

Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

4207

Count of Products

560.07M

A current NR

162.50...

A GP

88.30M

A EBITDA

61.13M

A PAT

264.94K

A VOL

A current NR by Category

A current NR by Location

560.07M

A current NR

450.00M

A last year NR

24.46%

A % change

110.06M

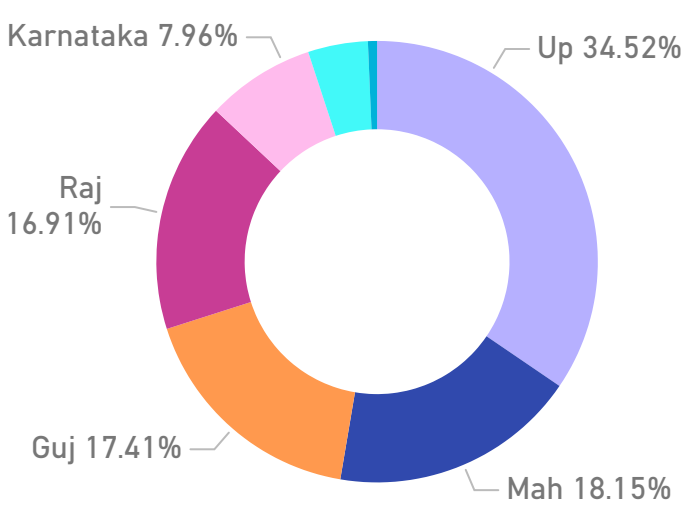
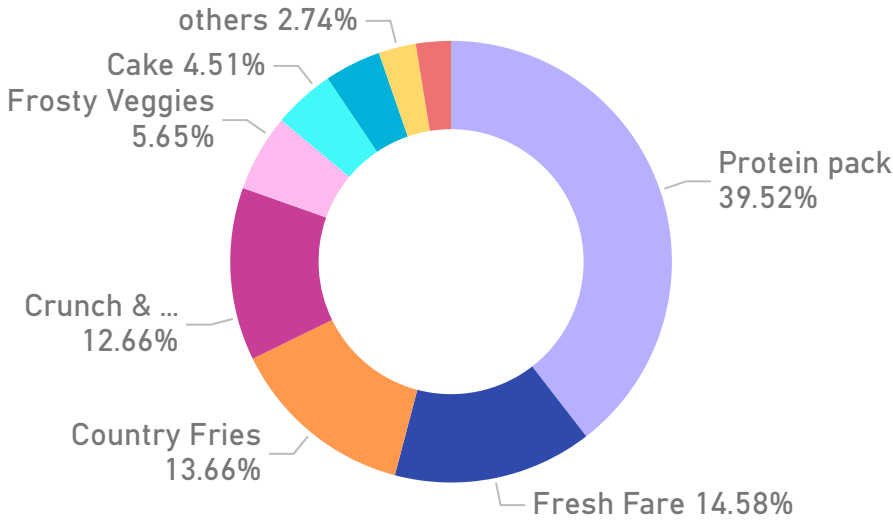
A current YTD ...

115.46M

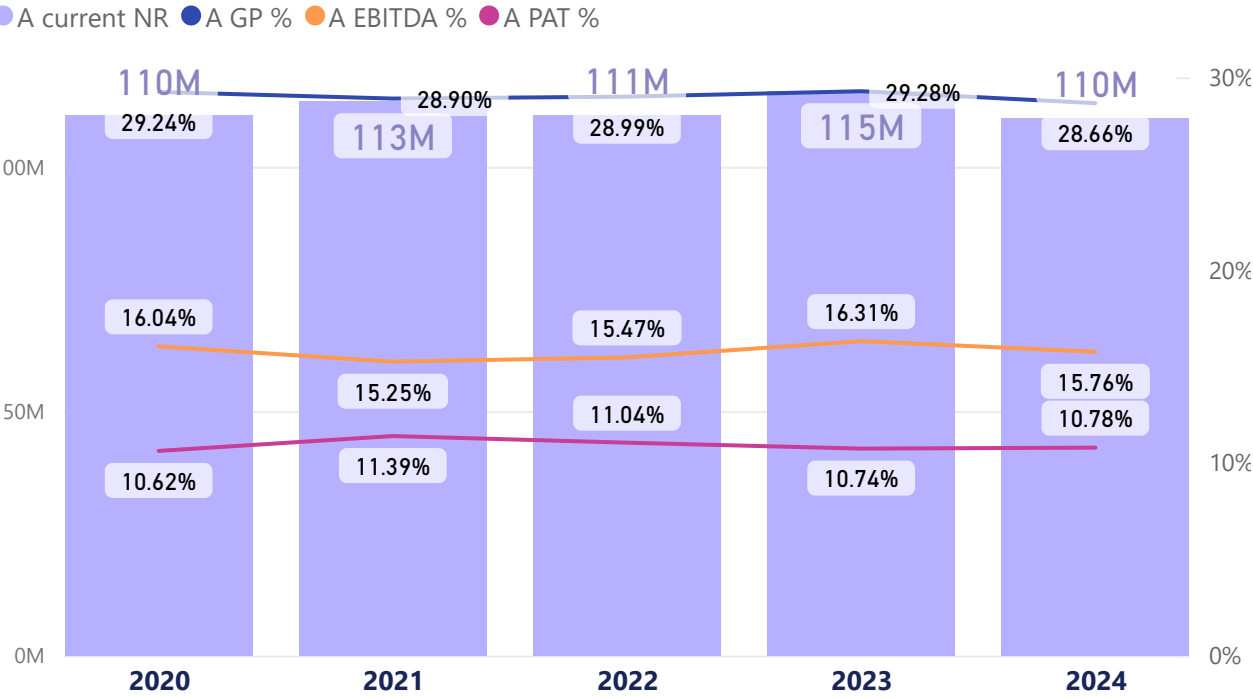
A last year YTD...

