

Year

2023

Month

All

Channel

All

Cluster Head

Umar

Location

All

Category

All

No of SKU

781

47.27M

NRA

14.46M

GP A

7.81M

Ebitda A

6.04M

PAT A

12.45K

Vol A

49.22M

Last Year NR A

47.27M

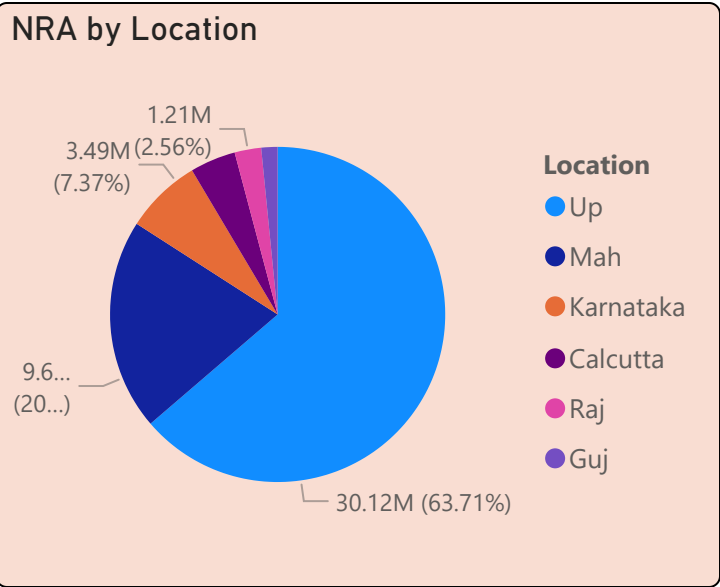
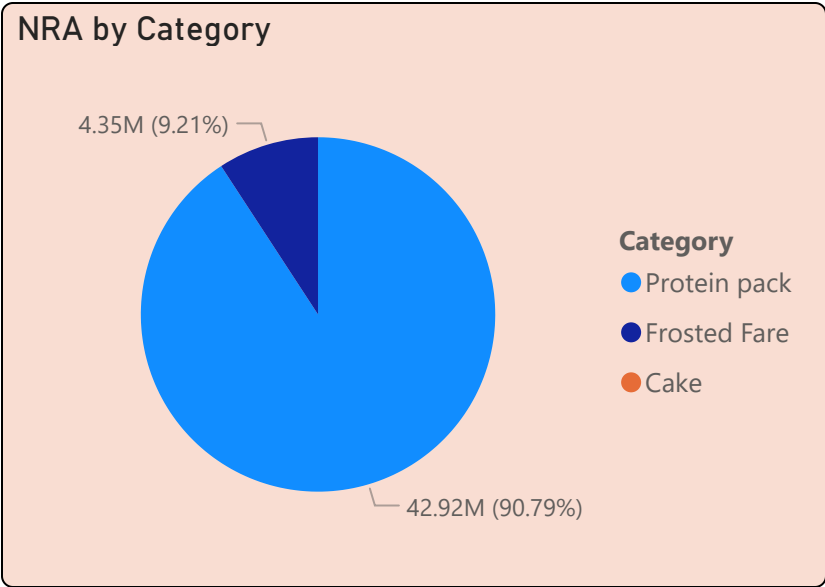
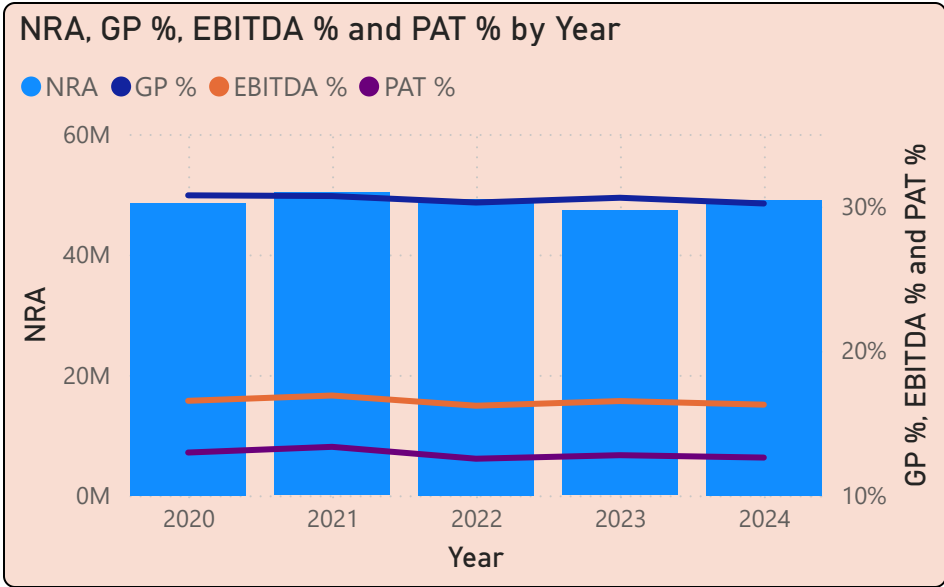
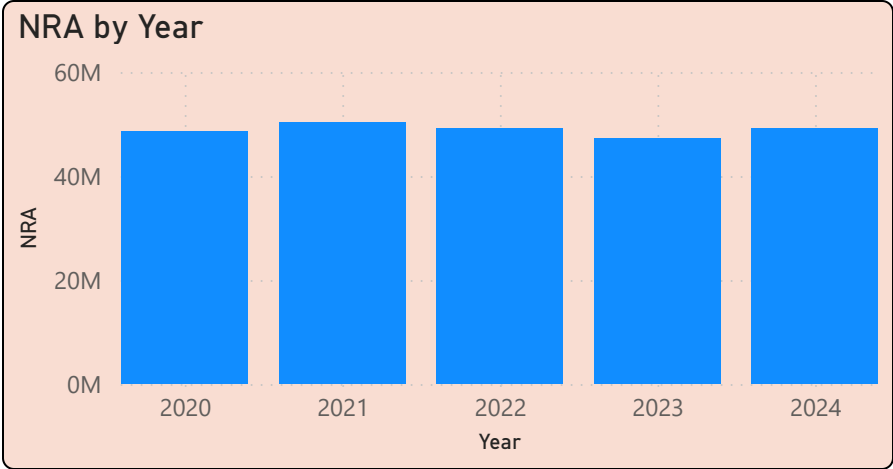
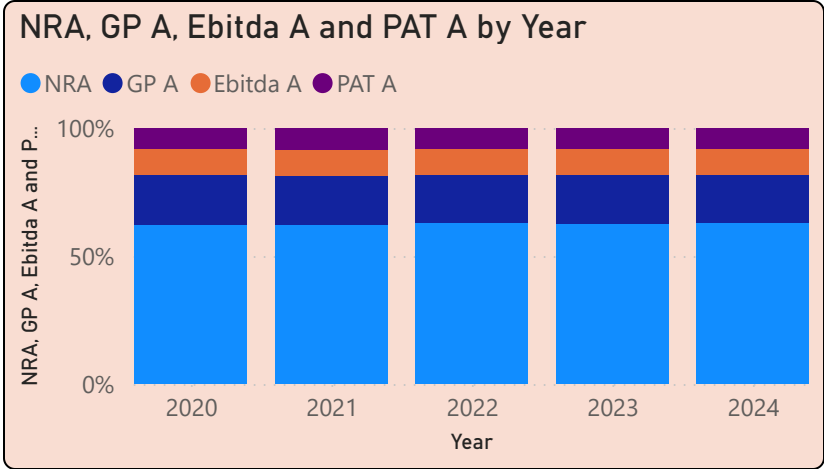
NR YTD

