

FMCG PROJECT (CHRUNCHY CORNER BUSINESS)

SUPPLY CHAIN DOMAIN

Crunchy Corner is one of India largest Fast Foods restaurant chain and serving millions of customer daily across various cities in India with more than 1000 restaurant and have largest SKU in the industry

MODULE 1

- Reducing redundancy.
- Data arrangement
- Transformation (Deleting duplicates, columns, null values, errors).
- Data Modelling(star schema), (One to many relation).
- Going through Clients requirement.

MODULE 2

- PERFORMANCE ANALYSIS
- Creating Measures (Net Profit, Net revenue, Gross profit, PAT, EBITDA)

MODULE 3

- COST ANALYSIS
- SKU Analysis (SKU turnover %)
- Budgeting Analysis (% change in budget and actual by net revenue)

MODULE 4

- OPTIMISATION
- Mekko Chart/Tree map (Hierarchical Analysis)
- Quadrant Analysis (Scatter Plot)
- Pareto Analysis (cumulative sum)

MODULE 5

- BUDGETING
- PVM Analysis (Price, Volume, Mix)
- Variance Analysis

Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

NO OF SKU

4207

560.07M

NR

162.50M

GP

88.30M

EBITDA A

61.13M

PAT

264.95K

VOL

110.06M

NR YTD

24.46%

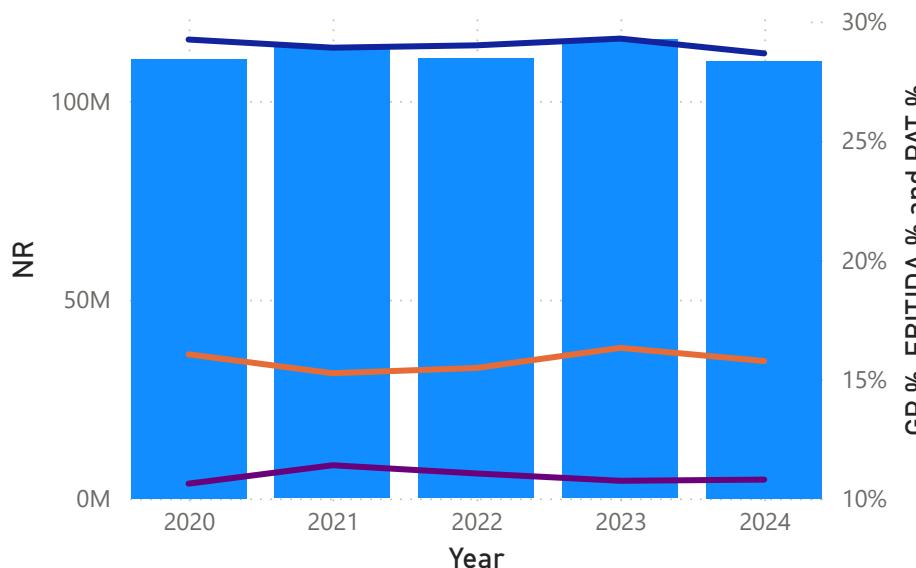
YOY % NR

-4.67%

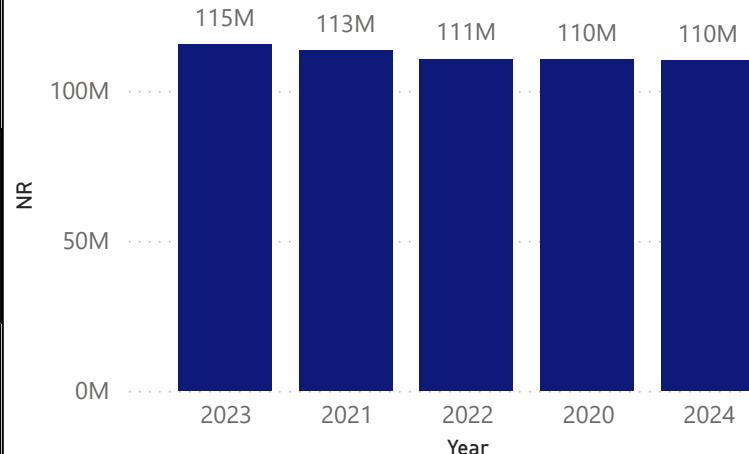
YOY % NR_YTD

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

● NR ● GP % ● EBITDA % ● PAT %

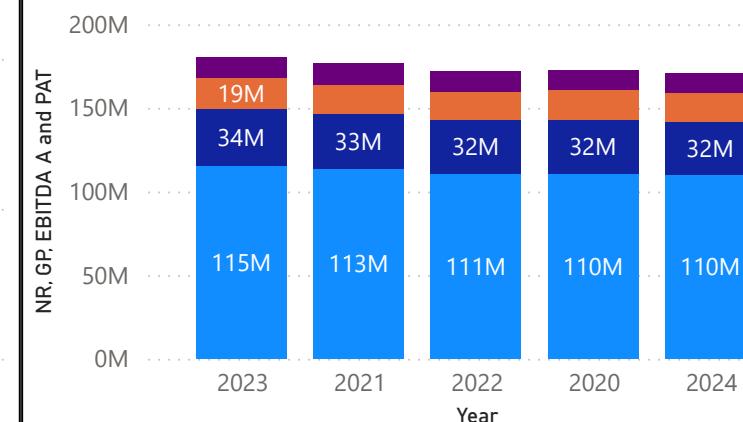