-4.67%

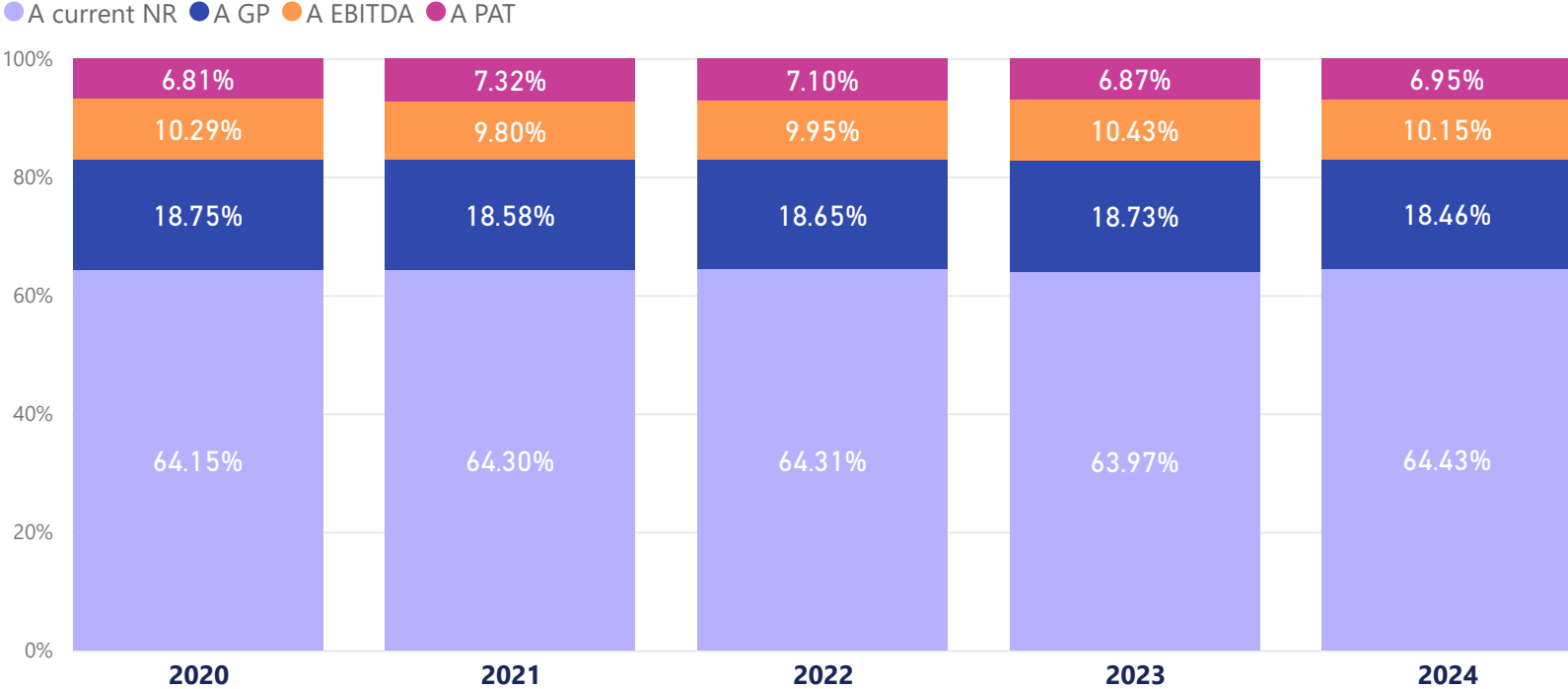
A % change YTD



A NR, A GP %, A EBITDA % and A PAT % by Year



A current NR, A GP, A EBITDA and A PAT by Year



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

278.62M

RM

7.98M

total marketing

113.68M

trade & disc

64.26M

fixed & variable

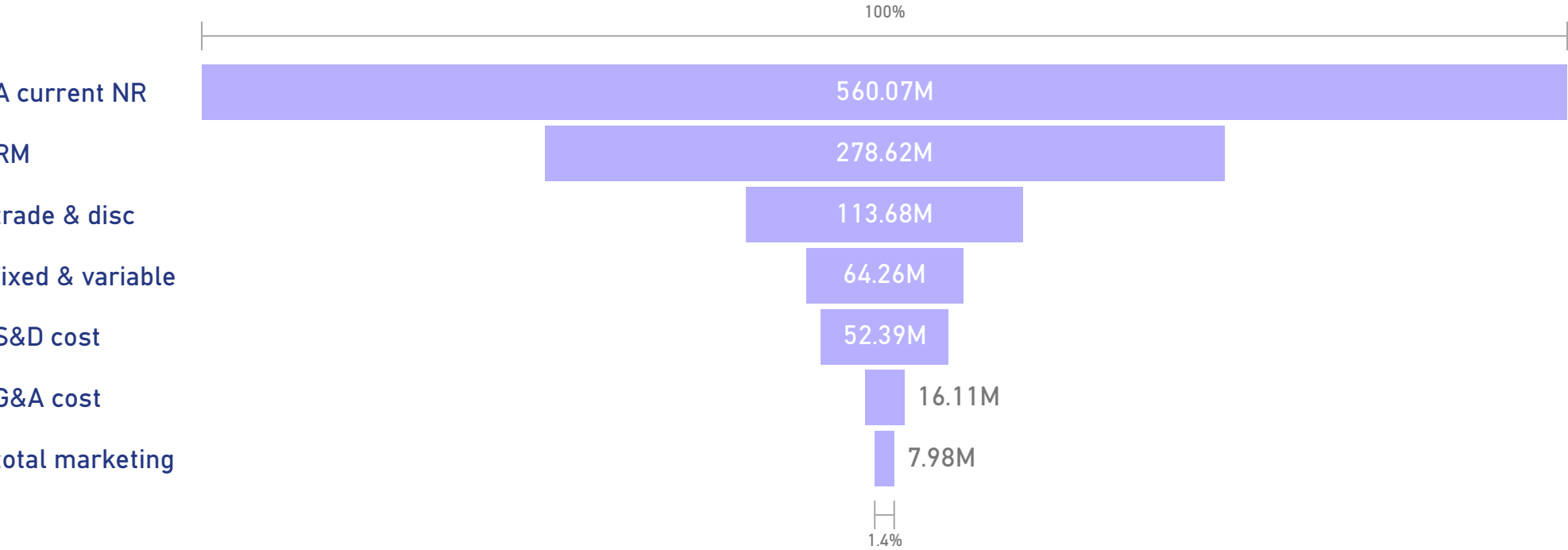
16.11M

G&A cost

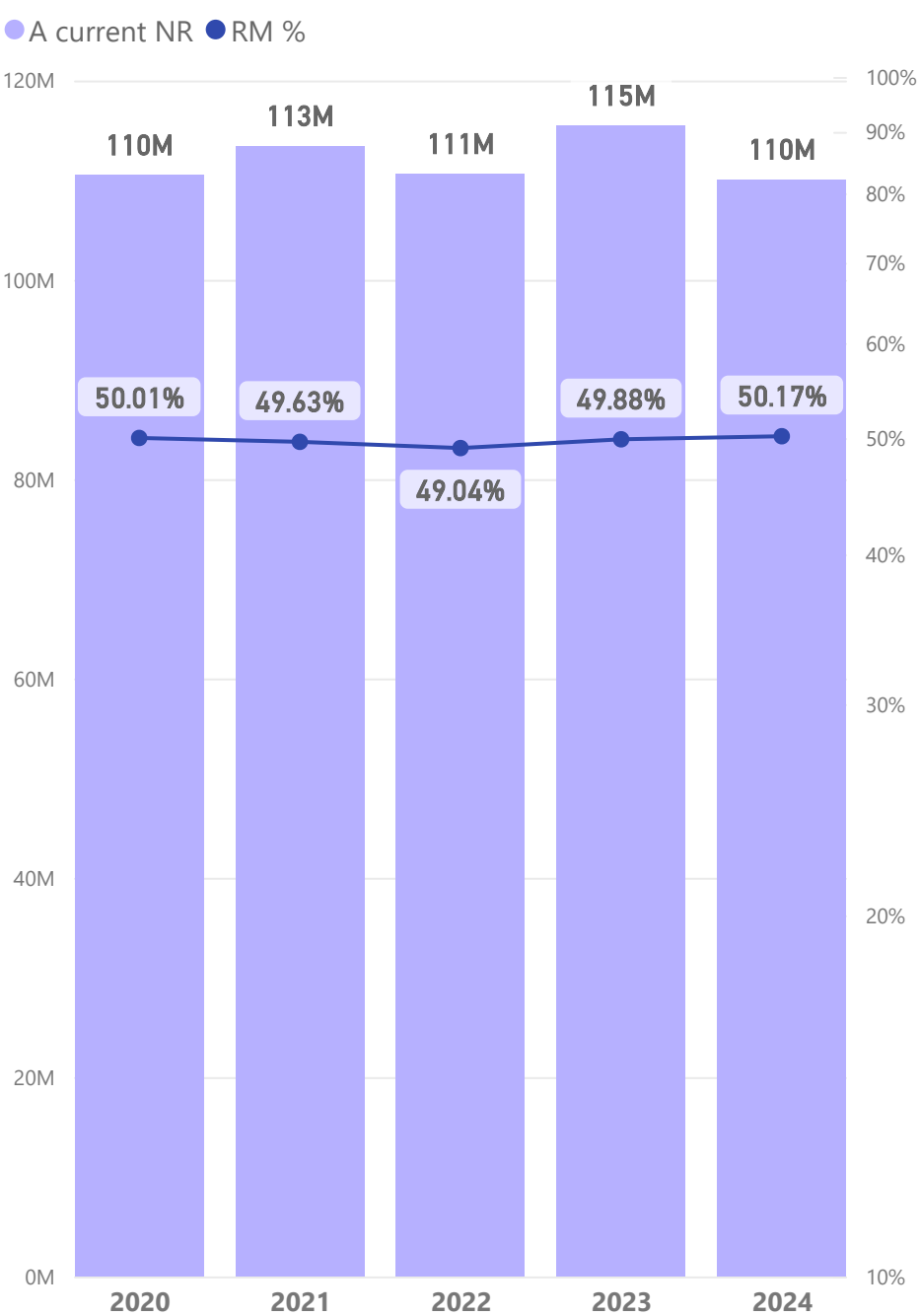
52.39M

S&D cost

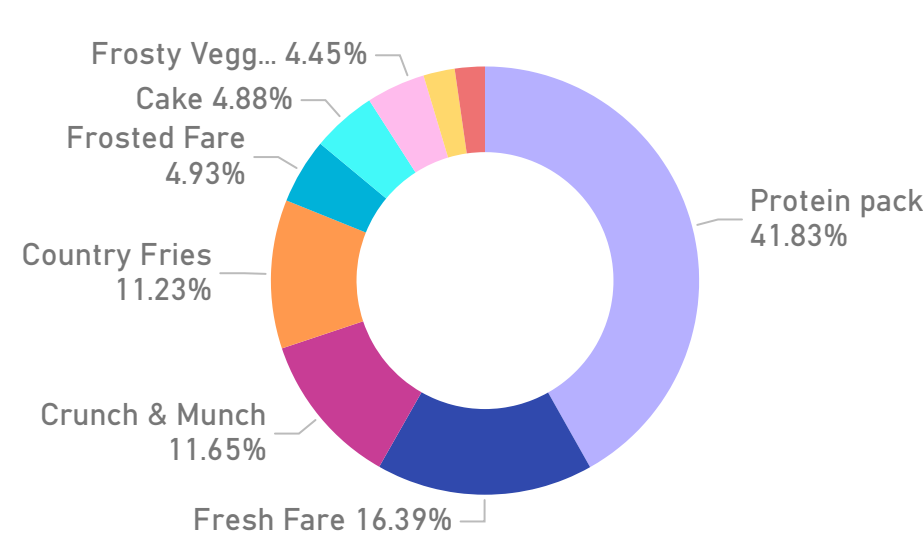
A current NR, RM, trade & disc, fixed & variable, S&D cost, G&A cost and total marketing