-3.95%

YoY % NR A

-3.95%

YoY % NR YTD



Year

All

Month

April

Channel

All

Cluster Head

Kasfur

Location

All

Category

All

2.36M

ROW MATERIAL A

301.31K

TRADE & DISC A

626.17K

FIXED & var A

22.10K

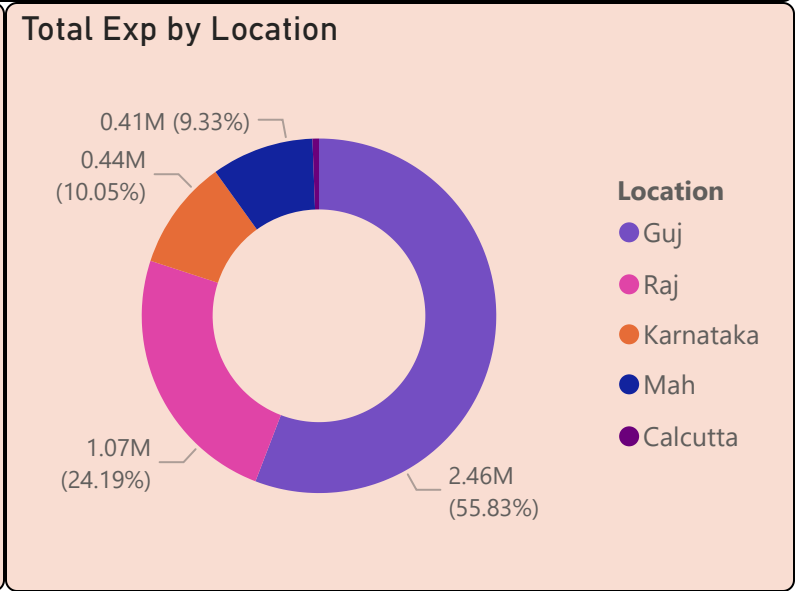
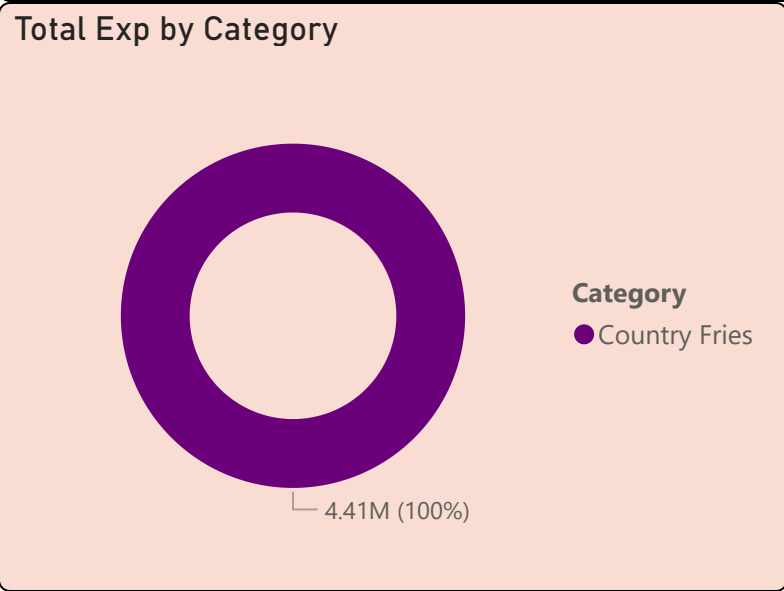
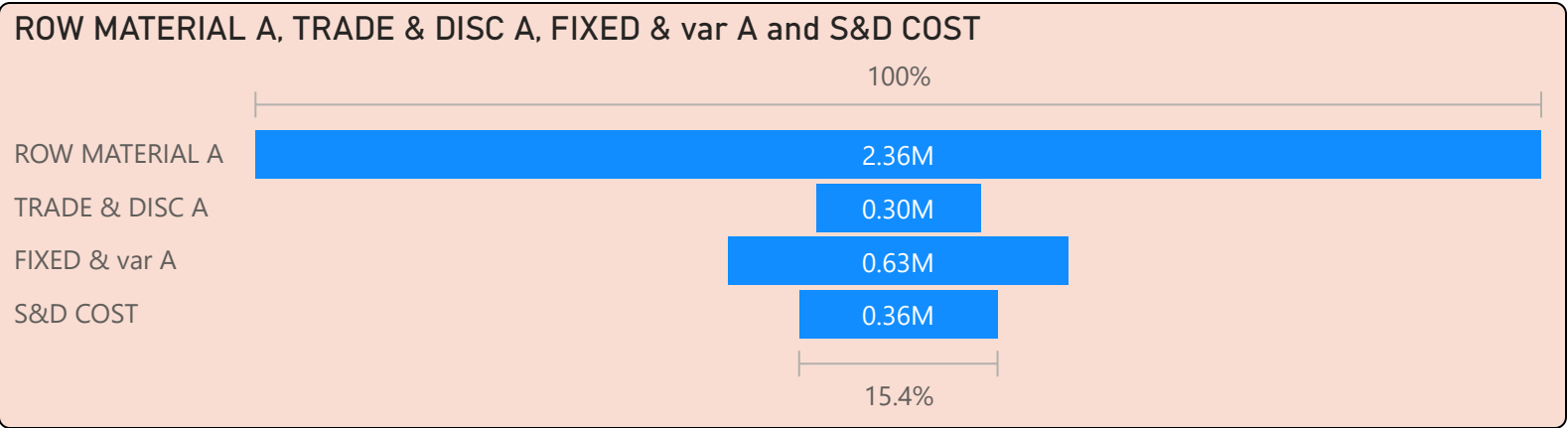
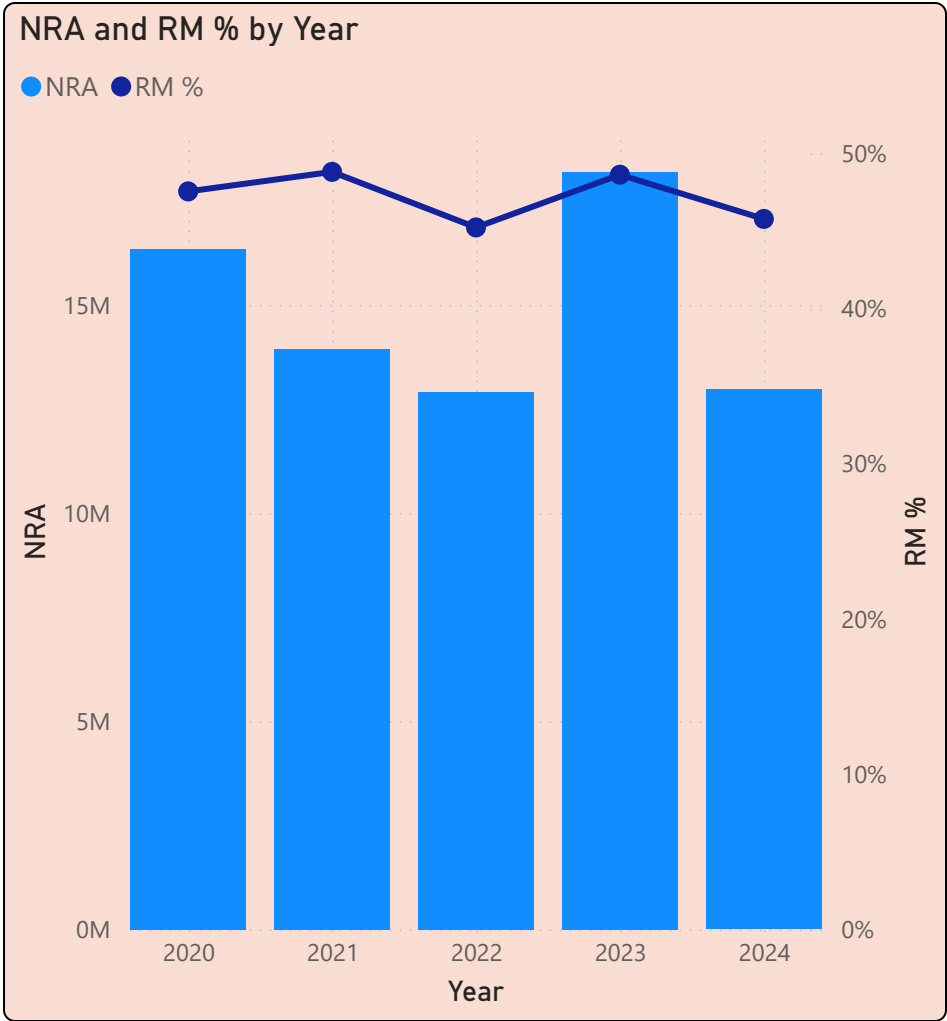
MRKT A

