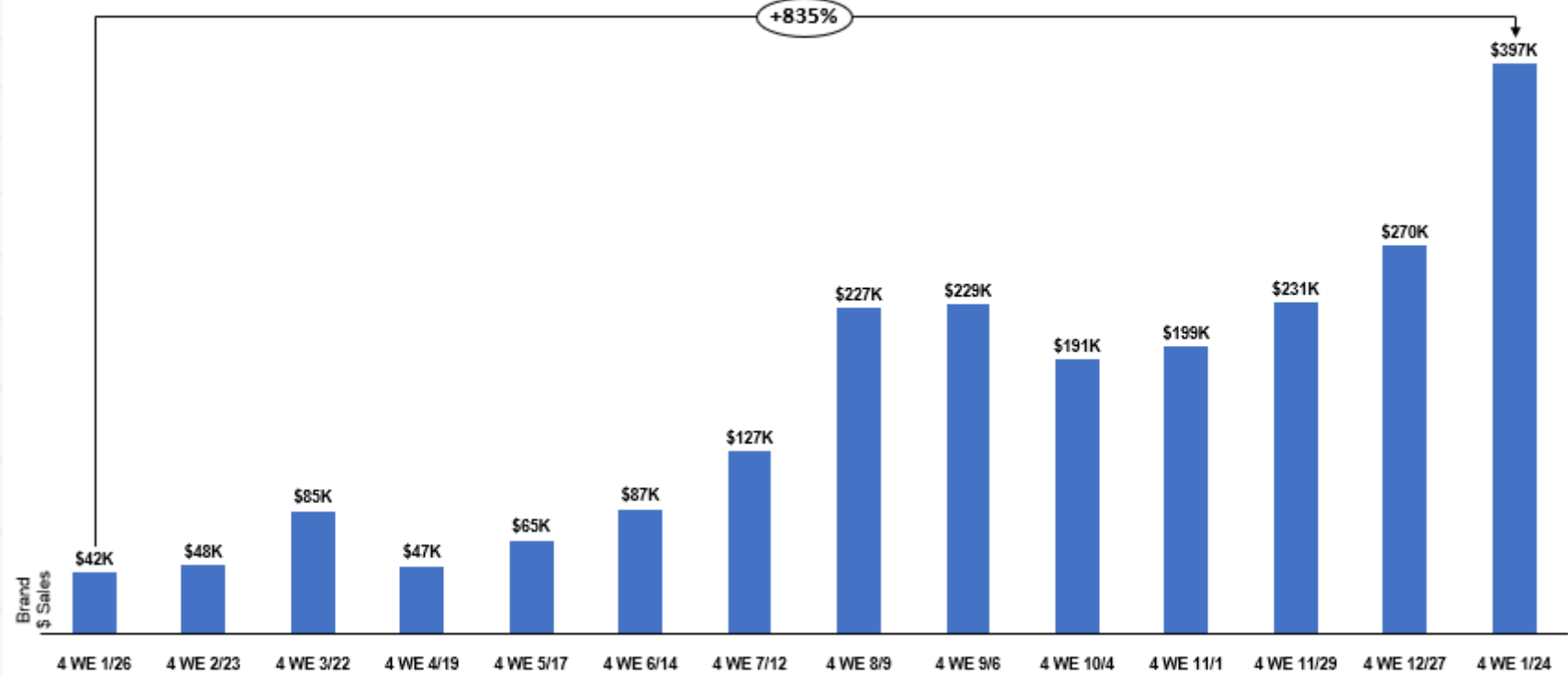
- The monthly reporting deck **helped the client to better understand their performance in the market.**
- The deck also helped the client comprehend their growth trends **against the competitors** in the field. The dynamic nature of the deck eased out the monthly update process that also enables the client to provide **real time** inputs to understand the actual **performance** of the company.
- The automation of the deck saved the Sales team head of client **4 man-days of effort each month.**

REVENUE TRENDS

YAGO refers to "Year Ago".
835% growth indicates
growth versus same period
last year