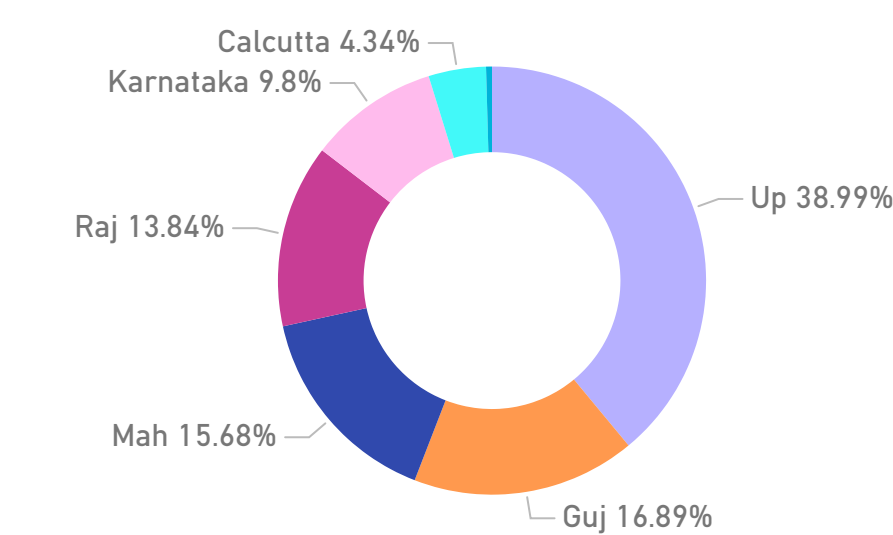
A current NR and RM % by Year



A total Expenxe by Category

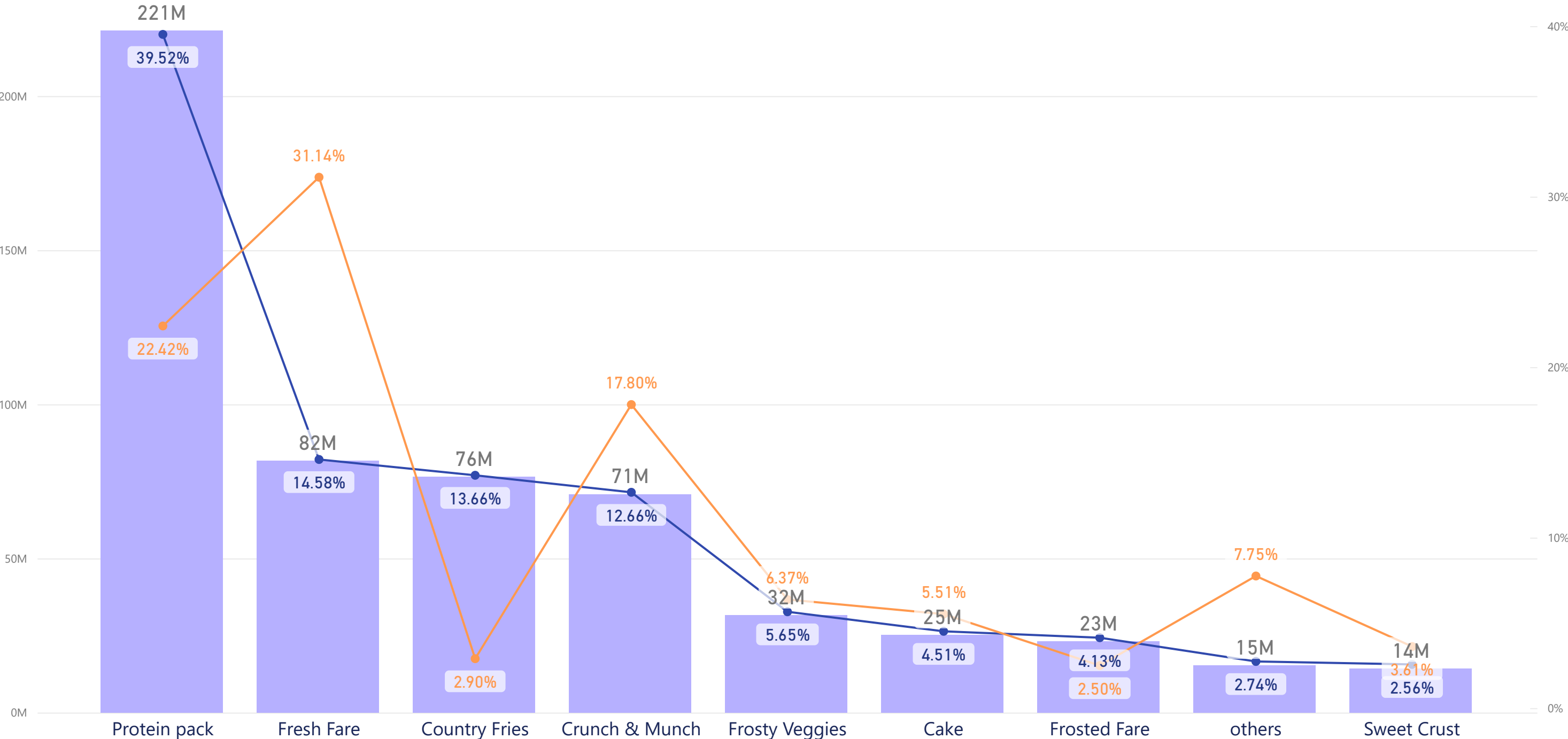


A total Expenxe by Location



% of NR and % Count of Products by Category

