

# BIDCO RETAIL ANALYTICS DASHBOARD

**14,024,310**

Total Sales (KES)

**7.8 %**

Bidco Market Share %

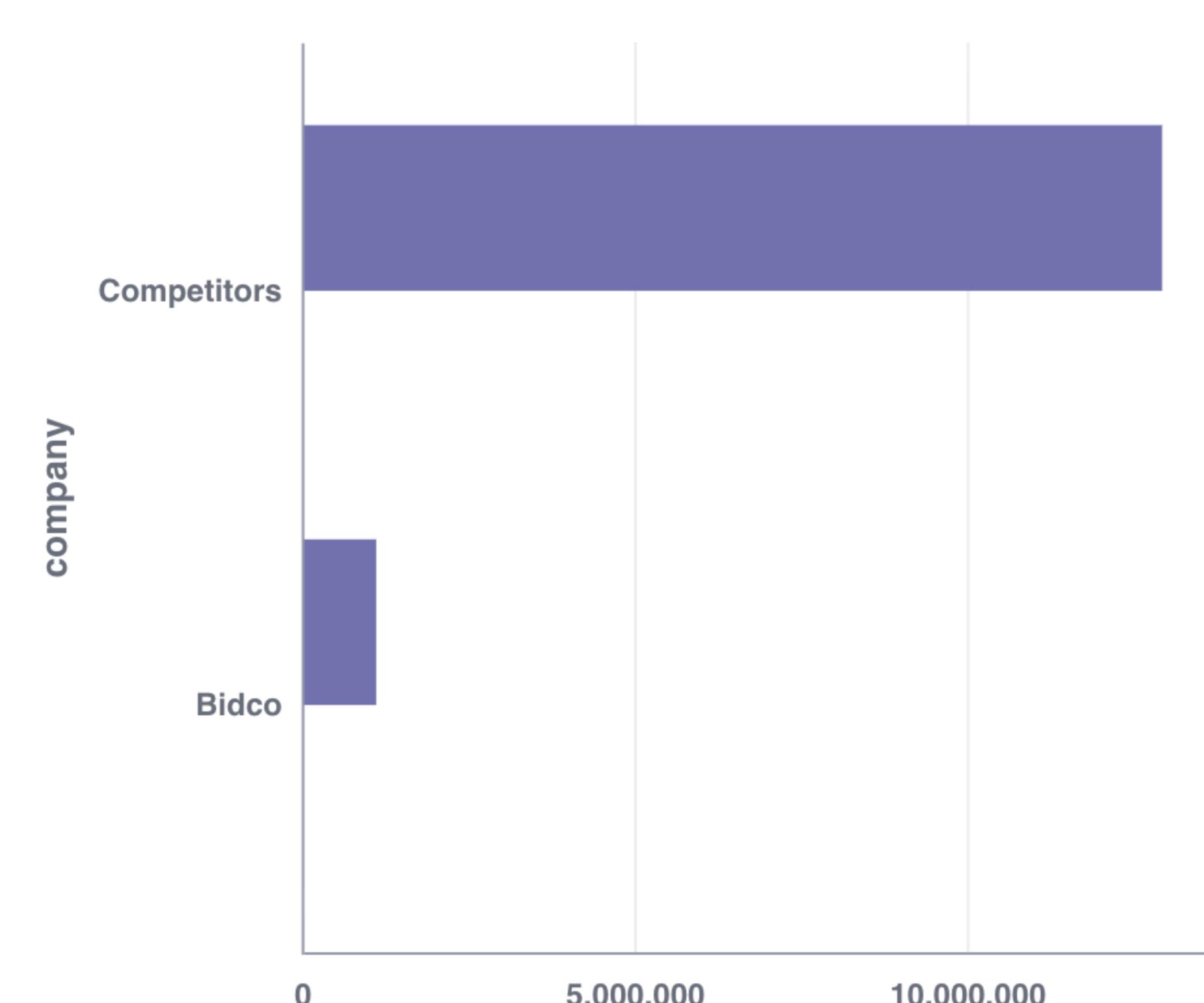
## Top 10 Best Performing Bidco Products