364.79K

S&D COST

81.04K

G&A COST



Year

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All

▼

Month

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April

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Channel

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All

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Cluster Head

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Location

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All

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Category

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All

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NRA, %GT Count of Product ID and %GT NRA by Category

● NRA ● %GT Count of Product ID ● %GT NRA

Category	NRA (M)	%GT Count of Product ID (%)	%GT NRA (%)
Protein pack	19.9M	46.26%	36.50%
Fresh Fare	6.4M	7.16%	14.87%
Country Fries	4.6M	2.60%	10.71%
Crunch & Munch	3.8M	17.80%	8.75%
Cake	2.2M	15.57%	5.18%
Frosty Veggies	2.1M	1.48%	2.10%
Frosted Fare	1.9M	5.07%	1.90%
Sweet Crust	1.2M	8.76%	2.72%
others	1.0M	5.06%	2.30%

Year

All

Month

All

Channel

All

Cluster Head

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Location

All

Category

All

-8.47%

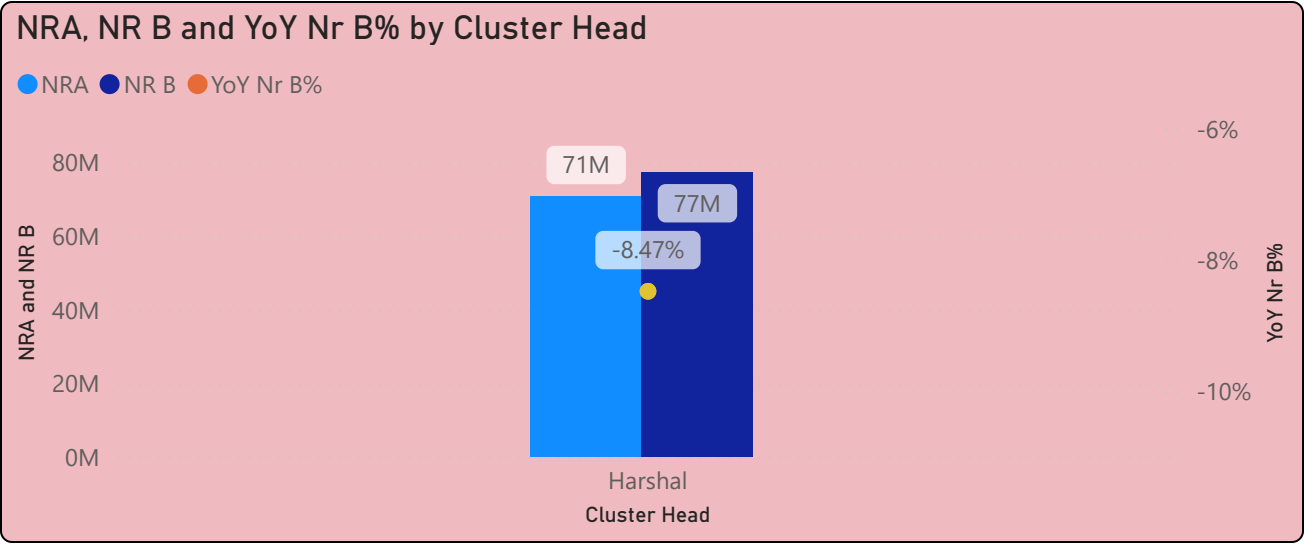
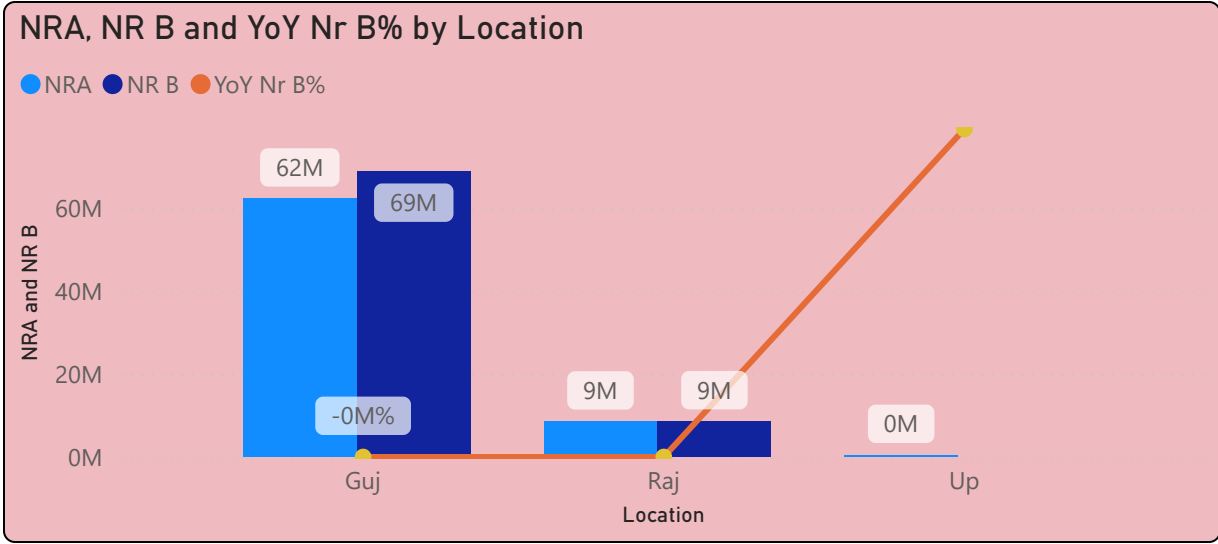
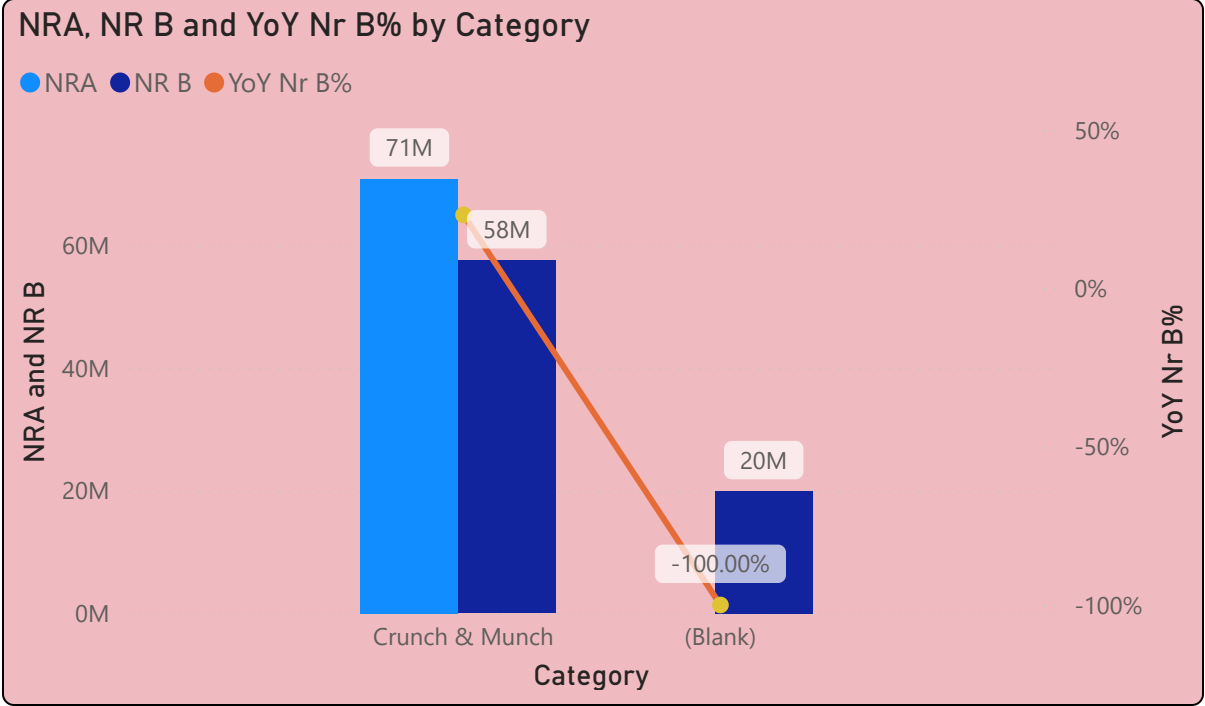
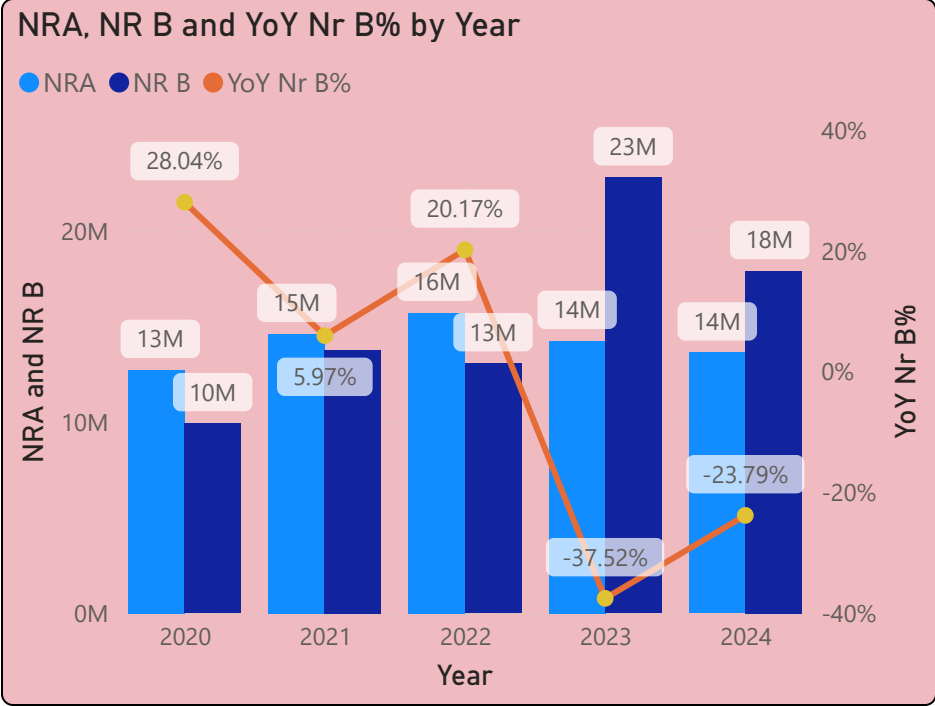
YoY Nr B%