A current NR % of A current NR % of Products from all



-12.36%

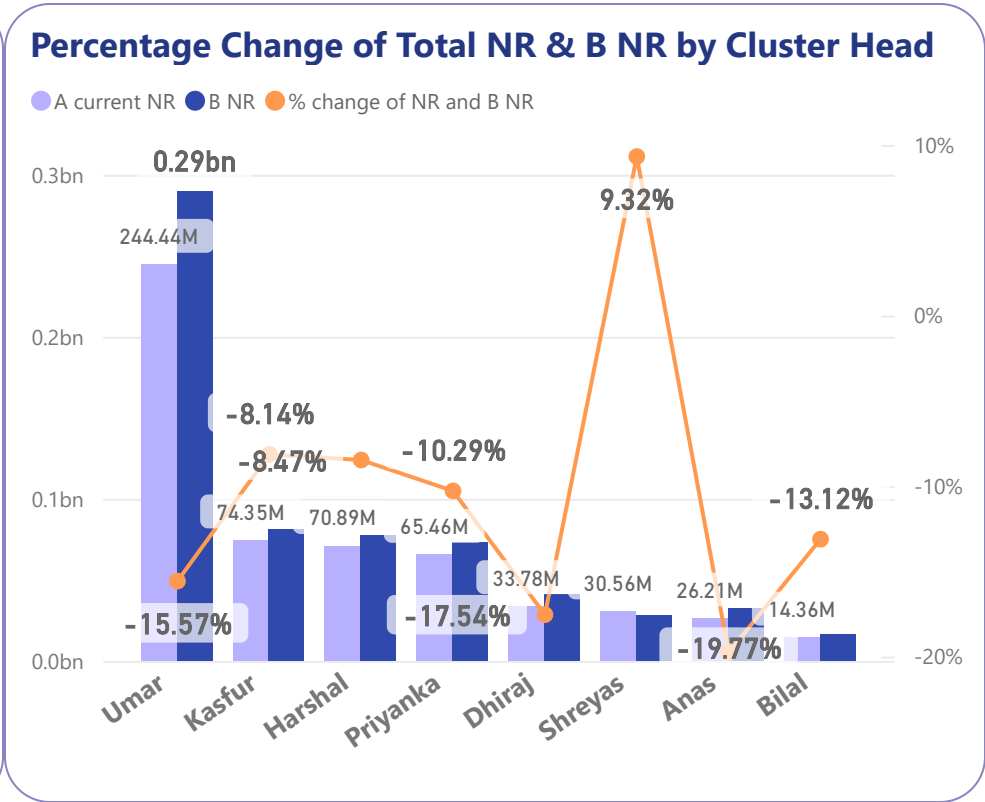
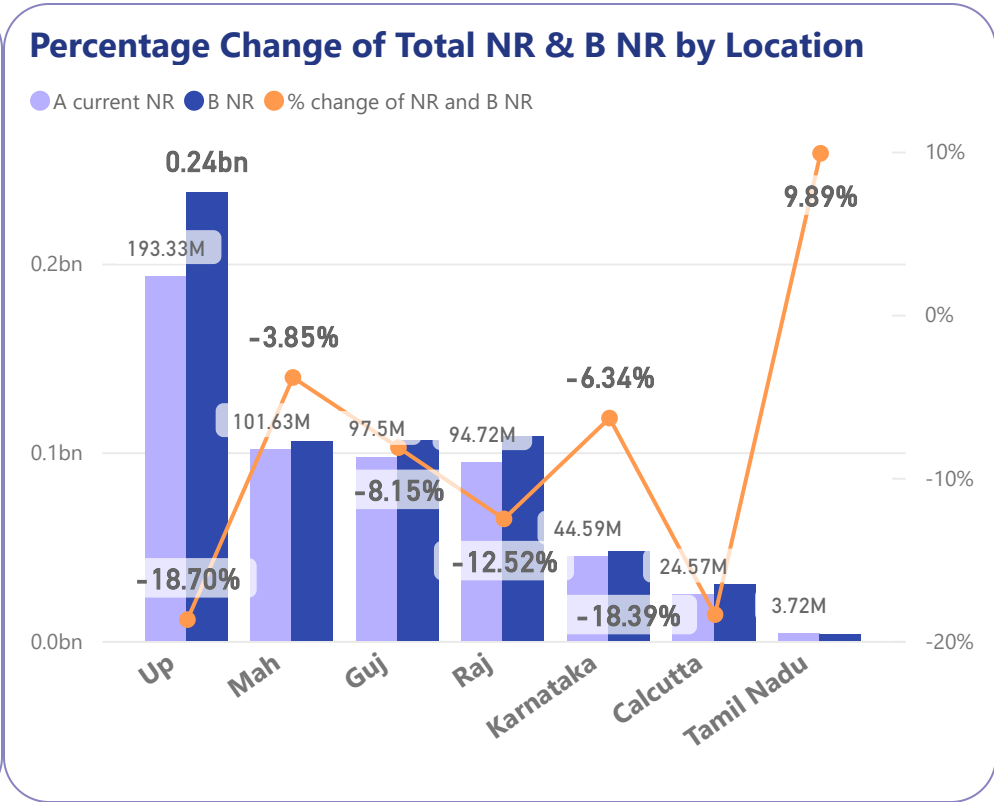
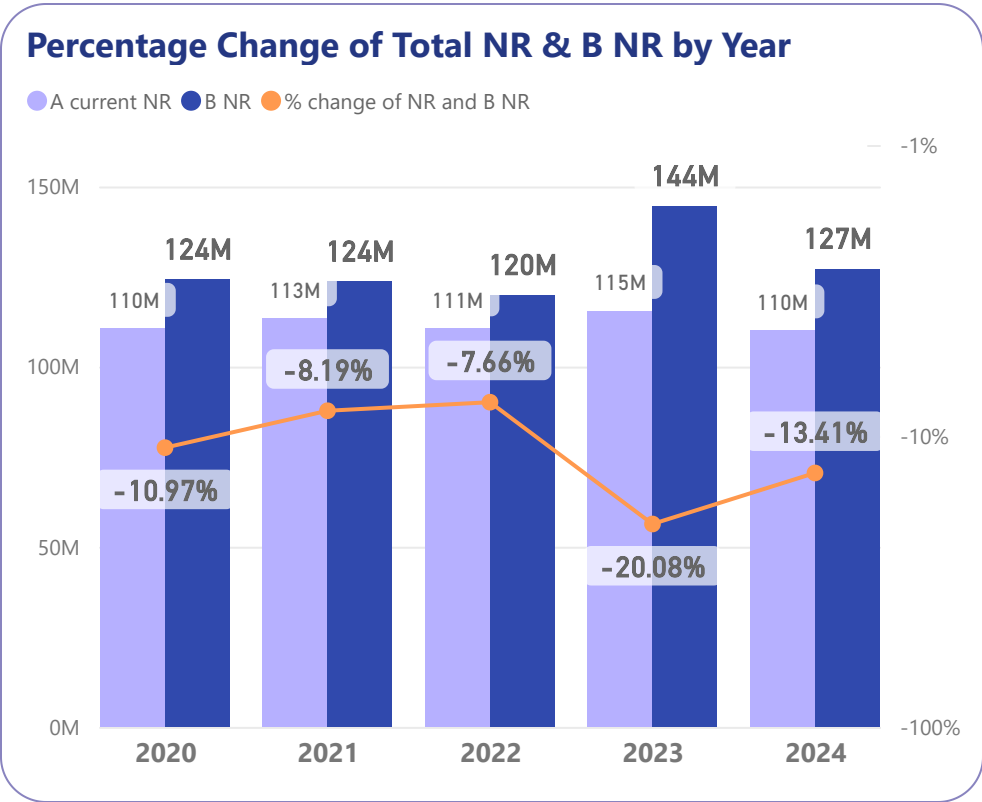
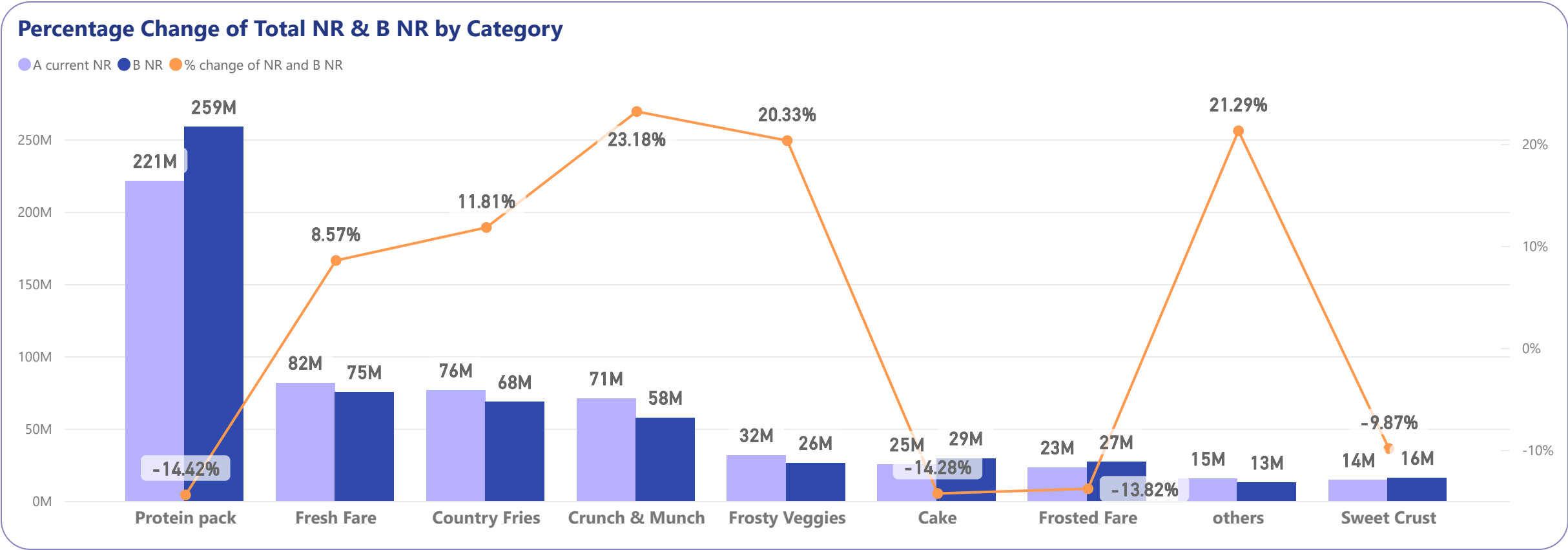
% change of NR and B NR

