



MARKET ASSESSMENT FOR {{BRAND}}

MoM Performance Snapshot

Metric	{{Month 1}}	{{Month 2}}	△
Total QComm GMV	{{GMV1}}	{{GMV2}}	{{GMV3}}
Platform Share - {{Pmom1}}	{{P1m1}}	{{P1m2}}	{{P1m3}}
Platform Share - {{Pmom2}}	{{P2m1}}	{{P2m2}}	{{P2m3}}
Platform Share - {{Pmom3}}	{{P3m1}}	{{P3m2}}	{{P3m3}}

Deep Dive

In the following pages, we **deep dive into platform x category x city segments** with the highest month - on - month sales impact

Our analysis suggests that evaluating **all three dimensions together gives most accurate** view of brand performance

Top segment with negative sales impact for {{Platform}} | {{Month 1}} vs {{Month 2}}

🔍 Focus Category

{{Focus Category}}

📊 Impact in Market Share (Pan India)



📍 Most Impacted Geographies

{{Top Geographies}}

🔍 What Happened in {{city}}

Brand	Top SKUs
{{Brand 1}}	{{Sku 1}}
{{Brand 1 data}}	{{Sku 1 data}}
{{Brand 2}}	{{Sku 2}}
{{Brand 2 data}}	{{Sku 2 data}}
{{Brand 3}}	{{Sku 3}}
{{Brand 3 data}}	{{Sku 3 data}}

📊 Key Factors for Market Share Change {{city}}

- {{Performance}}

📊 Recommended Action for {{city}}

- {{Target text}}

Thank You



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