17.89M

NR B YTD

13.63M

NR YTD



Year

All

Month

All

Channel

All

Cluster Head

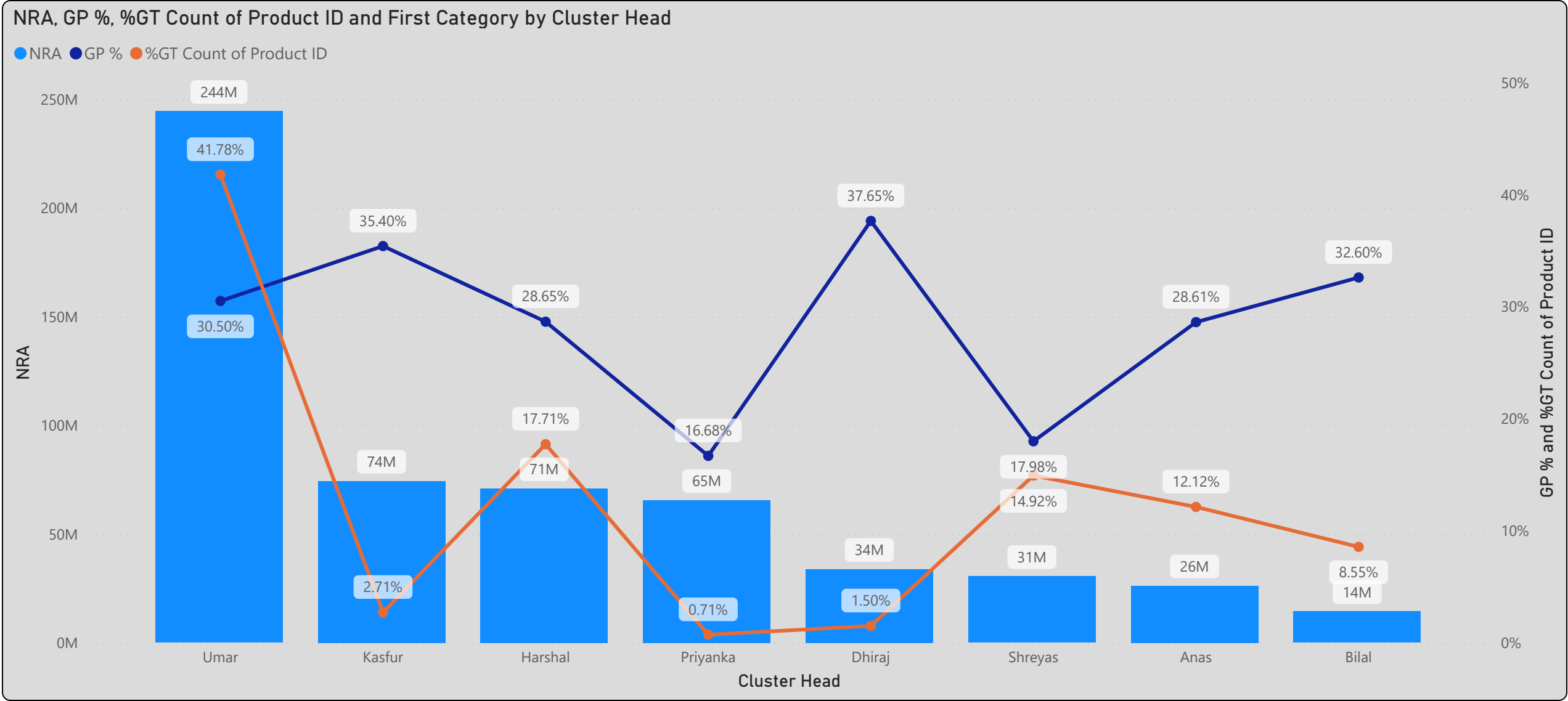
All

Location

All

Category

All



Year

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All

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Month

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March

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Channel

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All

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Cluster Head

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All

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Location

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All

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Category

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All

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%GT Count of SKU Code and NRA by Category

Category	Count	Percentage
Protein pack	22.40	37.10%
Country Fries	2.90	16.00%
Fresh Fare	31.15	14.46%
Crunch & Munch	17.79	14.30%
Cake	5.64	4.59%
Frosted...	4.2%	
Sweet ...	3.7%	
Frost...	7.63	2.23%
ot...	2.00%	