product_description	store_name	total
WS-BID MSAFI PURPLE DET 1KG SACHETS-LAV	rongai main	75,120
BID GOLDEN FRY COOKING OIL 5L	mfangano	23,120
BID GOLDEN FRY COOKING OIL 5L	shabab	19,120
BID GOLDEN FRY COOKING OIL 5L	chaka rd	18,120
BID GOLDEN FRY COOKING OIL 5L	kondele	15,120
WS-BID MSAFI WASHING POWDER 1KG SAT WHT	rongai main	15,120
WS-BID MSAFI WASHING POWDER 1KG SAT WHT	tom mboya	15,120
WS-BID MSAFI WASHING POWDER 1KG SAT WHT	riku	15,120
WS-BID MSAFI WASHING POWDER 1KG SAT WHT	lavington	15,120

Rows 1-6 of 10 < >

## Total Sales & Market Share

● total\_sales ● market\_share\_pct

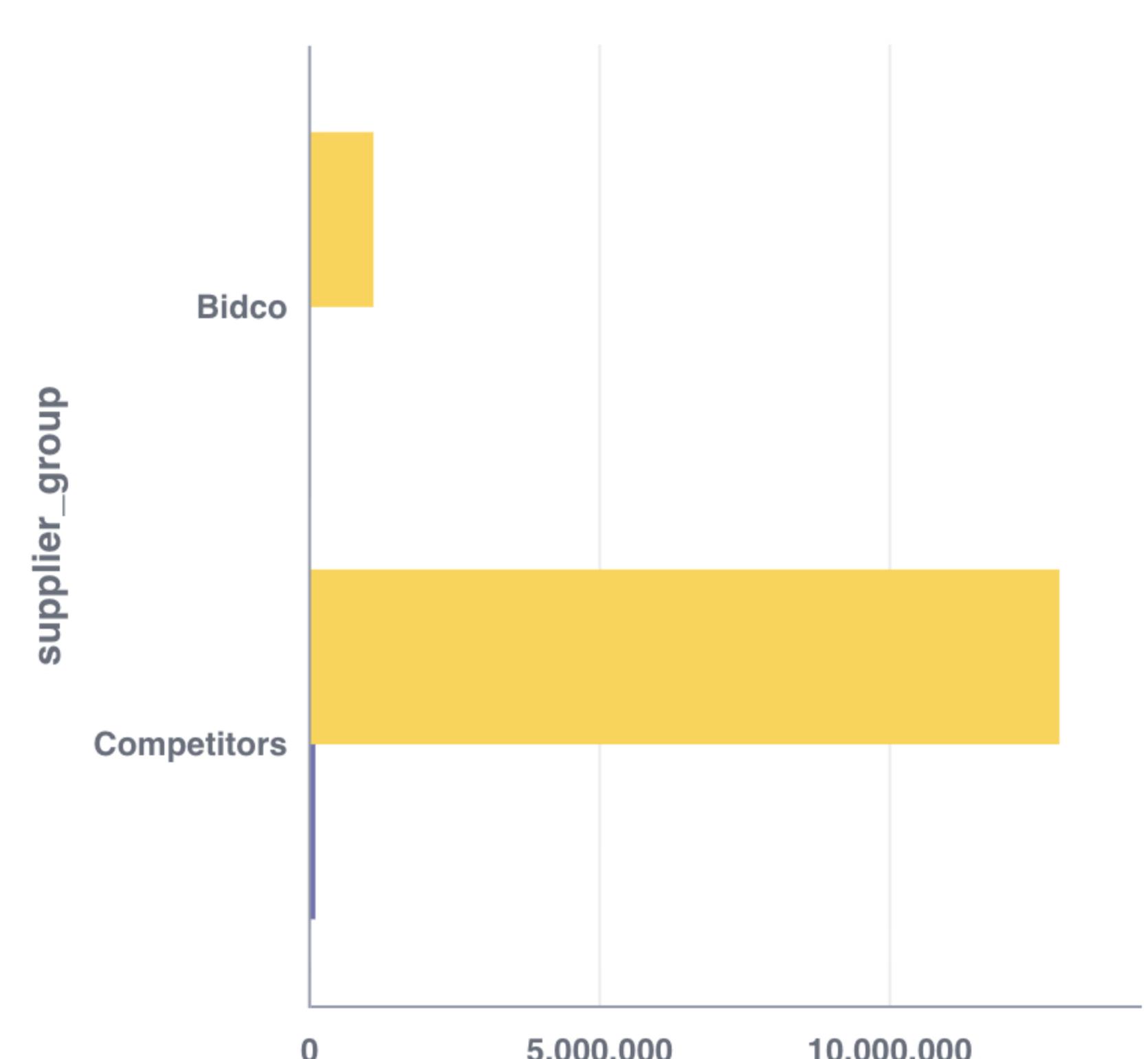


## Key Insights Summary

metric	value
Avg Promo Uplift (Bidco)	128.35%
Bidco Market Share	7.85%
Total Revenue	KES 14,019,852
Bidco Avg Price Index	89.86
Overall Data Quality	99.98/100