560.07M

A current NR

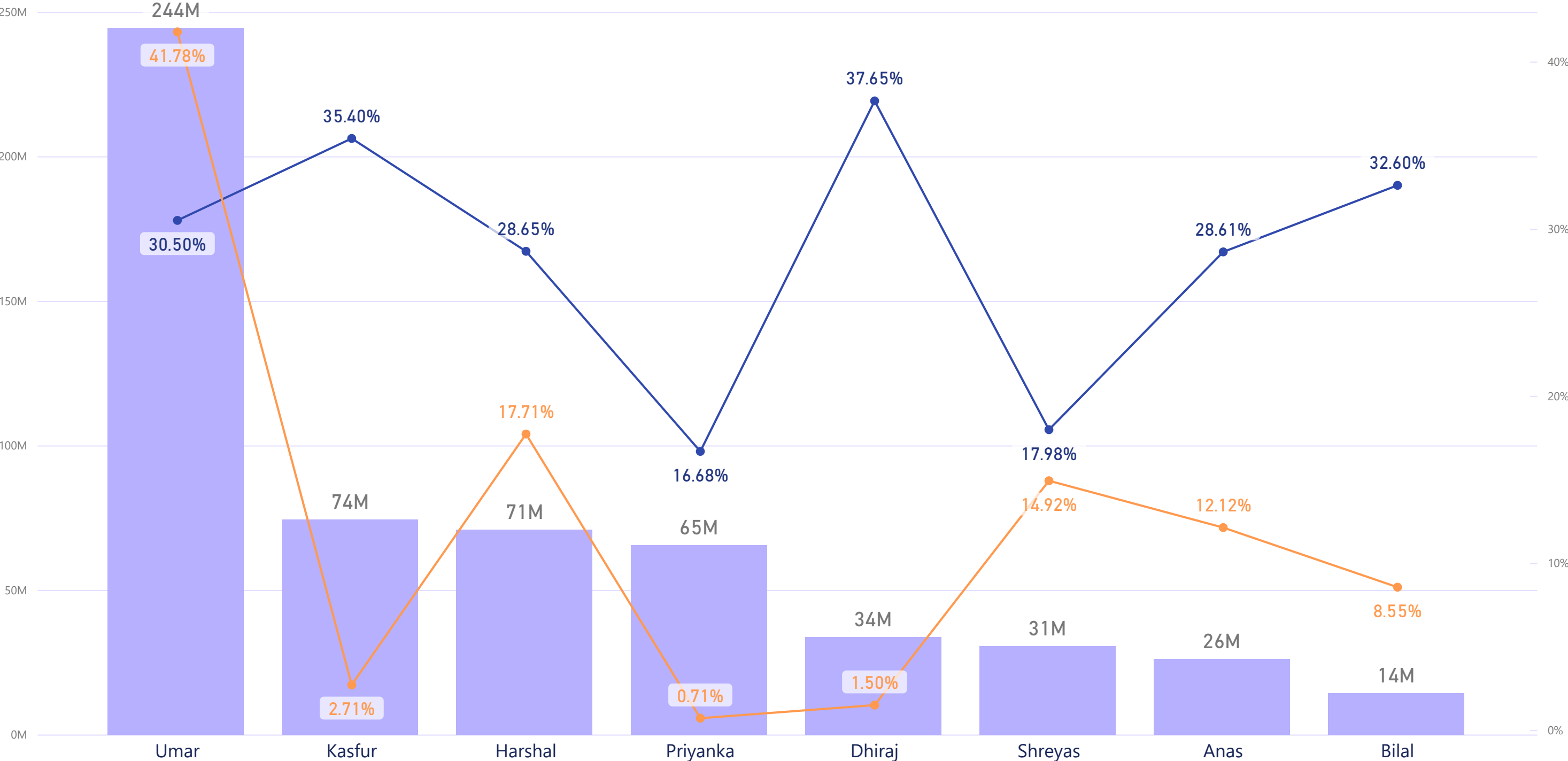
639.03M

B NR



GP % and Number of Products % by Cluster Head

A current NR A GP % %GT Count of Product_Id



Year

▼

All

Month

▼

All

Cluster Head

▼

All

Category

▼

All

Channel

▼

All

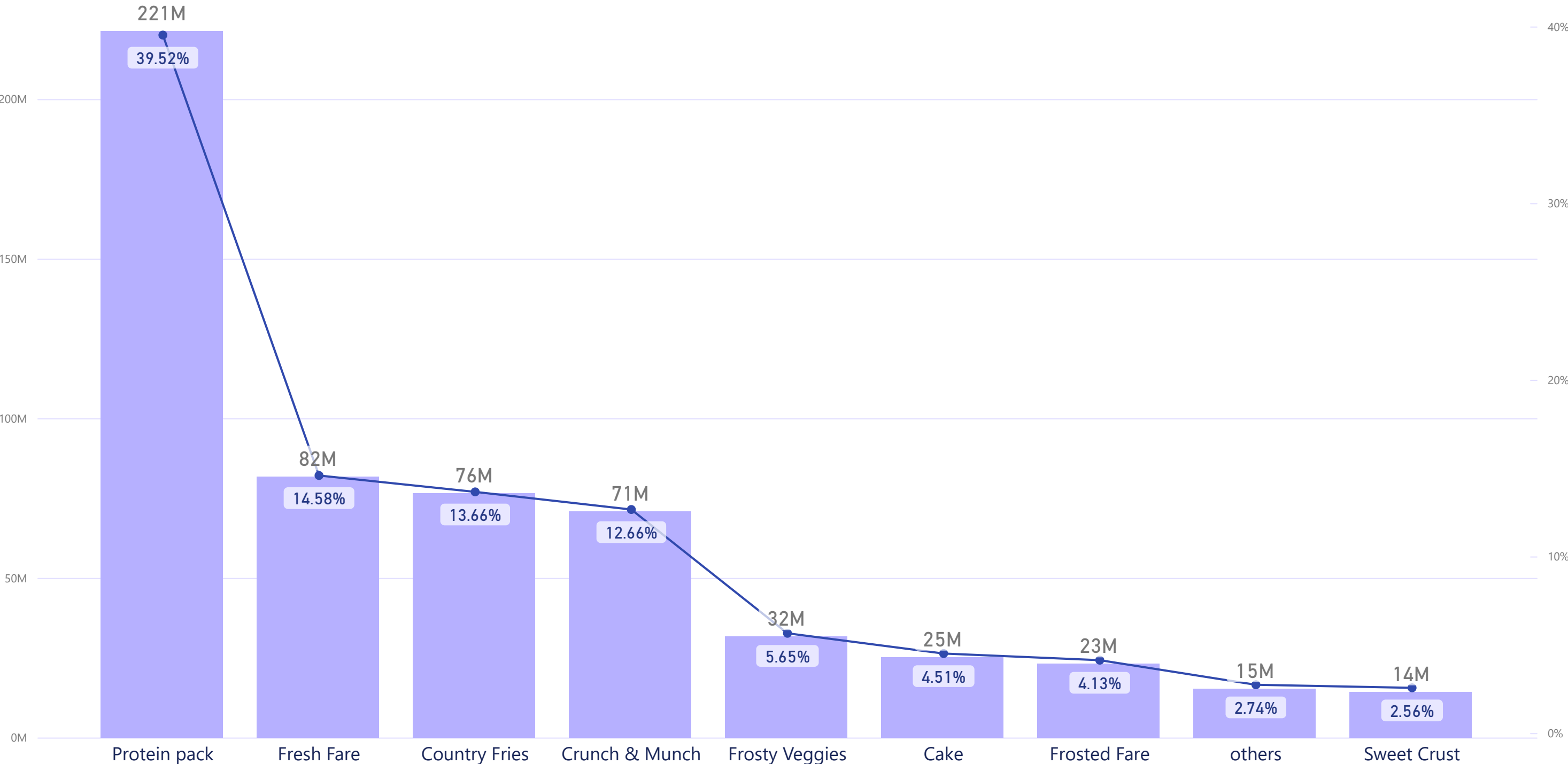
Location

▼

All

Drill Down of % NR

A current NR % A current NR



Year

▼

All

▼

Month

▼

All

▼

Cluster Head

▼

All

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Category

▼

All

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Channel

▼

All

▼

Location

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All

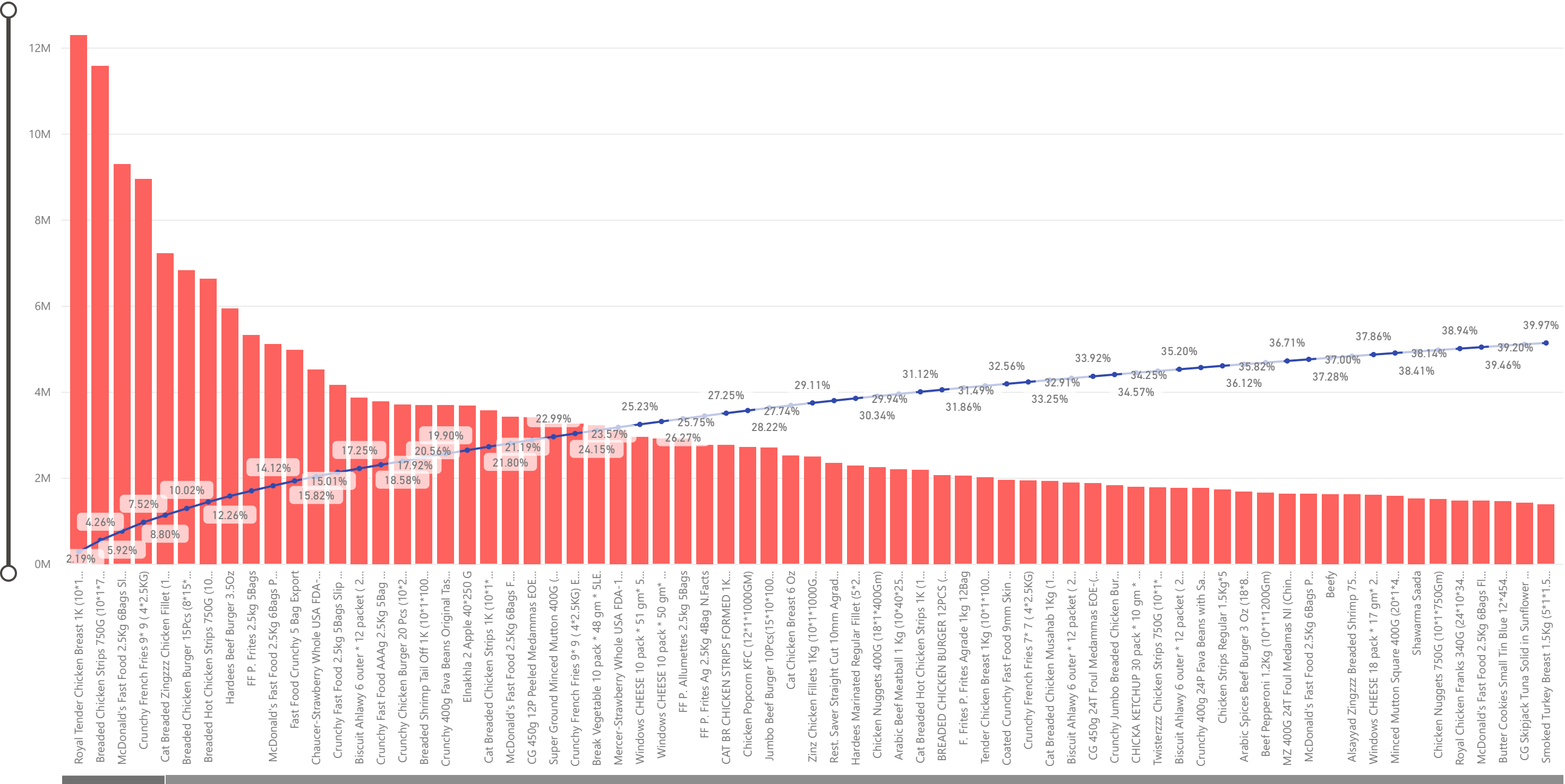
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How much SKUs % contains How much NR %. (Pareto 80-20 ratio)

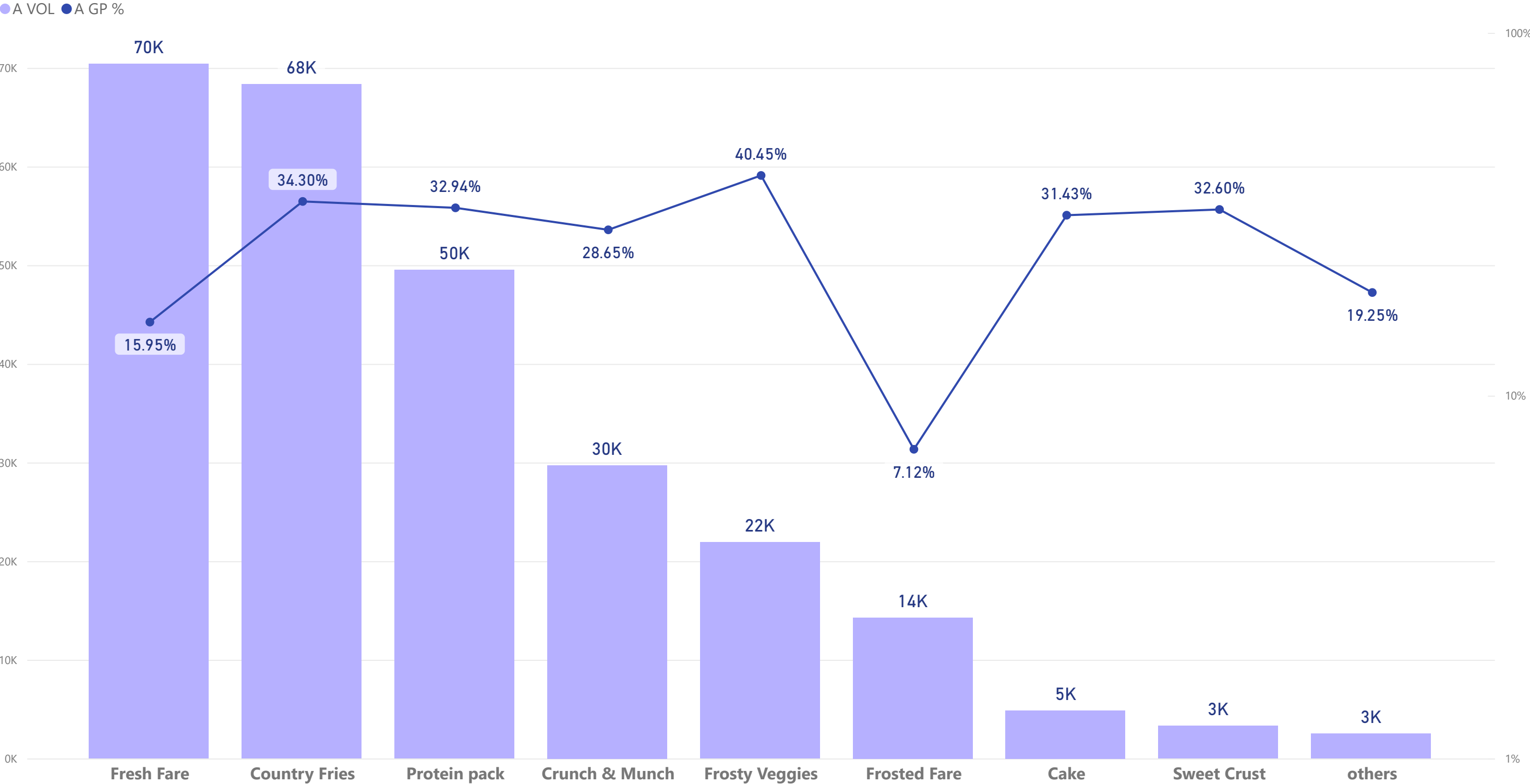
SKU Description	A current NR	Rank	cum NR	total NR	sku count	cum sku count	total sku count	cum sku NR %	cum sku count %
Royal Tender Chicken Breast 1K (10*1*1000Gm)	12,287,808.41	1	12,287,808.41	560,069,105.73	1	1	4098	2.19%	0.02%
Breaded Chicken Strips 750G (10*1*750Gm)	11,575,614.17	2	23,863,422.58	560,069,105.73	1	2	4098	4.26%	0.05%