Year

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All

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Month

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All

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Channel

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All

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Cluster Head

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Location

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All

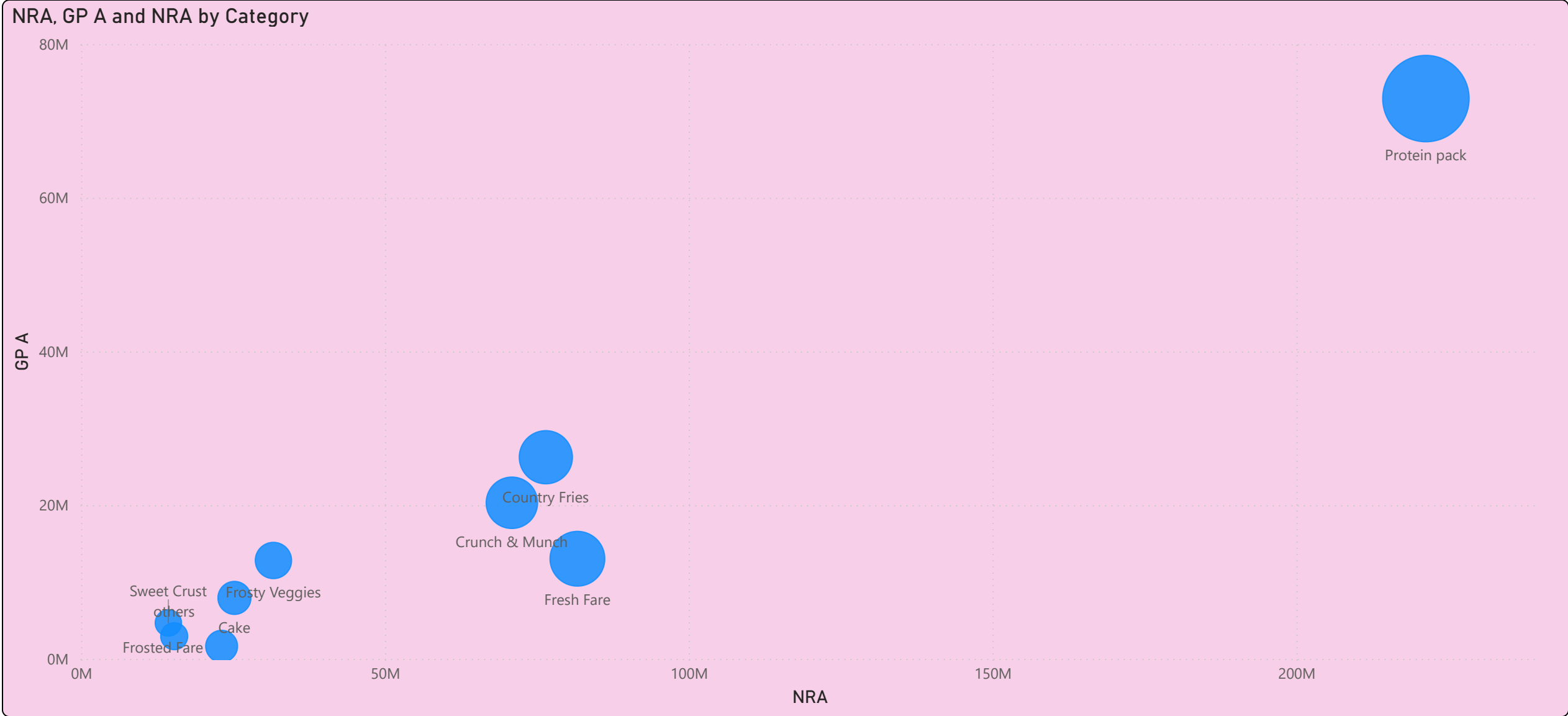
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Category

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All

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Year

2022

Month

All

Channel

All

Cluster Head

Umar

Location

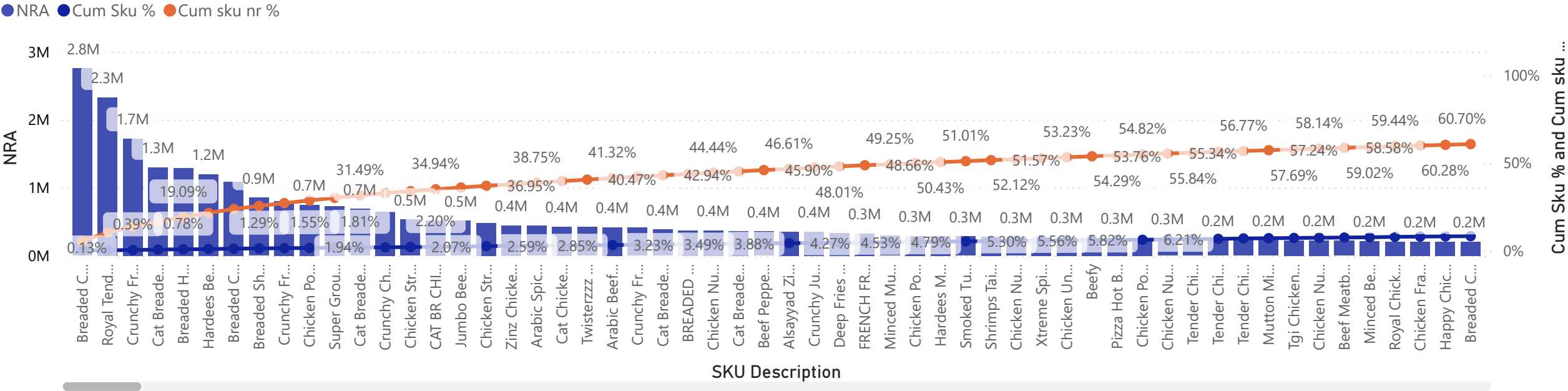
All

Category

All

SKU Description	NRA	Rank	Cum NR	Total SKU NR	Cum sku nr %	Cum Sku %
Breaded Chicken Strips 750G (10*1*750Gm)	27,57,585.06	1	27,57,585.06	49218809	5.60%	0.13%
Royal Tender Chicken Breast 1K (10*1*1000Gm)	23,29,153.48	2	50,86,738.54	49218809	10.33%	0.26%
Crunchy French Fries 9* 9 (4*2.5KG)	17,20,806.26	3	68,07,544.79	49218809	13.83%	0.39%
Cat Breaded Zingzzz Chicken Fillet (10*1*1000Gm)	13,00,573.80	4	81,08,118.60	49218809	16.47%	0.65%
Breaded Hot Chicken Strips 750G (10*1*750Gm)	12,90,166.50	5	93,98,285.10	49218809	19.09%	0.78%
Hardees Beef Burger 3.5Oz	11,95,805.44	6	1,05,94,090.54	49218809	21.52%	0.91%
Breaded Chicken Burger 15Pcs (8*15*56Gm)	10,87,442.88	7	1,16,81,533.43	49218809	23.73%	1.16%
Breaded Shrimp Tail Off 1K (10*1*1000Gm)	8,53,056.91	8	1,25,34,590.34	49218809	25.47%	1.29%
Crunchy French Fries 9* 9 (4*2.5KG) Egypton	8,01,019.50	9	1,33,35,609.83	49218809	27.09%	1.42%
Chicken Burger 1K (10*1*1000Gm)	7,17,331.63	10	1,40,52,941.46	49218809	28.61%	1.55%
Total	4,92,18,809.34	1	27,57,585.06	49218809	5.60%	0.13%