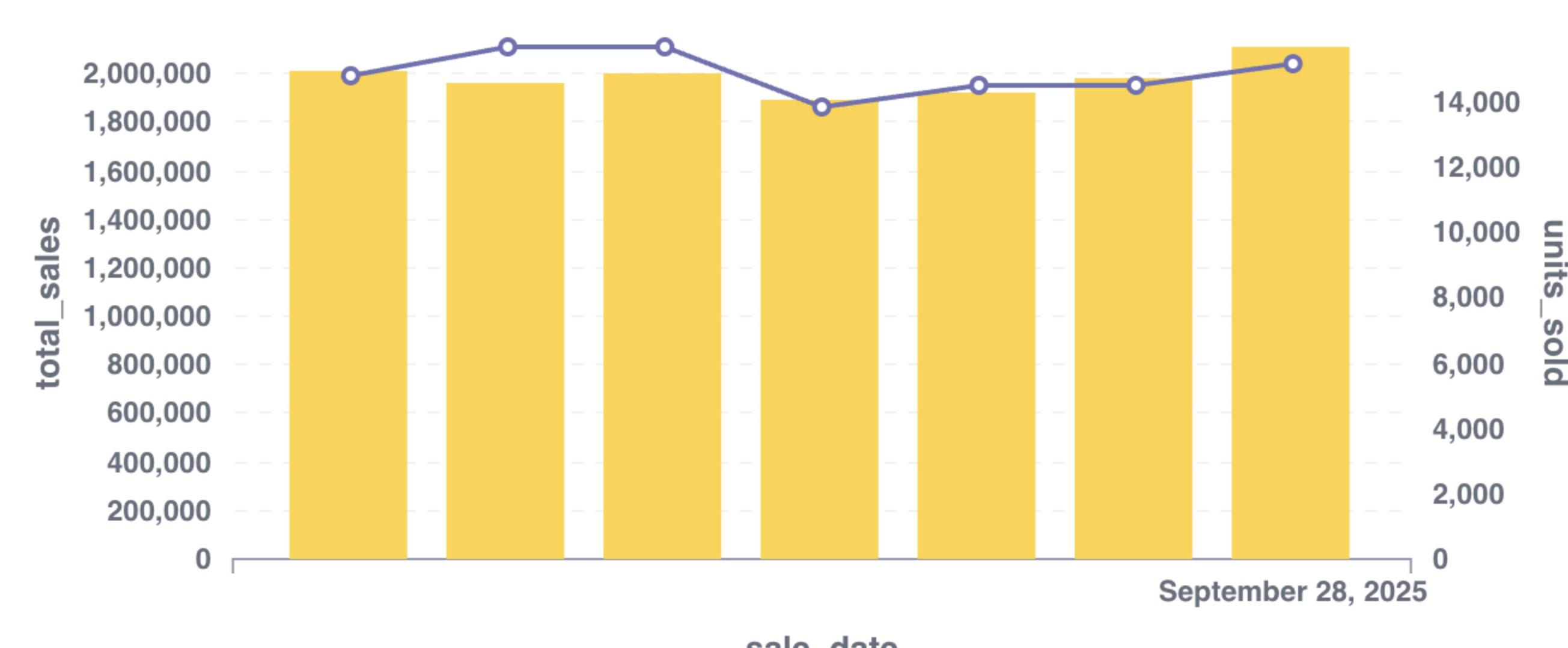
## Bidco vs Competitors

● revenue ● units