NR by Year

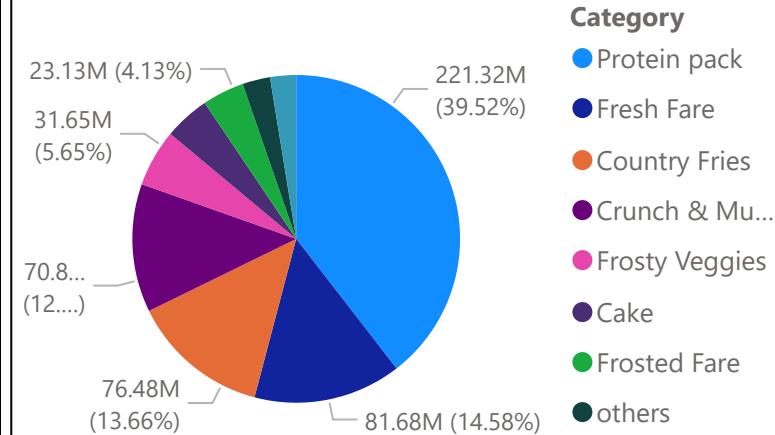


NR, GP, EBITDA A and PAT by Year

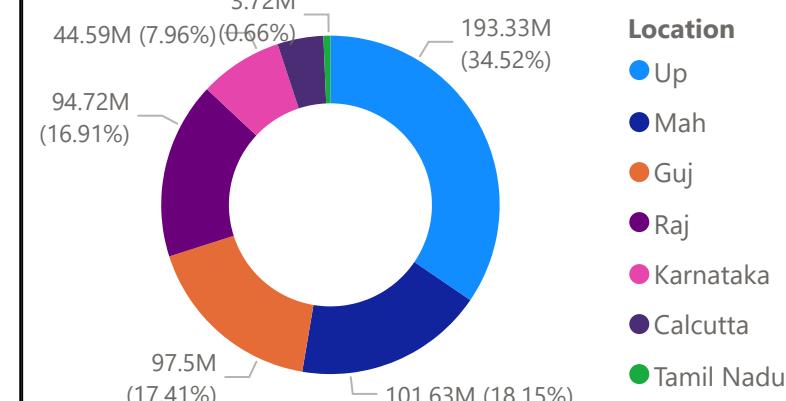
● NR ● GP ● EBITDA A ● PAT



NR by Category



NR by Location



Year

Month

Cluster Head

Category

Channel

Location

RM COST
278.62M

MKT COST
7.98M

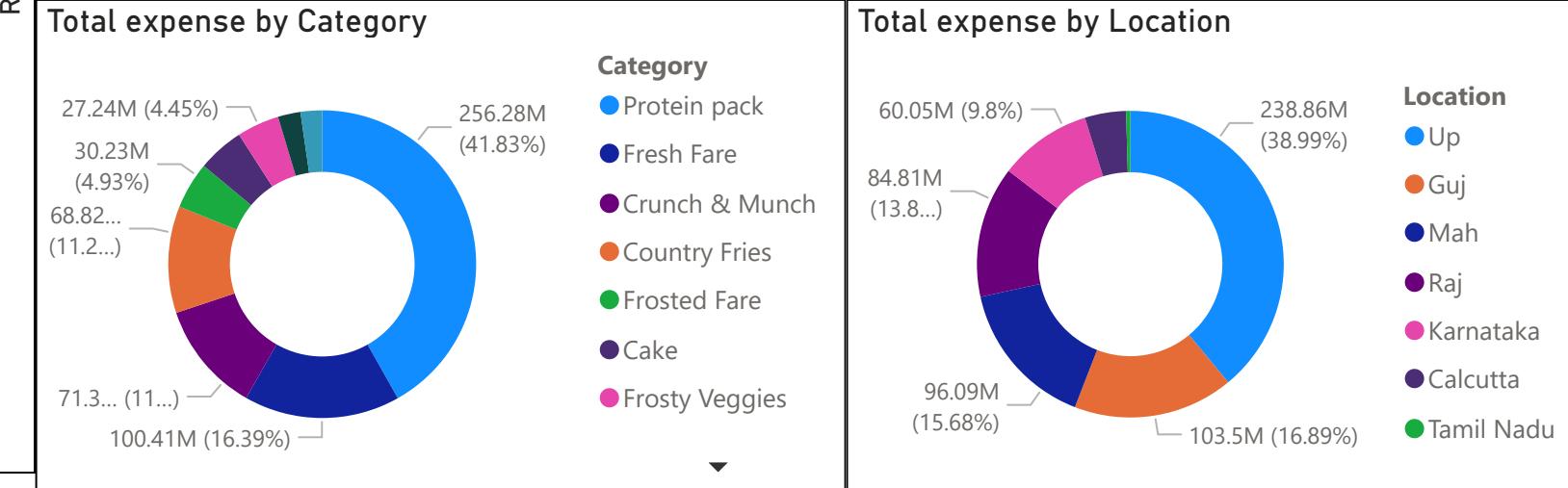
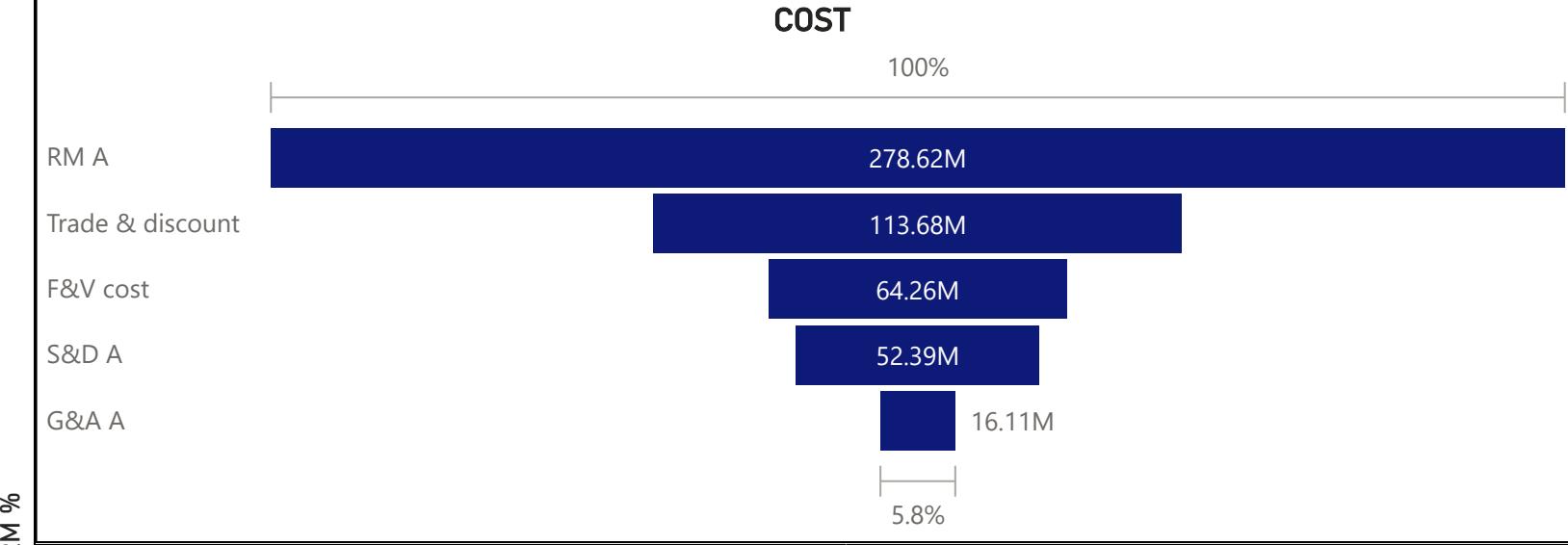
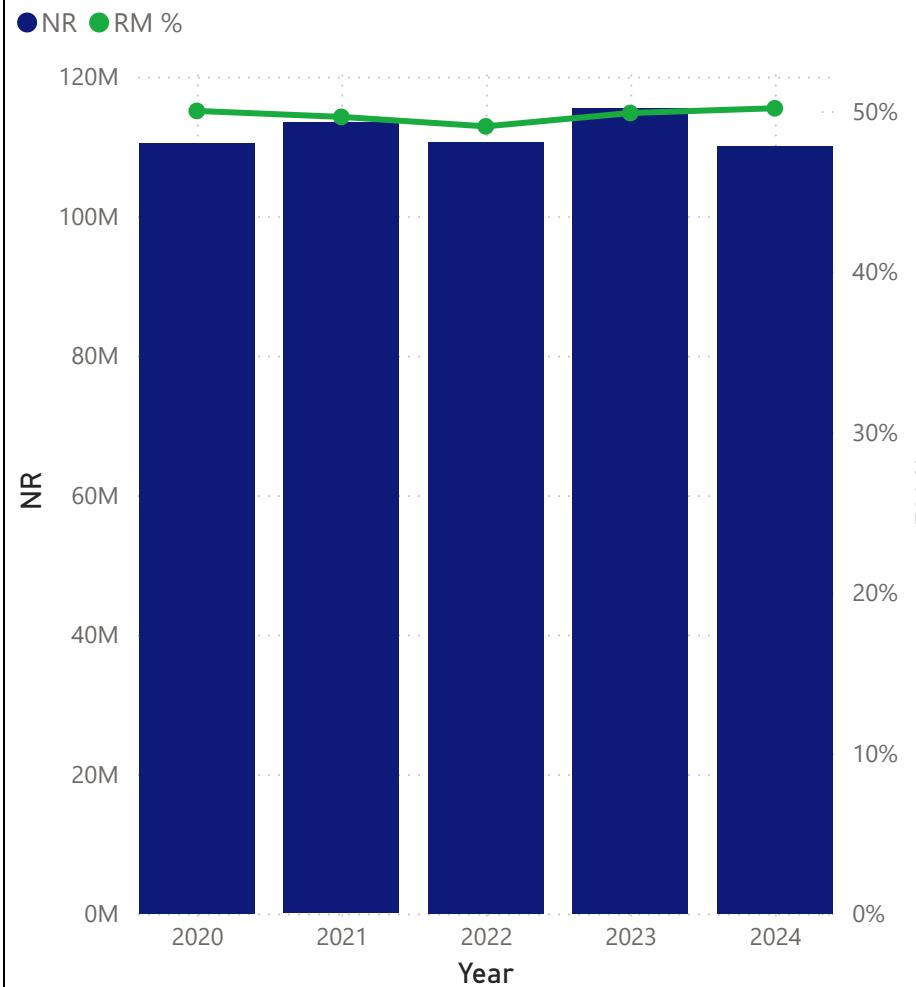
TRADE & DIS COST
113.68M