McDonald's Fast Food 2.5Kg 6Bags Slip Sheet	9,288,709.81	3	33,152,132.39	560,069,105.73	1	3	4098	5.92%	0.07%
Crunchy French Fries 9* 9 (4*2.5KG)	8,940,214.38	4	42,092,346.77	560,069,105.73	1	4	4098	7.52%	0.10%
Cat Breaded Zingzzz Chicken Fillet (10*1*1000Gm)	7,218,313.75	5	49,310,660.52	560,069,105.73	1	5	4098	8.80%	0.12%
Breaded Chicken Burger 15Pcs (8*15*56Gm)	6,817,104.04	6	56,127,764.56	560,069,105.73	1	6	4098	10.02%	0.15%
Breaded Hot Chicken Strips 750G (10*1*750Gm)	6,628,115.06	7	62,755,879.62	560,069,105.73	1	7	4098	11.21%	0.17%
Hardees Beef Burger 3.5Oz	5,928,569.45	8	68,684,449.07	560,069,105.73	1	8	4098	12.26%	0.20%
FF P. Frites 2.5kg 5Bags	5,311,235.15	9	73,995,684.22	560,069,105.73	1	9	4098	13.21%	0.22%
McDonald's Fast Food 2.5Kg 6Bags PF212 Oil	5,103,695.84	10	79,099,380.06	560,069,105.73	1	10	4098	14.12%	0.24%
Fast Food Crunchy 5 Bag Export	4,966,668.52	11	84,066,048.58	560,069,105.73	1	11	4098	15.01%	0.27%
Chaucer-Strawberry Whole USA FDA-1*15 kg-Export-24 Month-English.	4,510,065.42	12	88,576,114.00	560,069,105.73	1	12	4098	15.82%	0.29%
Crunchy Fast Food 2.5kg 5Bags Slip Sheet	4,157,044.98	13	92,733,158.98	560,069,105.73	1	13	4098	16.56%	0.32%
Biscuit Ahlawy 6 outer * 12 packet (2 EGP)-24 GM	3,863,020.32	14	96,596,179.30	560,069,105.73	1	14	4098	17.25%	0.34%