NRA, Cum Sku % and Cum sku nr % by SKU Description



Year

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Month

All

Channel

All

Cluster Head

Umar

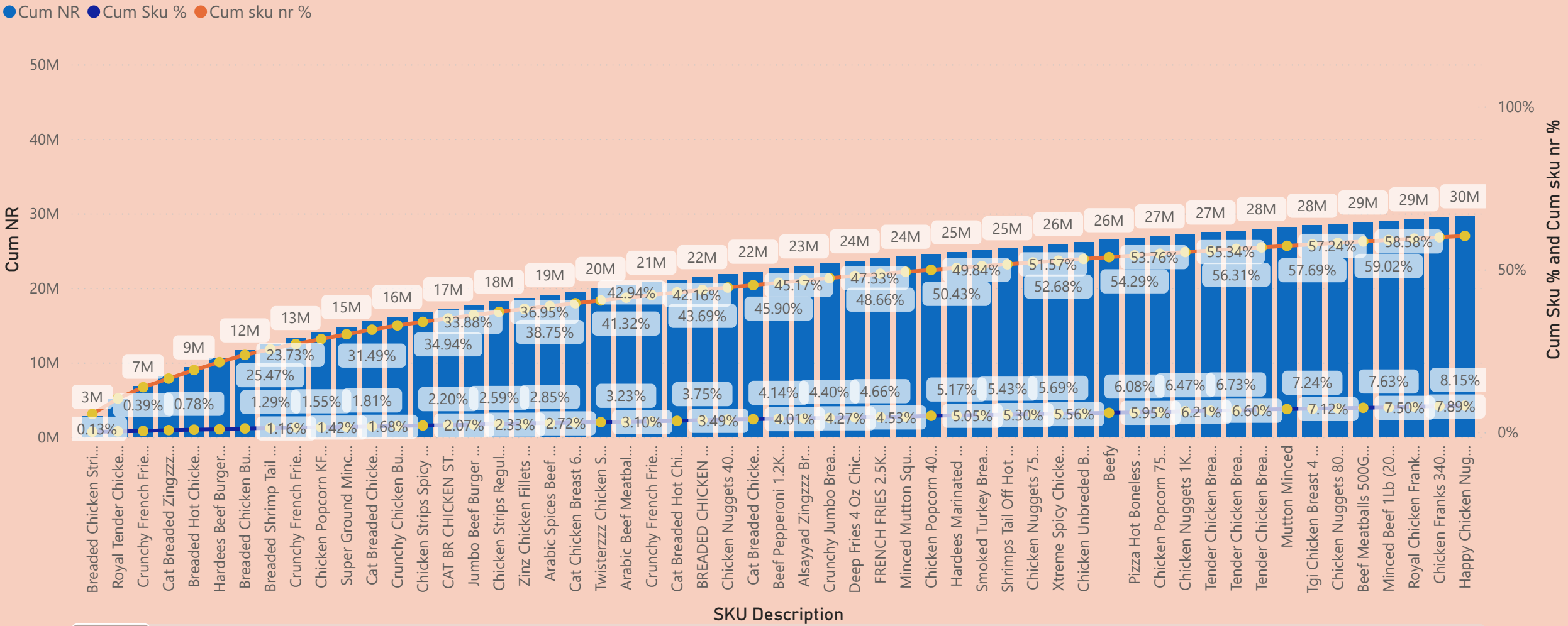
Location

All

Category

All

Cum NR, Cum Sku % and Cum sku nr % by SKU Description



Year

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Month

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Channel

All

Cluster Head

Umar

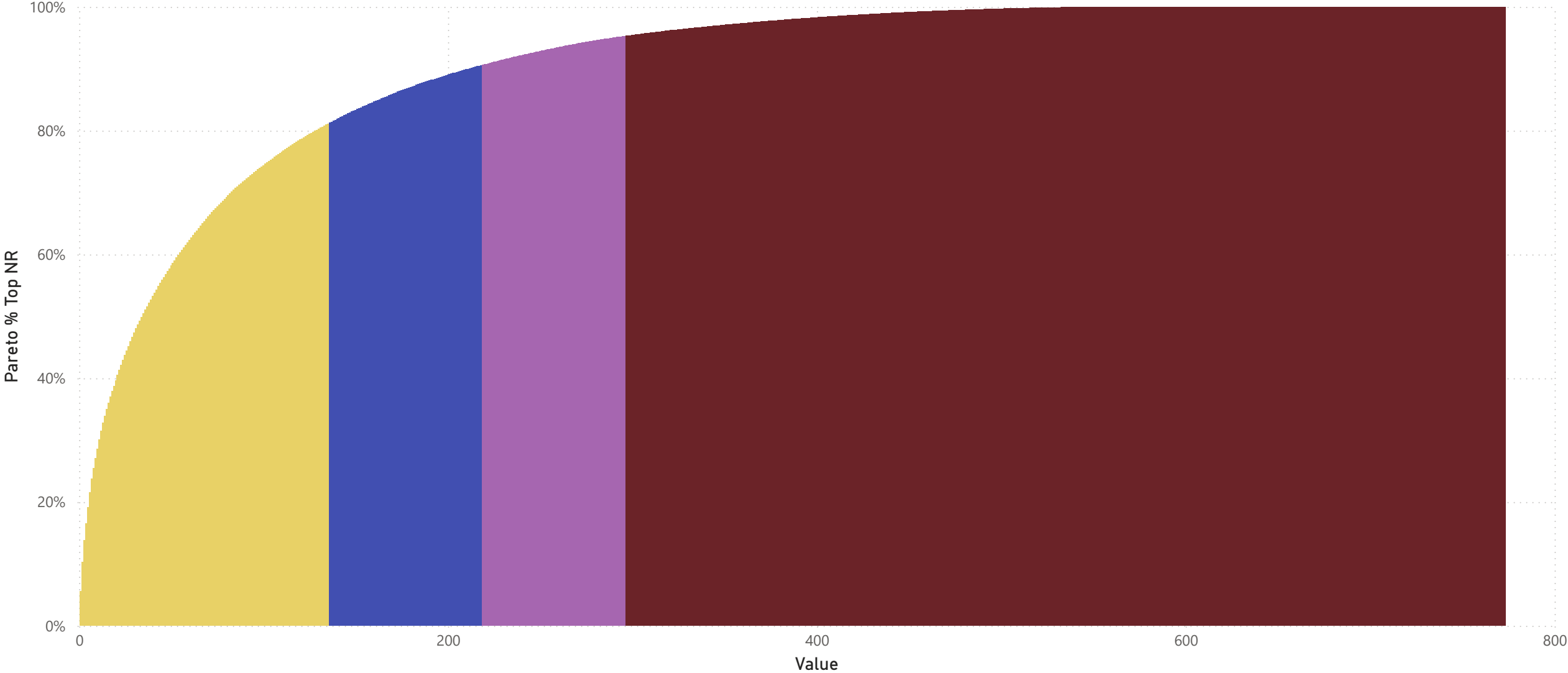
Location