F&V COST
64.26M

G&A COST
16.11M

S&D COST
52.39M

NR and RM % by Year



Year

Month

Cluster Head

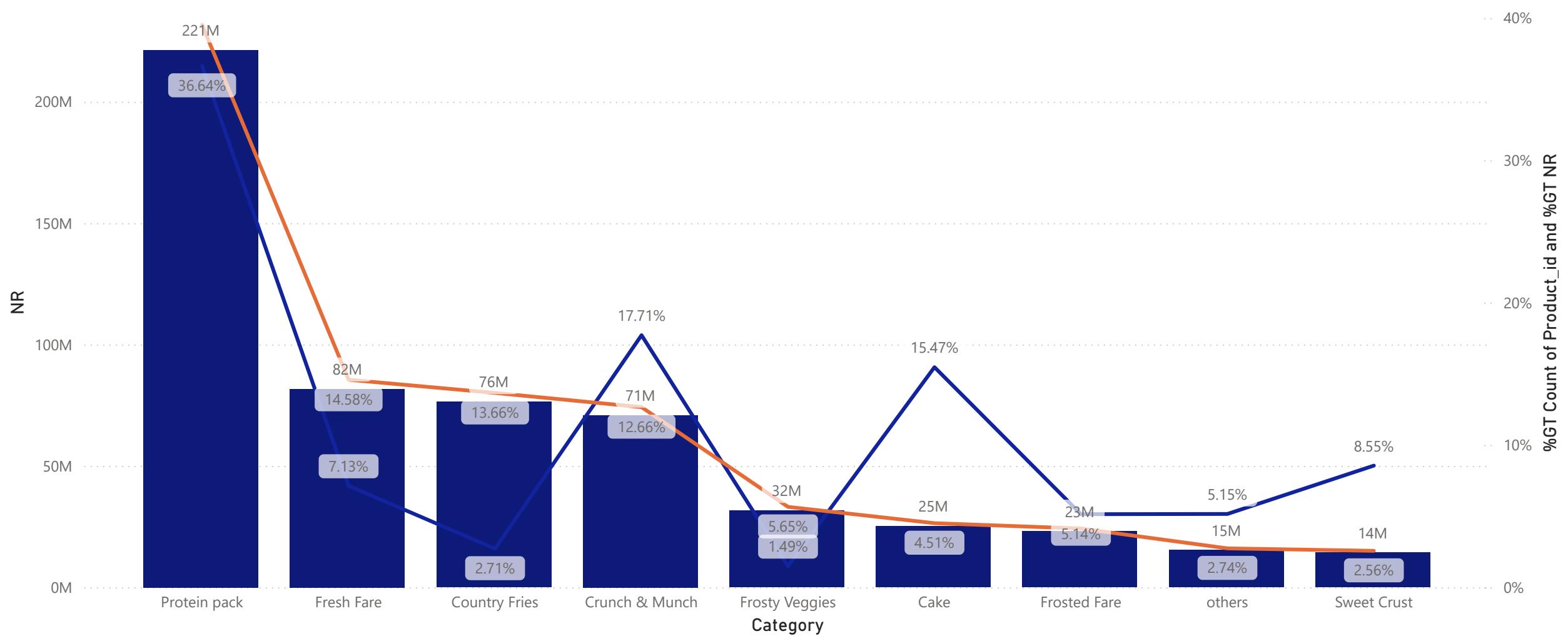
Category

Channel

Location