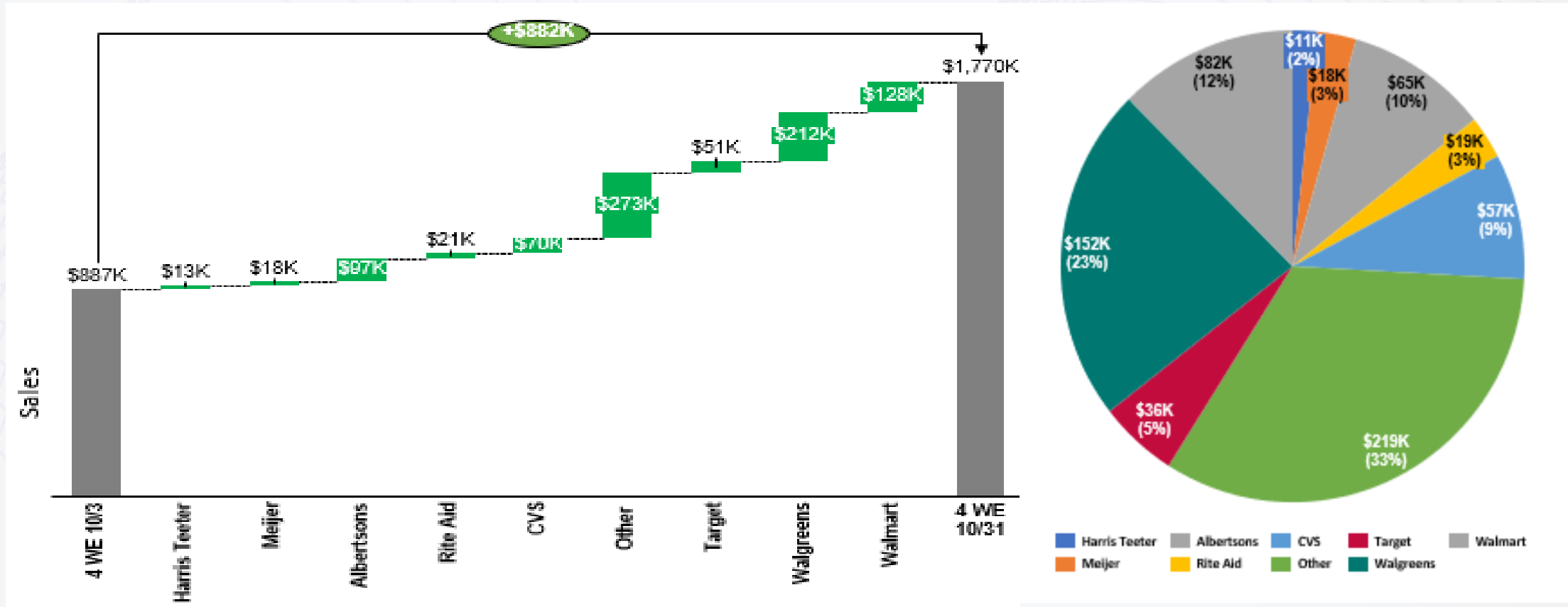
4-week period trend of
Sales revenue

BRAND SALES & GROWTH: QUAD WEEKS. YAGO +835%



REVENUE BY RETAILER

Retailer-wise
revenue
contribution from
last period



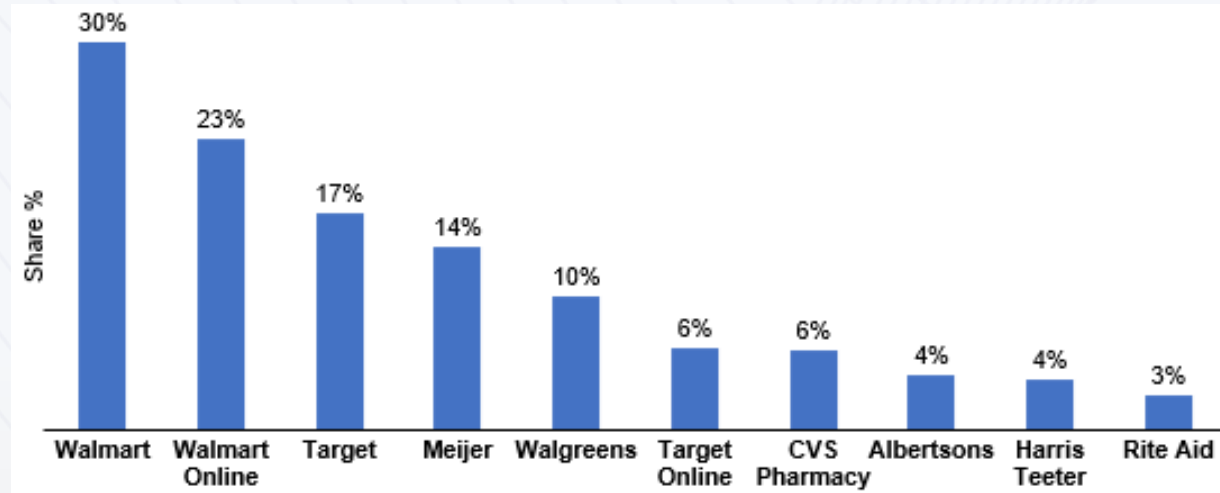
UNITS/STORE/WEEK (USW) & RETAILER DISTRIBUTION

ILLUSTRATIVE

USW by 4-week periods
calculated as =
(# Units Sold / # Stores
selling) / # of Weeks in
consideration