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Category

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Pareto % Top NR by Value



Year

2022

Month

All

Channel

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Cluster Head

All

Location

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Category

All

NR

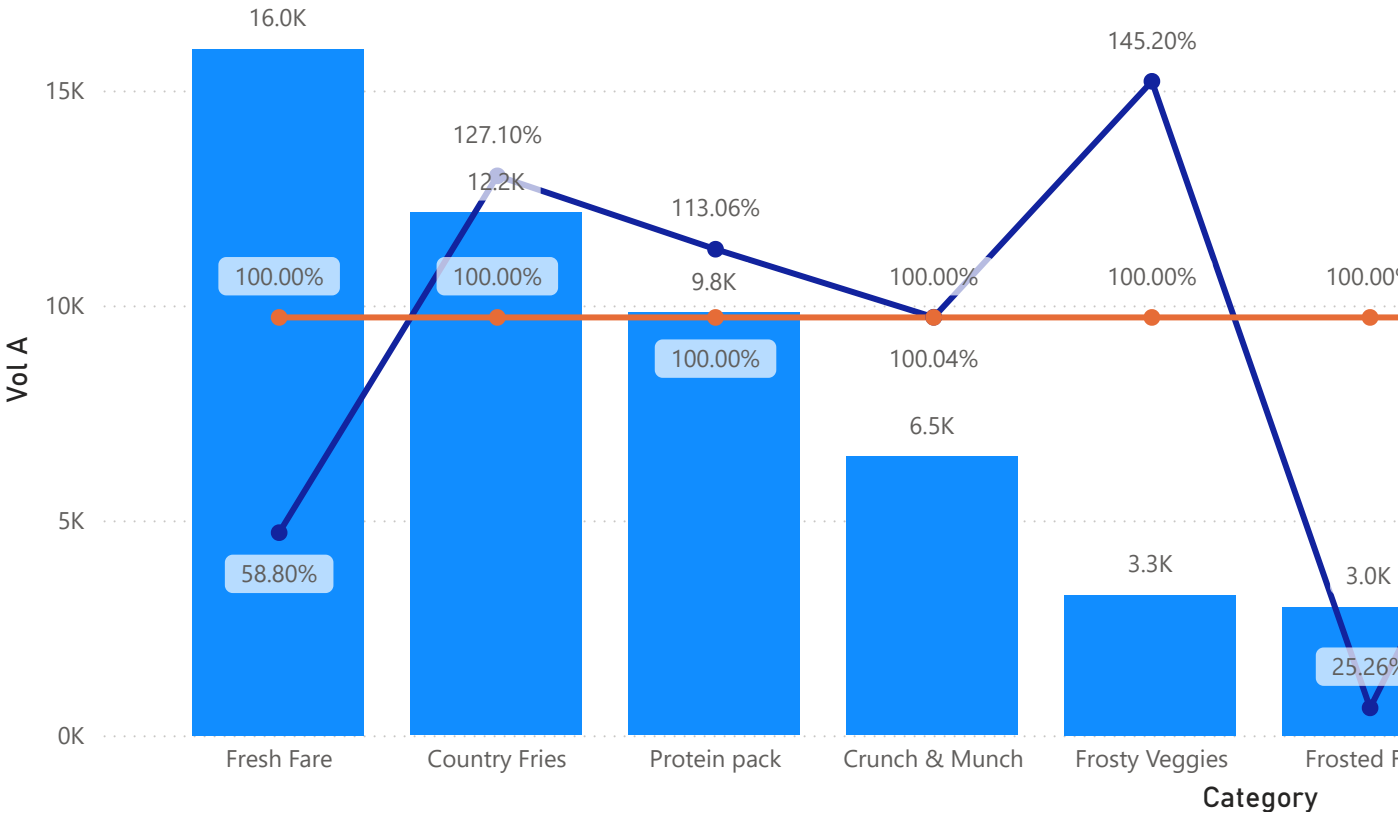
VOL

NR

VOL

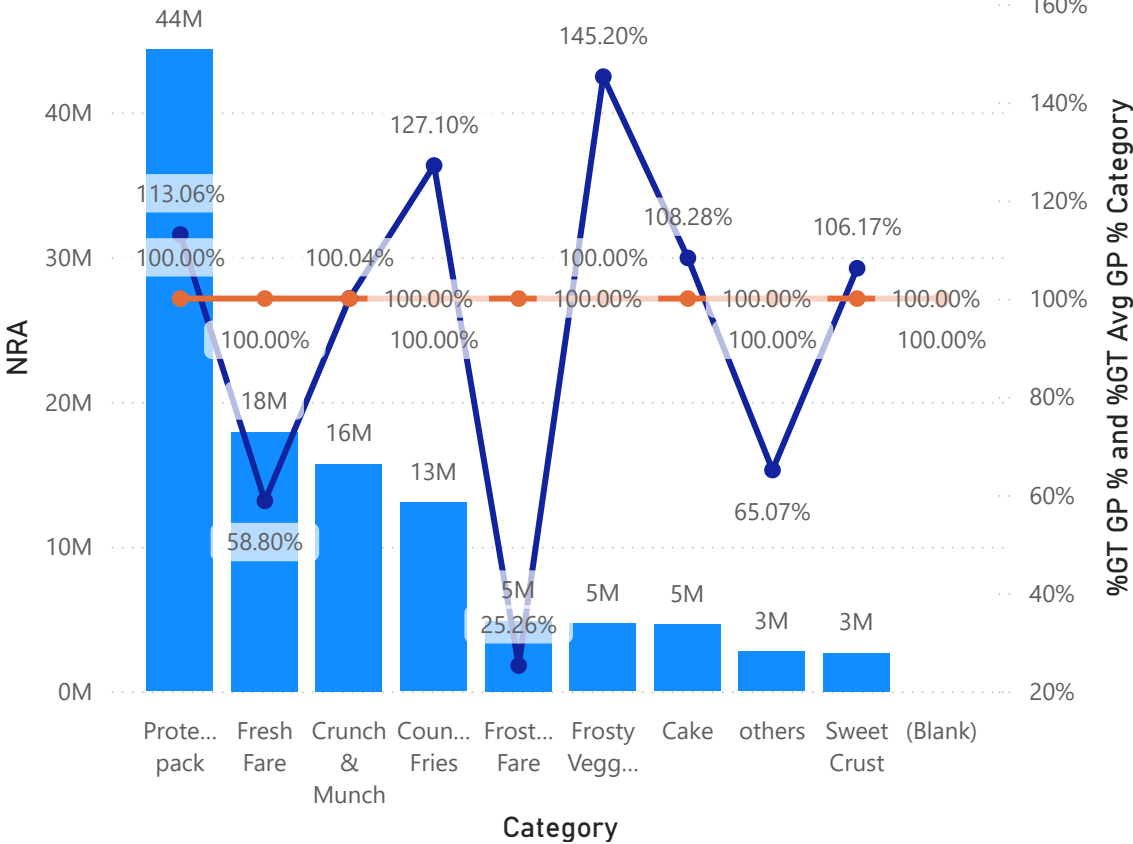
Vol A, %GT GP % and %GT Avg GP % Category by Category