SKU LEVEL TURNOVER

● NR ● %GT Count of Product_id ● %GT NR



Year

Month

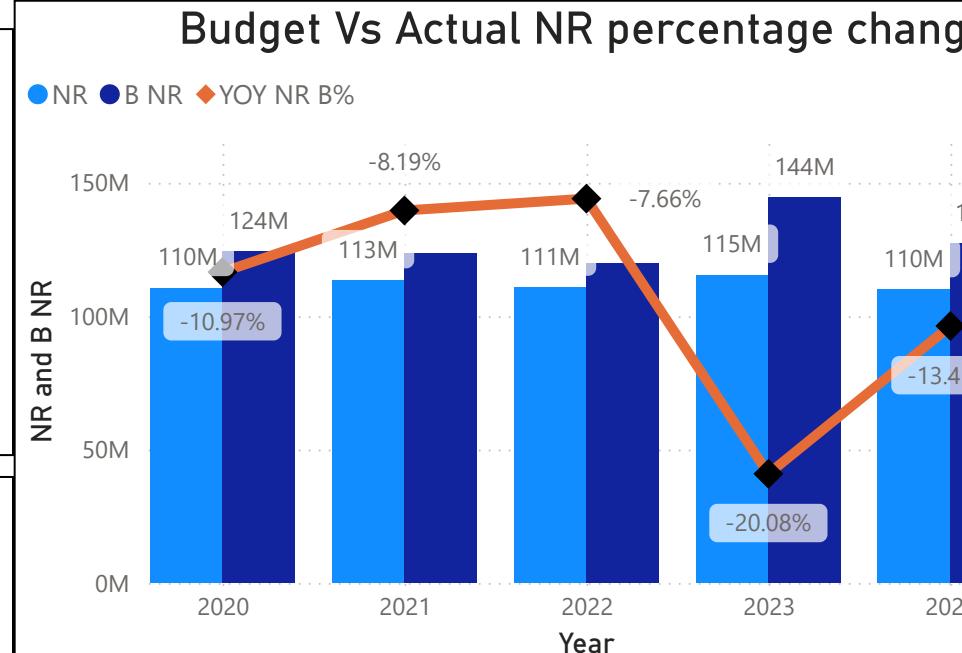
Cluster Head

Category

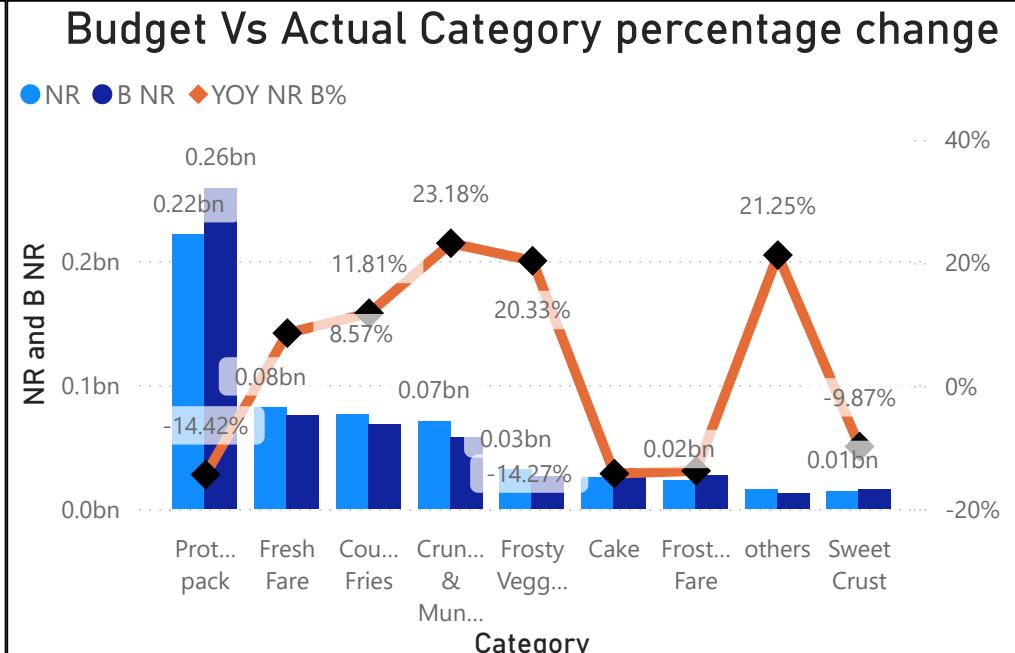
Channel