USW	4 WE 7/11	4 WE 8/8	4 WE 9/5	4 WE 10/3	4 WE 10/31
Product 1	0.33	0.31	1.24	0.64	0.63
Product 2	0.48	0.49	1.33	0.69	0.70
Product 3	0.49	0.51	1.53	0.76	0.83
Product 4	0.53	0.52	0.71	0.51	0.51
Product 5	0.38	0.36	0.38	0.34	0.35
Product 6	0.31	0.32	0.35	0.31	0.23
Product 7	0.27	0.33	0.34	0.32	0.23
Competitor 1 Avg	1.87	2.33	1.42	1.14	1.37
Competitor 2 Avg	2.88	3.13	3.43	1.17	0.90

Dollar Sales share by
Retailer for client SKUs

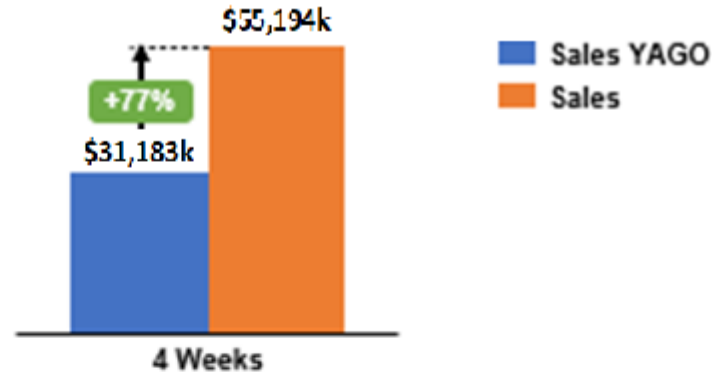


COMPARISON AGAINST COMPETITORS

ILLUSTRATIVE

Comparison of Sales of the period in consideration against last year (YAGO – Year Ago)

Sales comparison of client company against various competitors across all retailers



Time Period	Brand	Sales	Sales vs YAGO
4 Weeks	Leader 1	\$28,827K	52%
4 Weeks	Leader 2	\$11,708K	376%
4 Weeks	Leader 3	\$9,579K	37%
4 Weeks	Leader 4	\$1,813K	37%
4 Weeks	Leader 5	\$805K	40%
4 Weeks	Leader 6	\$689K	130%
4 Weeks	Leader 7	\$671K	313%
4 Weeks	Leader 8	\$243K	242%
4 Weeks	Leader 9	\$203K	99%
4 Weeks	Leader 10	\$169K	-
4 Weeks	OTHERS	\$487K	88%
4 Weeks	Total	\$55,194K	77%

TOP SKUs BY UNIT SALES

ILLUSTRATIVE

View showing Top performing SKUs of the client and competing brands with Units and Dollar Sales

UPC – Unique Product Code
MULO – Multi-Outlet

Top SKU for Brands in MULO based on Unit Sales

Brands	UPC	Units	Units % Chg, Yago	Dollar Sales	Dollar Sales % Chg, Yago
Brand 1	UPC 1	26K	246%	\$171K	211%
Brand 1	UPC 2	22K	437%	\$124k	485%
Brand 1	UPC 3	13K	-	\$70k	-
Brand 2	UPC 1	427K	81%	\$2,415k	90%
Brand 2	UPC 2	391K	85%	\$2,229k	92%
Brand 2	UPC 3	372K	45%	\$2,089k	49%
Brand 2	UPC 4	319K	27%	\$1,804k	31%
Brand 2	UPC 5	244K	65%	\$1,382k	70%
Brand 2	UPC 6	219K	63%	\$1,380k	72%
Brand 2	UPC 7	218K	109%	\$1,199k	111%
Brand 2	UPC 8	218K	68%	\$1,143k	70%
Brand 2	UPC 9	188K	9%	\$1,148k	13%
Brand 2	UPC 10	167K	-28%	\$1,064k	-24%
Brand 3	UPC 1	5K	1%	\$32k	7%
Brand 3	UPC 2	4K	35%	\$23k	43%
Brand 4	UPC 1	2K	-10%	\$12k	-13%
Brand 4	UPC 2	1K	-38%	\$7k	-38%
Brand 4	UPC 3	62K	43%	\$216k	43%
Brand 4	UPC 4	53K	42%	\$184k	41%

COMPARISON WITH COMPETITORS BY REGION

ILLUSTRATIVE

UNIT SALES PER MILLION POPULATION BY BRAND: MULO							
MULO	CALIFORNIA - STANDARD REGION - MULO	SOUTH CENTRAL - STANDARD REGION - MULO	NORTHEAST - STANDARD REGION - MULO	SOUTHEAST - STANDARD REGION - MULO	WEST - STANDARD REGION - MULO	PLAINS - STANDARD REGION - MULO	MID-SOUTH - STANDARD REGION - MULO
Brand 1	7	0	21	0	33	0	8
Brand 2	10	1	38	0	2	5	1
Brand 3	17,353	22,736	12,880	17,430	20,418	15,120	15,988
Brand 4	2,360	2,573	120	221	1,035	237	245
Brand 5	508	397	388	339	581	337	409
Brand 6	121	121	52	42	61	9	39

View showing sales per
million population for
brands across multiple
outlets (MULO)