Vol A %GT GP % %GT Avg GP % Category



NRA, %GT GP % and %GT Avg GP % Category by Category

NRA %GT GP % %GT Avg GP % Category



Year

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All

Channel

All

Cluster Head

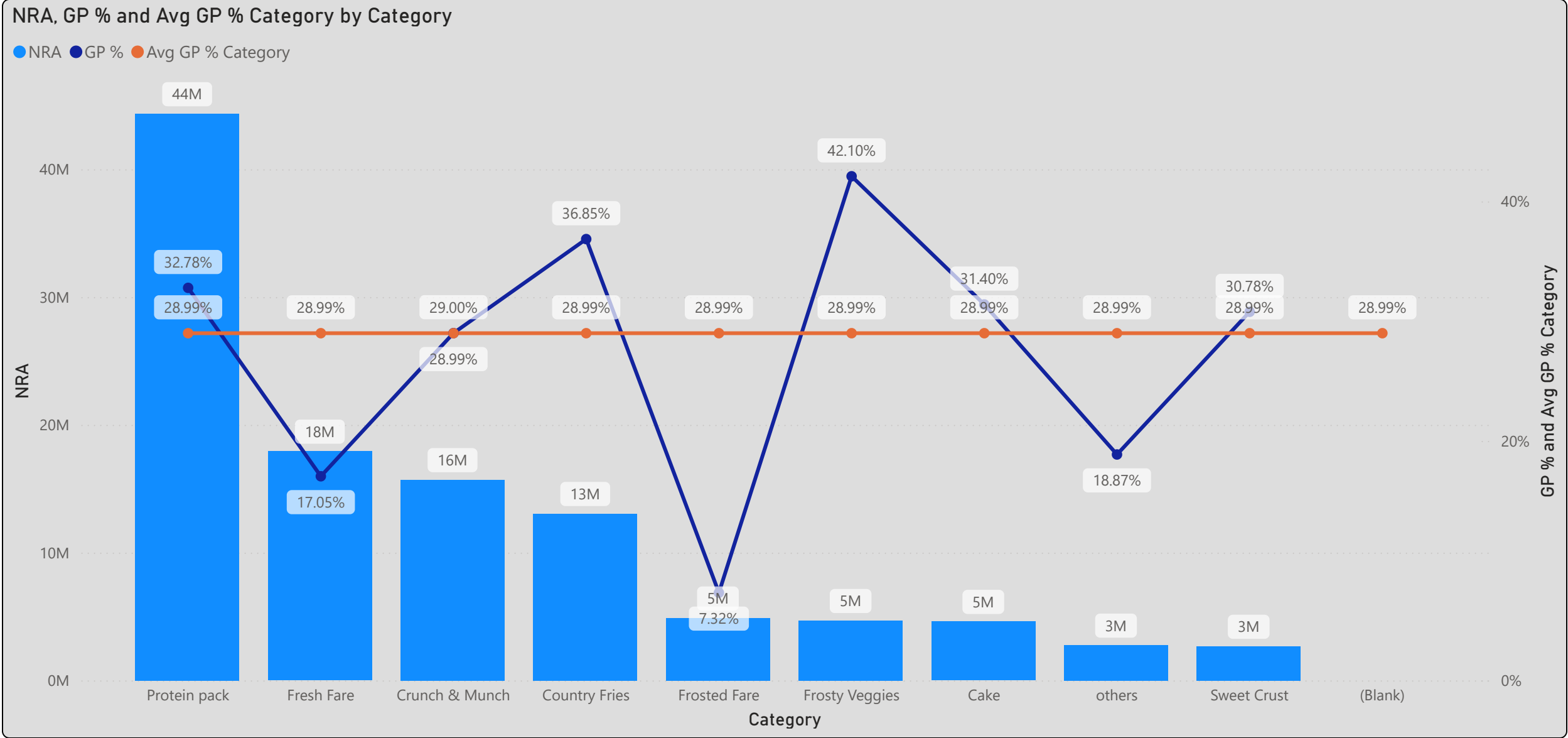
All

Location

All

Category

All



Year

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Channel

All

Cluster Head

Umar

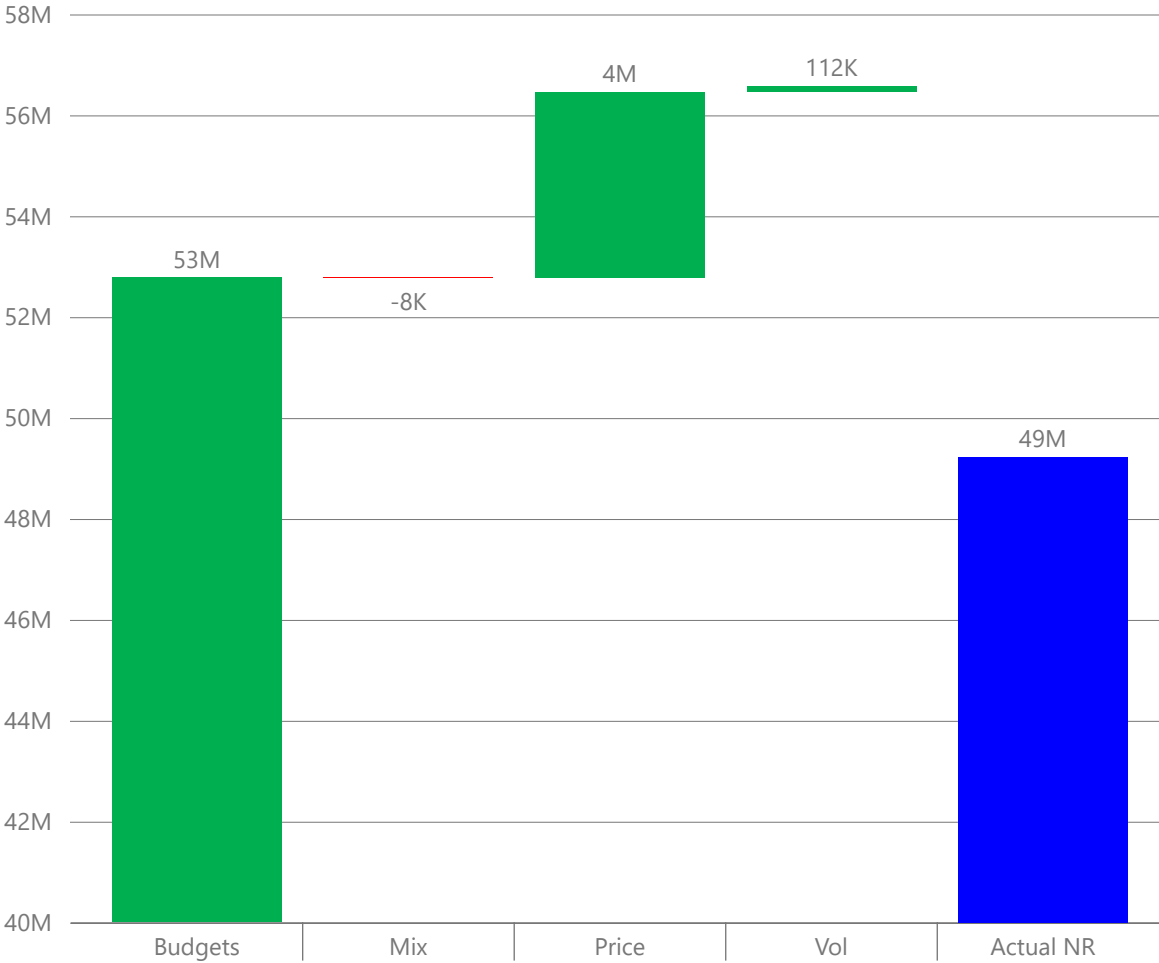
Location

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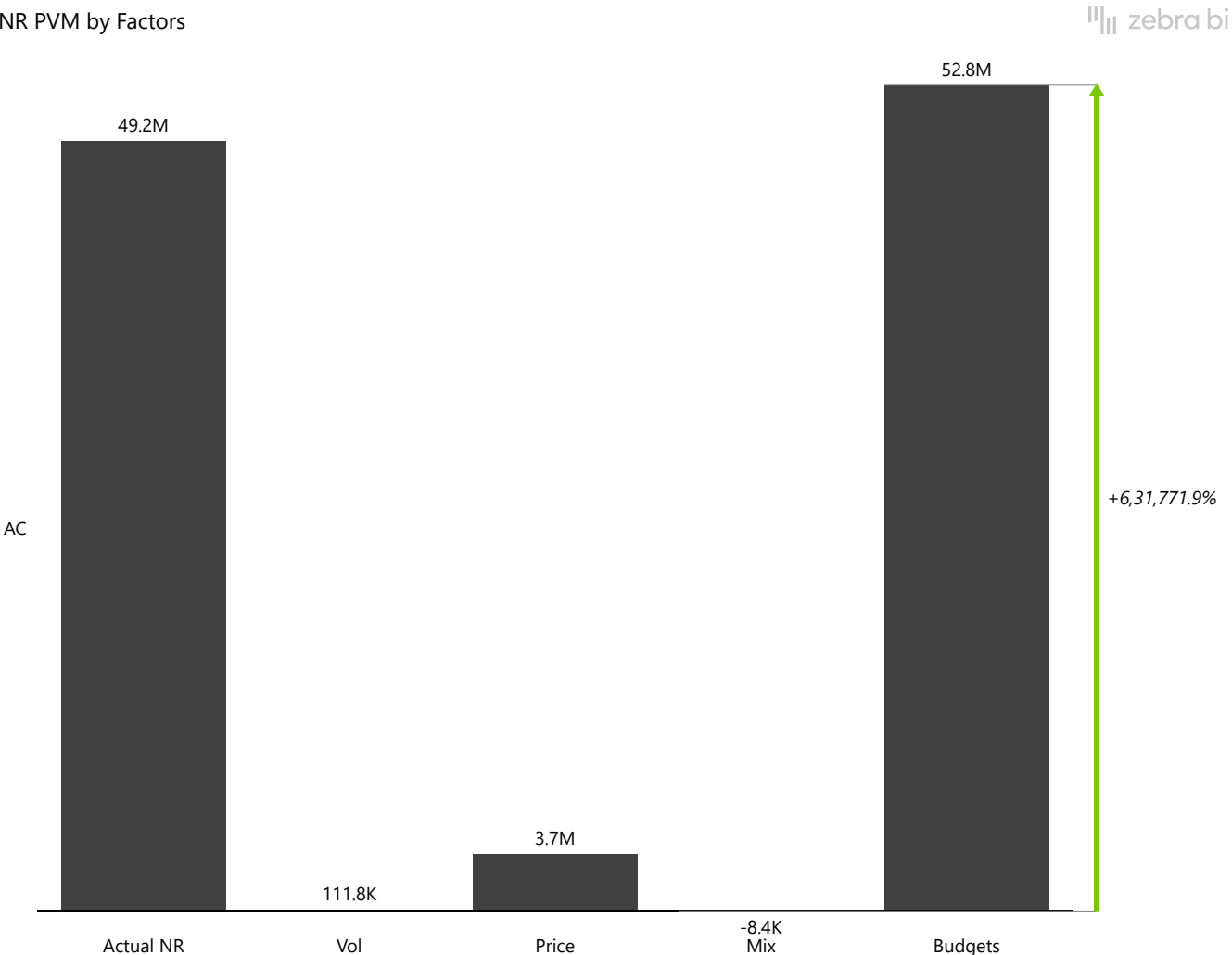
Category

All

NR PVM by Factors



NR PVM by Factors



Year

All

Month

All

Channel

All

Cluster Head

All

Location

All

Category

All

GP VAR %

50.00

NR VAR %

10.00



Year

All

Month

All

Channel

All

Cluster Head

All

Location

All

Category

All

GP VAR %

20.00

NR VAR %

5.00