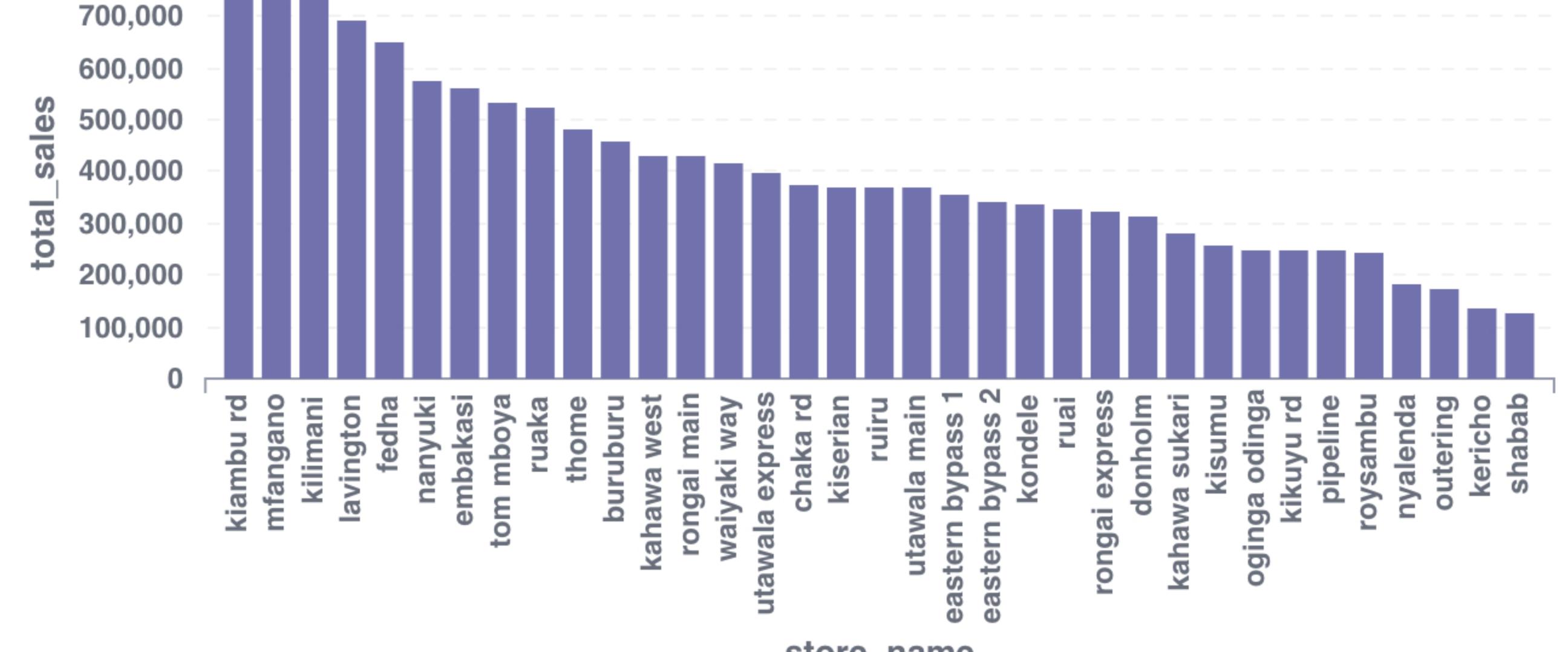


## Daily Sales & Units Trend

● total\_sales ● units\_sold

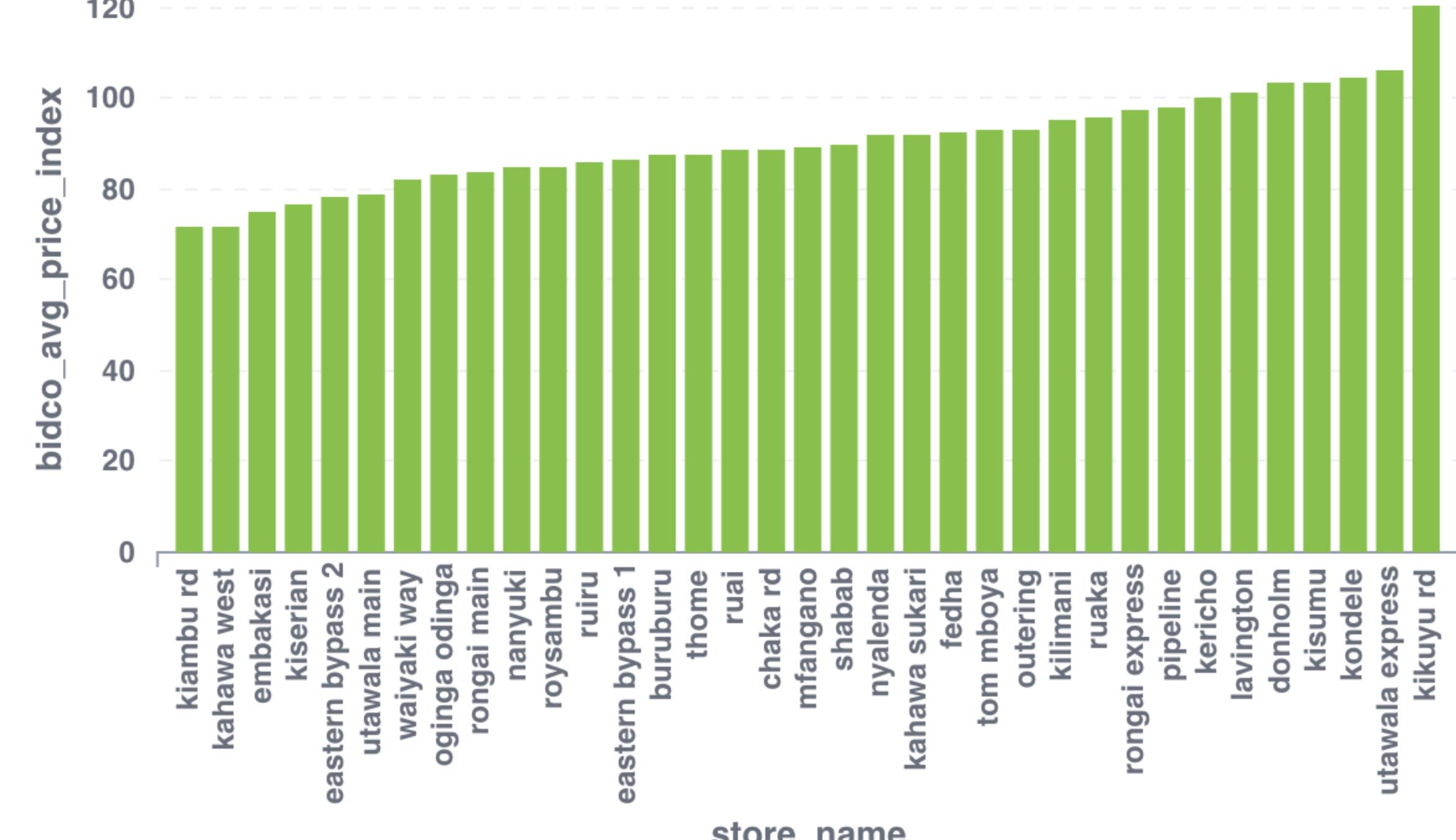


## Sales by Store