Crunchy Fast Food AAAG 2.5Kg 5Bag KSA	3,777,122.65	15	100,373,301.95	560,069,105.73	1	15	4098	17.92%	0.37%
Crunchy Chicken Burger 20 Pcs (10*20*50Gm)	3,702,007.80	16	104,075,309.75	560,069,105.73	1	16	4098	18.58%	0.39%
Breaded Shrimp Tail Off 1K (10*1*1000Gm)	3,687,746.61	17	107,763,056.36	560,069,105.73	1	17	4098	19.24%	0.41%
Crunchy 400g Fava Beans Original Taste EOE (EGYPT)	3,687,142.80	18	111,450,199.16	560,069,105.73	1	18	4098	19.90%	0.44%
Elnakhla 2 Apple 40*250 G	3,678,809.95	19	115,129,009.11	560,069,105.73	1	19	4098	20.56%	0.46%
Cat Breaded Chicken Strips 1K (10*1*1000Gm)	3,563,312.44	20	118,692,321.55	560,069,105.73	1	20	4098	21.19%	0.49%
McDonald's Fast Food 2.5Kg 6Bags F.Loading Morocco	3,421,547.75	21	122,113,869.30	560,069,105.73	1	21	4098	21.80%	0.51%
CG 450g 12P Peeled Medammas EOE-(GCC)	3,405,803.66	22	125,519,672.96	560,069,105.73	1	22	4098	22.41%	0.54%
Super Ground Minced Mutton 400G (20*1*400Gm)	3,255,999.02	23	128,775,671.98	560,069,105.73	1	23	4098	22.99%	0.56%
Crunchy French Fries 9* 9 (4*2.5KG) Egyption	3,254,073.00	24	132,029,744.98	560,069,105.73	1	24	4098	23.57%	0.59%
Total	560,069,105.73	1	12,287,808.41	560,069,105.73	4098	1	4098	2.19%	0.02%

