

Nerds Cluster Business Performance

Total US - Multi Outlet + Conv

	UPC	OZ
DUNGEONS & DRAGONS NERD	0041429948542	8
SWEET AND TANGY CLUSTER	0079200049061	5
VERY BERRY CLUSTER	0079200060681	8
SWEET AND TANGY CLUSTER	0079200049051	3
VERY BERRY CLUSTER	0079200060691	3
ASSORTED FLAVOR	0079200701271	6
SWEET AND TANGY CLUSTER	0079200049031	3
SWEET AND TANGY CLUSTER	0079200055231	18.5
SWEET AND TANGY CLUSTER	0079200249051	36
SWEET AND TANGY CLUSTER	0079200048561	3

	\$ Sales	% of Total
DUNGEONS & DRAGONS 8 oz	\$125,477,056	26%
SWEET & TANGY 5 oz	\$97,276,377	20%
VERY BERRY 8 oz	\$93,524,253	19%
SWEET AND TANGY 3 oz	\$65,068,723	13%
VERY BERRY 3 oz	\$45,583,174	9%
ASSORTED FLAVOR 6 oz	\$16,067,136	3%
SWEET AND TANGY 3 oz	\$14,857,606	3%
SWEET AND TANGY 18.5 oz	\$13,072,339	3%
SWEET AND TANGY 36 oz	\$11,296,059	2%
SWEET AND TANGY 3 oz	\$8,757,858	2%
	\$490,980,582	

	Unit Sales	% of Total
DUNGEONS & DRAGONS 8 oz	27,689,509	19%
SWEET & TANGY 5 oz	28,842,174	20%
VERY BERRY 8 oz	21,018,591	14%
SWEET AND TANGY 3 oz	25,979,856	18%
VERY BERRY 3 oz	17,991,585	12%
ASSORTED FLAVOR 6 oz	4,685,441	3%
SWEET AND TANGY 3 oz	10,408,708	7%
SWEET AND TANGY 18.5 oz	1,615,212	1%
SWEET AND TANGY 36 oz	656,460	0%
SWEET AND TANGY 3 oz	8,036,075	5%

\$146,923,610

	Unit Sales	Velocity
DUNGEONS & DRAGONS 8 oz	27,689,509	6.3
SWEET & TANGY 5 oz	28,842,174	5.4
VERY BERRY 8 oz	21,018,591	5.8
SWEET AND TANGY 3 oz	25,979,856	4.7
VERY BERRY 3 oz	17,991,585	4.1
ASSORTED FLAVOR 6 oz	4,685,441	1.8
SWEET AND TANGY 3 oz	10,408,708	6.3
SWEET AND TANGY 18.5 oz	1,615,212	4.0
SWEET AND TANGY 36 oz	656,460	7.9
SWEET AND TANGY 3 oz	8,036,075	7.8

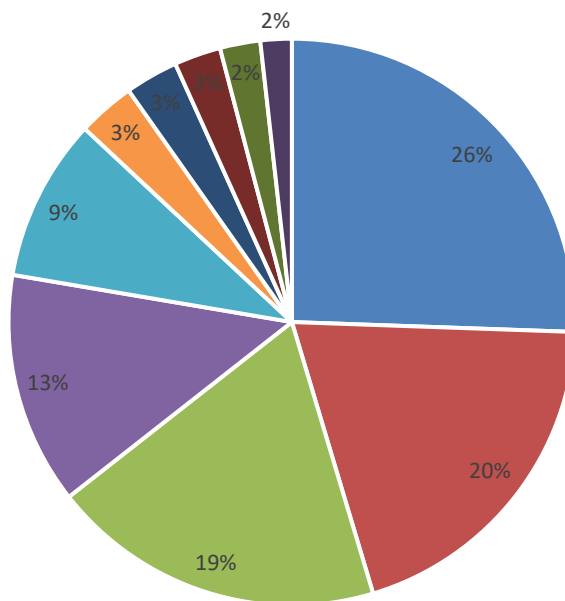
\$146,923,610

	Velocity	ACV
DUNGEONS & DRAGONS 8 oz	6.3	80.4
SWEET & TANGY 5 oz	5.4	53.4
VERY BERRY 8 oz	5.8	76.2
SWEET AND TANGY 3 oz	4.7	79.3
VERY BERRY 3 oz	4.1	65.0
ASSORTED FLAVOR 6 oz	1.8	17.0
SWEET AND TANGY 3 oz	6.3	55.7
SWEET AND TANGY 18.5 oz	4.0	51.4
SWEET AND TANGY 36 oz	7.9	6.3
SWEET AND TANGY 3 oz	7.8	3.9