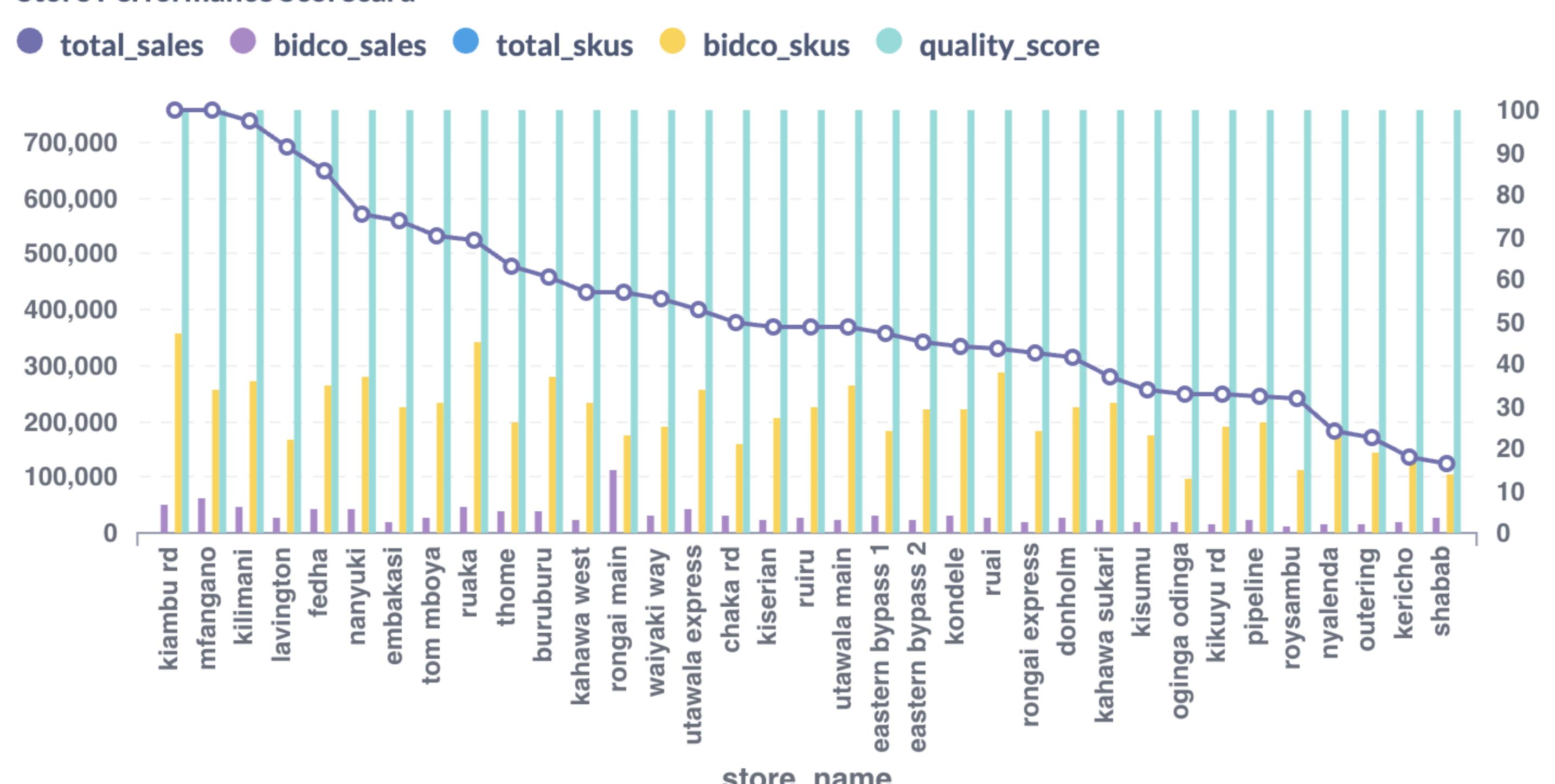
## Bidco Price Positioning vs Competitors