A NR and Cumulative SKU NR % by SKU Description

A current NR cum sku NR %



Volumn and GP% by Category



Year

▼

All

▼

Month

▼

All

▼

Cluster Head

▼

All

▼

Category

▼

All

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Channel

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All

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Location

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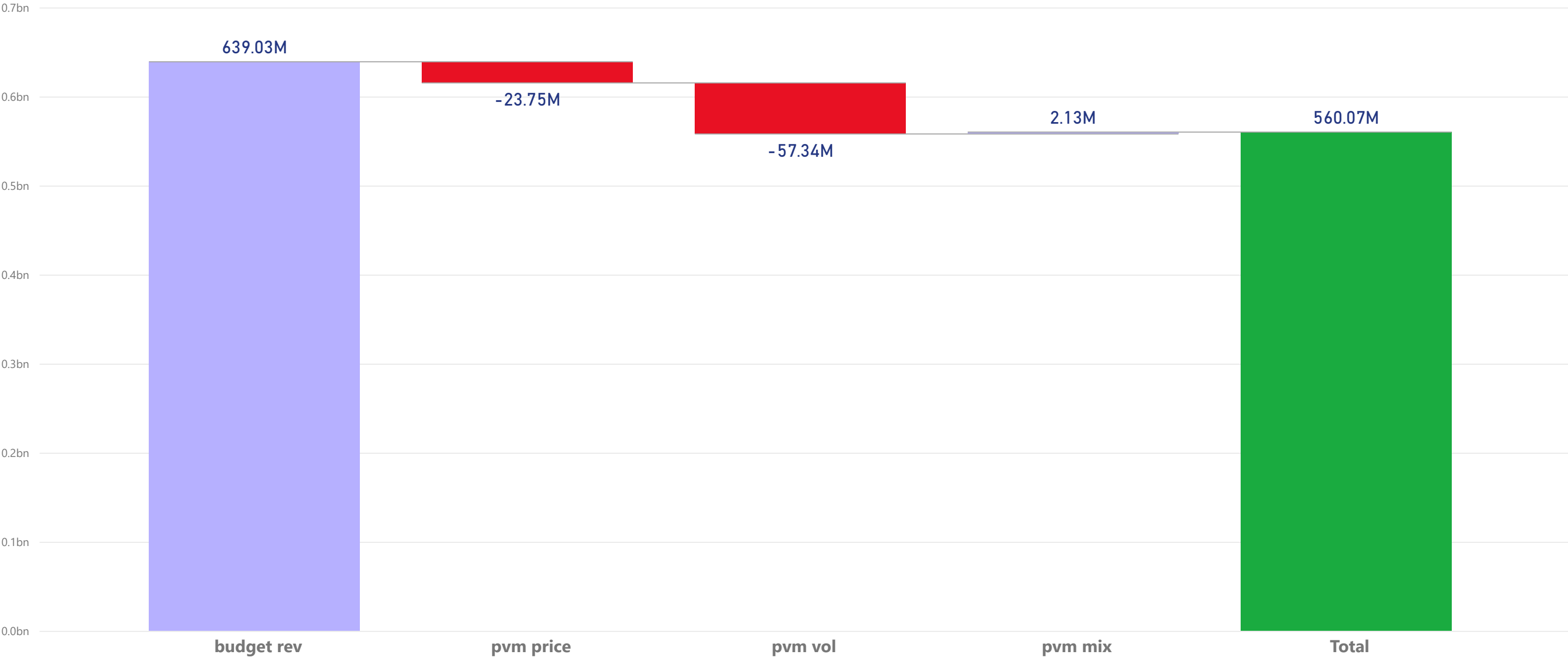
All

▼

560.07M	639.03M	-23.75M	-57.34M	2.13M	-78.96M	% Change of NR & B NR
A current NR	B NR	PVM price	PVM vol	PVM mix	Total rev change	-12.36%
						% change of NR with B NR

PVM Comparing Budget Revenue and Total (Actual Revenue)

● Increase ● Decrease ● Total



Year

▼

All

Month

▼

All

Cluster Head

▼

All

Category

▼

All

Channel

▼

All

Location

▼

All

% change of NR & B NR and % change of GP & B GP by Category