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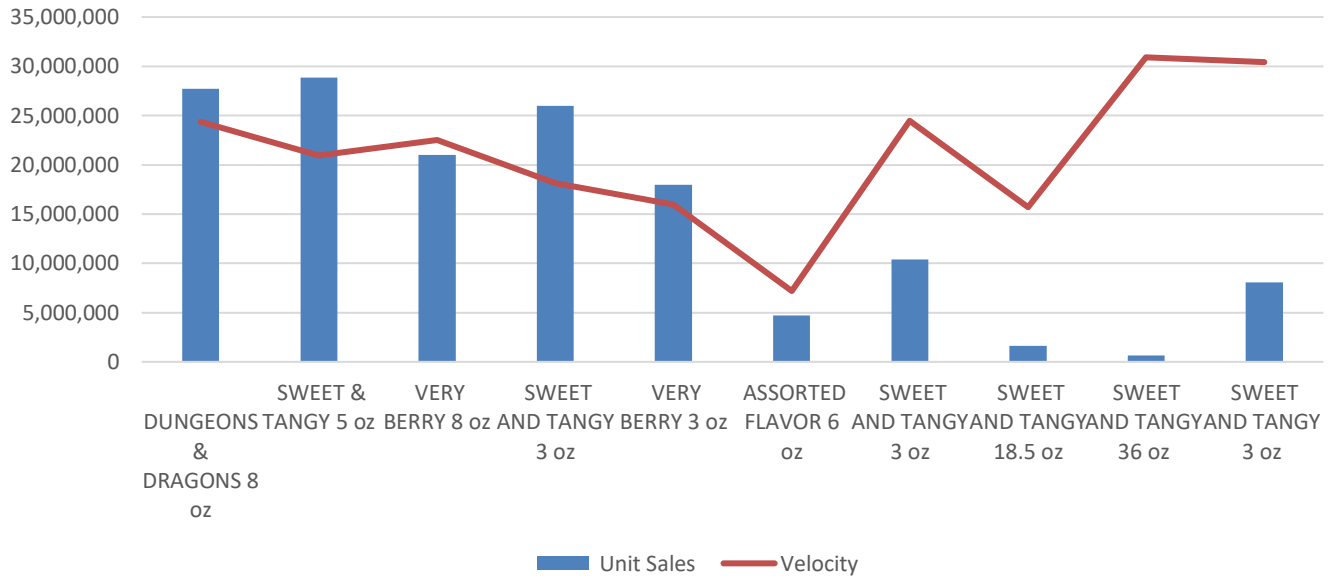
Latest 52 Weeks Ending 01-28-24								
\$ Sales	% Chg vs YAG	Unit Sales	% Chg vs YAG	Base Price	Avg. Price	Velocity	ACV	\$ Sales
\$125,477,056	275%	27,689,509	258%	\$4.77	\$4.53	6.3	80.4	\$26,047,609
\$97,276,377	61%	28,842,174	47%	\$3.44	\$3.37	5.4	53.4	\$20,275,046
\$93,524,253	109%	21,018,591	89%	\$4.66	\$4.45	5.8	76.2	\$19,989,360
\$65,068,723	53%	25,979,856	31%	\$2.61	\$2.50	4.7	79.3	\$16,121,687
\$45,583,174	85%	17,991,585	63%	\$2.64	\$2.53	4.1	65.0	\$11,673,604
\$16,067,136	13%	4,685,441	2%	\$3.49	\$3.43	1.8	17.0	\$2,981,874
\$14,857,606	13%	10,408,708	5%	\$1.52	\$1.43	6.3	55.7	\$3,263,852
\$13,072,339	52899%	1,615,212	35426%	\$8.44	\$8.09	4.0	51.4	\$9,191,371
\$11,296,059	260%	656,460	232%	\$17.22	\$17.21	7.9	6.3	\$2,074,590
\$8,757,858	35%	8,036,075	26%	\$1.09	\$1.09	7.8	3.9	\$2,140,032
\$490,980,582		\$146,923,610						\$113,759,027