120

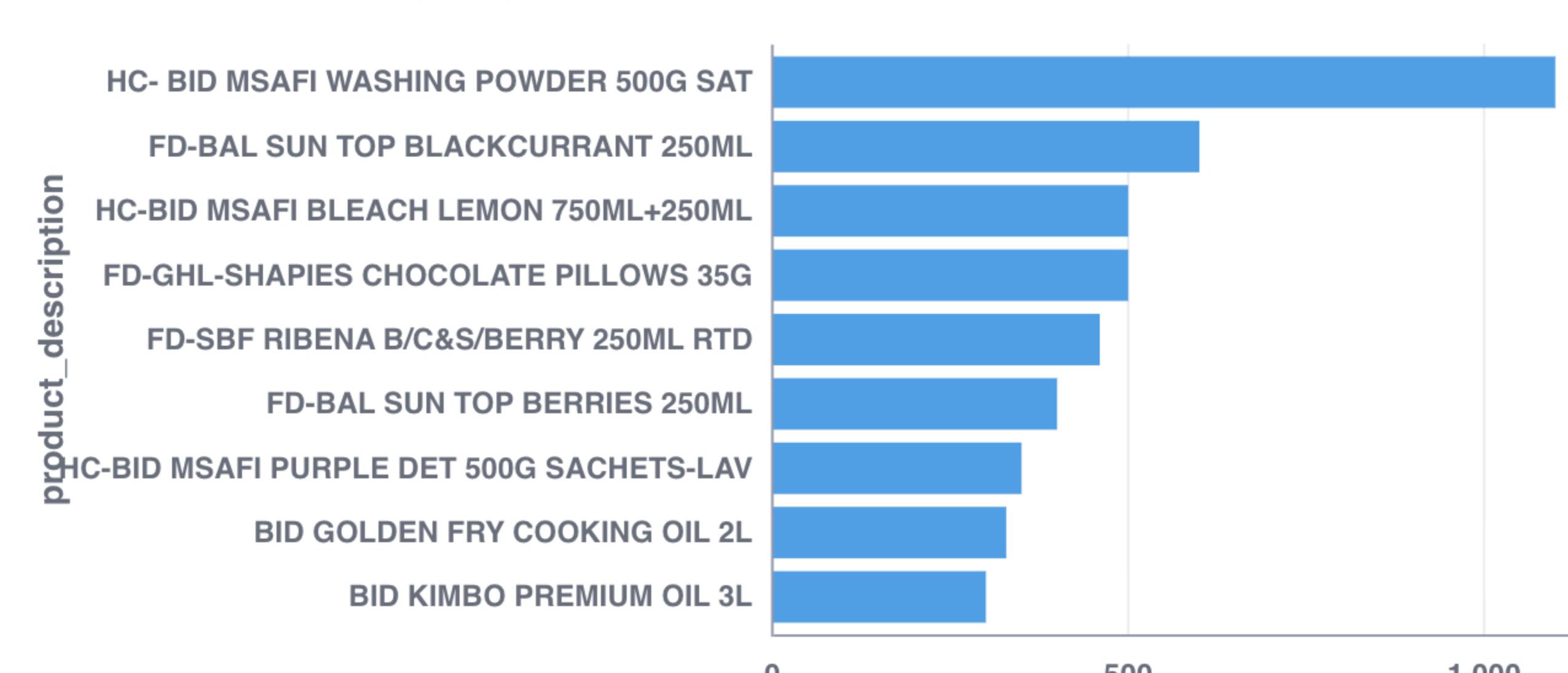


## Store Performance Scorecard

● total\_sales ● bidco\_sales ● total\_skus ● bidco\_skus ● quality\_score

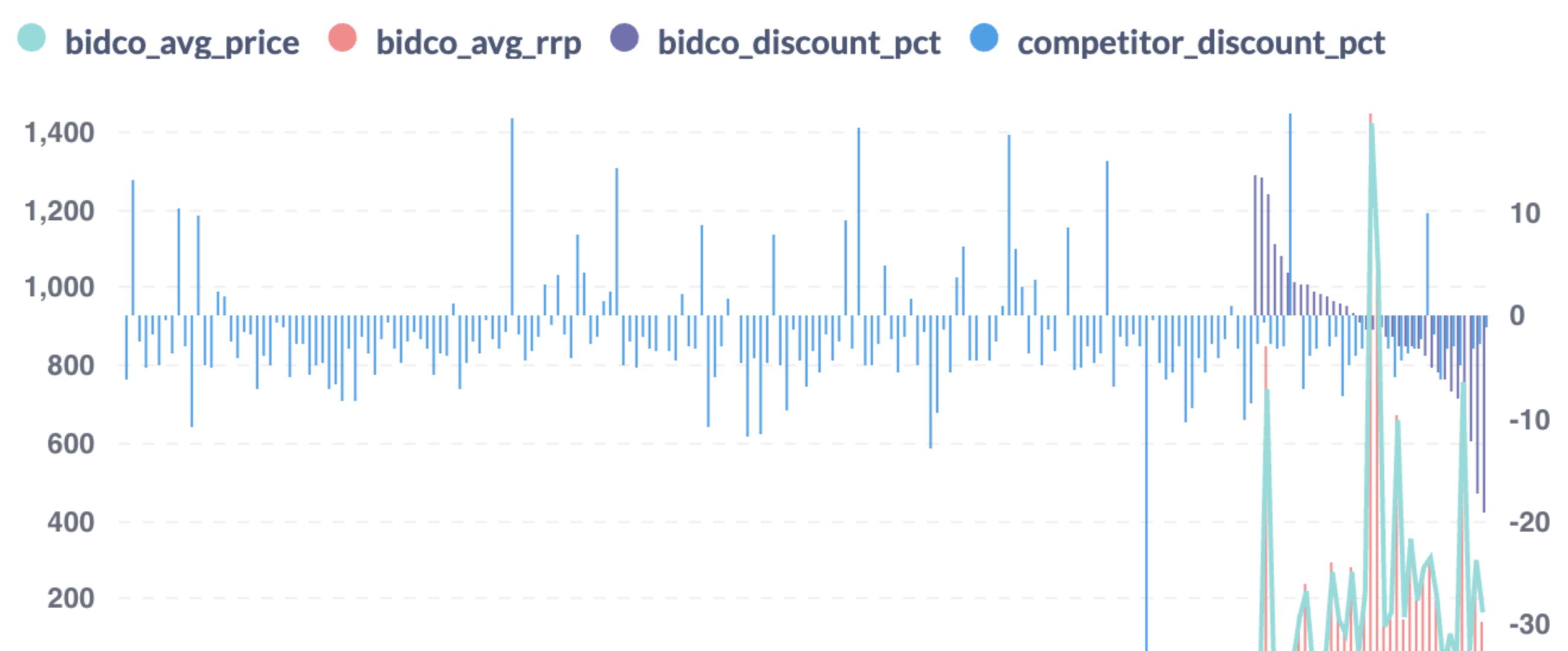


## Promo Effectiveness - Top Uplift Winners



## Price vs RRP Analysis - Discount Patterns

● bidco\_avg\_price ● bidco\_avg\_rrp ● bidco\_discount\_pct ● competitor\_discount\_pct



## Promo Coverage & Intensity

● bidco\_promo\_skus ● bidco\_total\_skus ● promo\_coverage\_pct ● avg\_discount\_depth