Items as % of Total Sales (52 weeks)

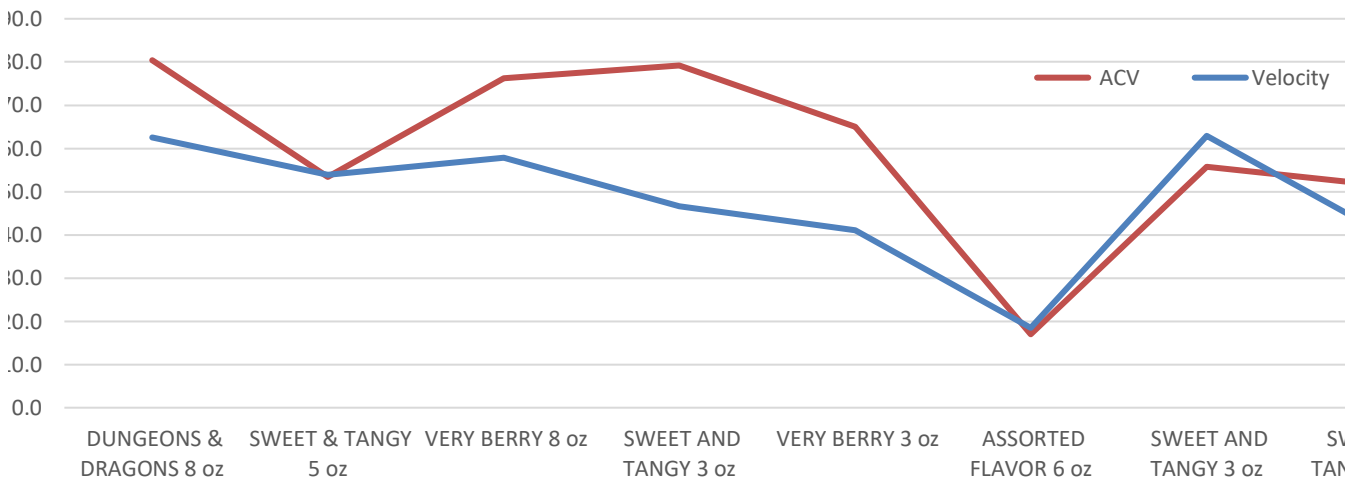


- DUNGEONS & DRAGONS 8 oz
- SWEET & TANGY 5 oz
- VERY BERRY 8 oz
- SWEET AND TANGY 3 oz
- VERY BERRY 3 oz
- ASSORTED FLAVOR 6 oz
- SWEET AND TANGY 18.5 oz
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Unit Sales vs. Velocity (52 weeks)



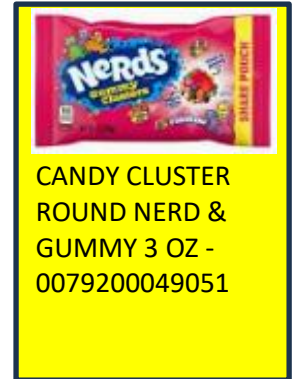
Velocity vs ACV



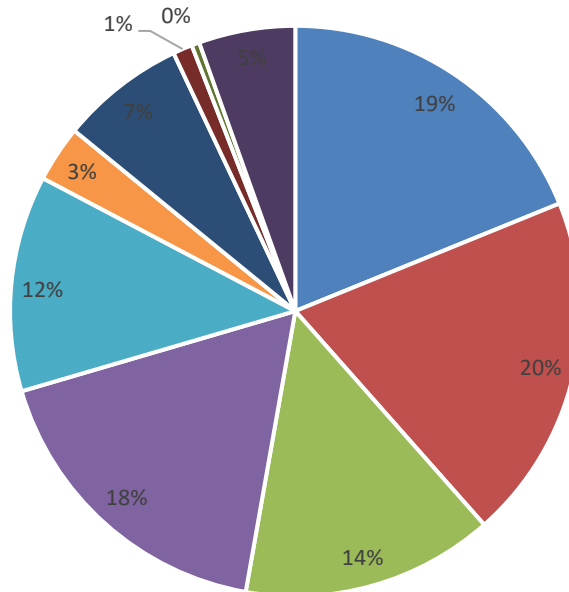
Latest 12 Weeks Ending 01-28-24

% Chg vs YAG	Unit Sales	% Chg vs YAG	Base Price	Avg. Price	Velocity	ACV
27%	5,683,830	25%	\$4.89	\$4.58	5.0	79.5
22%	6,134,990	24%	\$3.44	\$3.30	4.6	50.5
49%	4,427,481	46%	\$4.80	\$4.51	4.6	75.1
44%	6,643,225	37%	\$2.64	\$2.43	4.8	77.9
61%	4,739,082	54%	\$2.67	\$2.46	4.1	63.9
-14%	863,507	-17%	\$3.56	\$3.45	1.7	12.0
7%	2,315,005	6%	\$1.51	\$1.41	5.9	54.4
1397912%	1,144,813	841674%	\$8.46	\$8.03	4.4	52.2
-1%	120,005	-5%	\$17.31	\$17.29	5.8	6.0
44%	1,991,287	43%	\$1.08	\$1.07	7.4	3.5

\$34,063,225



Item as % of Total Sales (52 weeks)



- DUNGEONS & DRAGONS 8 oz
- SWEET & TANGY 5 oz
- VERY BERRY 8 oz
- SWEET AND TANGY 3 oz
- VERY BERRY 3 oz
- ASSORTED FLAVOR 6
- SWEET AND TANGY 3 oz
- SWEET AND TANGY 18.5 oz
- SWEET AND TANGY 3 oz
- SWEET AND TANGY 3 oz

5 observations as a marketer:

5 observations as a marketer.

1. Strong Performance from Themed Product Lines

One of the top-selling products was the **Dungeons & Dragons themed Nerds**, bringing in over **\$125 million** year. As a Marketing Manager, I'd definitely look into more collabs like this since it clearly connects with new partnerships or seasonal themed editions.

2. High Unit Sales Doesn't Always Mean High Revenue

Even though the **Sweet & Tangy** variety sold the most units, it made less money overall because it's price is lower. This is a great opportunity to try bundling or premium packaging to increase the value and raise the price a bit. That would increase revenue per sale.

3. Very Berry 8 oz is a Strong Performer Too

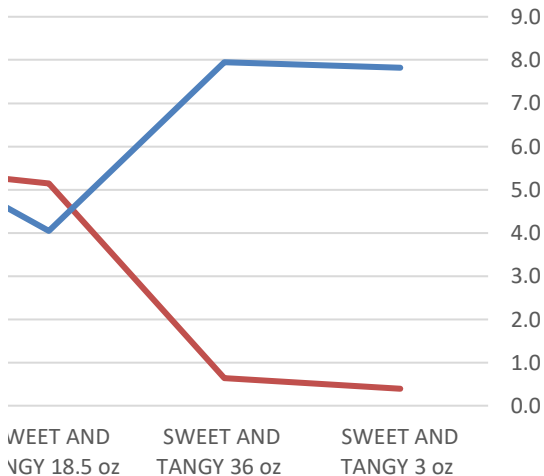
Even though it's not the very top seller, **Very Berry 8 oz** holds its own in every graph — it has strong sales volume, a high ACV, and a high revenue. Its flavor might not get as much attention, but it's reliable and could be used in promotions, variety packs, etc.

4. High Velocity in Low-Distribution Products Suggests Opportunity

Products like the **Sweet & Tangy 18.5 oz** and **36 oz** have **very high velocity**, meaning they sell fast when they're available (low ACV). These are prime candidates for **distribution expansion**. Testing them in more stores could lead to higher sales.

5. Assorted Flavor Underperforming on All Fronts

Across both the **Velocity vs. ACV** and **Unit Sales vs. Velocity** charts, the **Assorted Flavor 6 oz** stands out as underperforming on all fronts. This product may not be connecting with customers and might be a candidate for discontinuation.





CANDY CLUSTER
ROUND NERD &
GUMMY 3 OZ -
0079200049031



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6 oz

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way, we keep the volume but make more per

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, or new product launches.

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ead to a big jump in sales.

it with low distribution, low sales, and poor
tion or rebranding.