Location

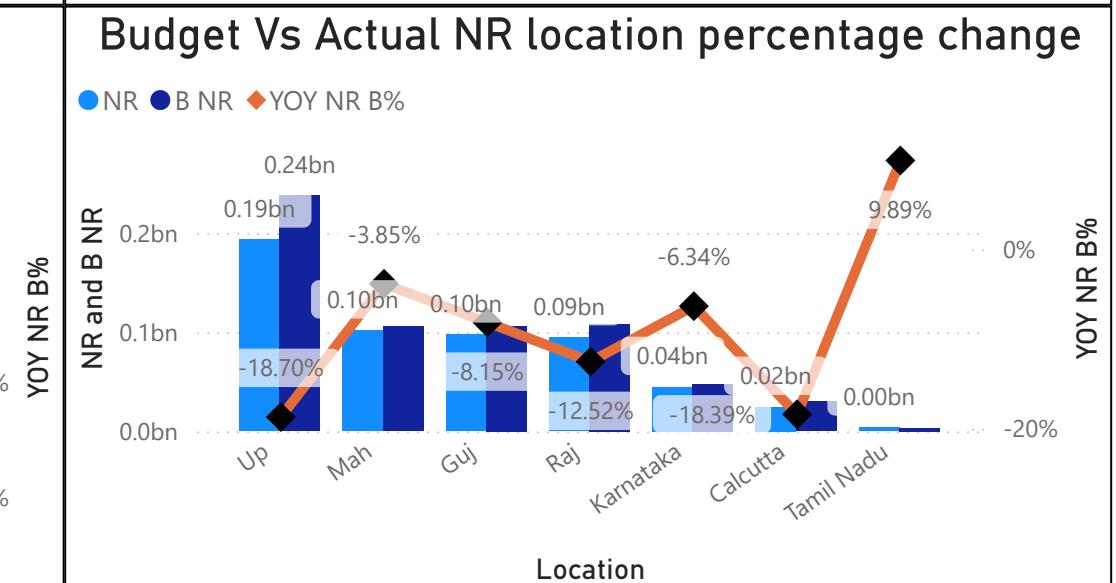
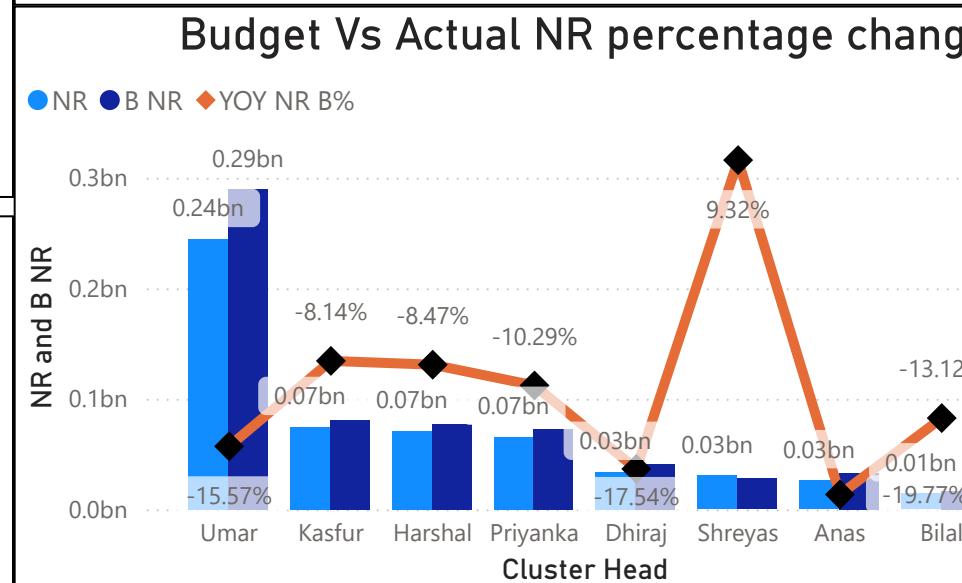
110.06M
NR YTD



127.10M
B NR YTD



YOY NR B%
-12.36%



Year

Month

Cluster Head

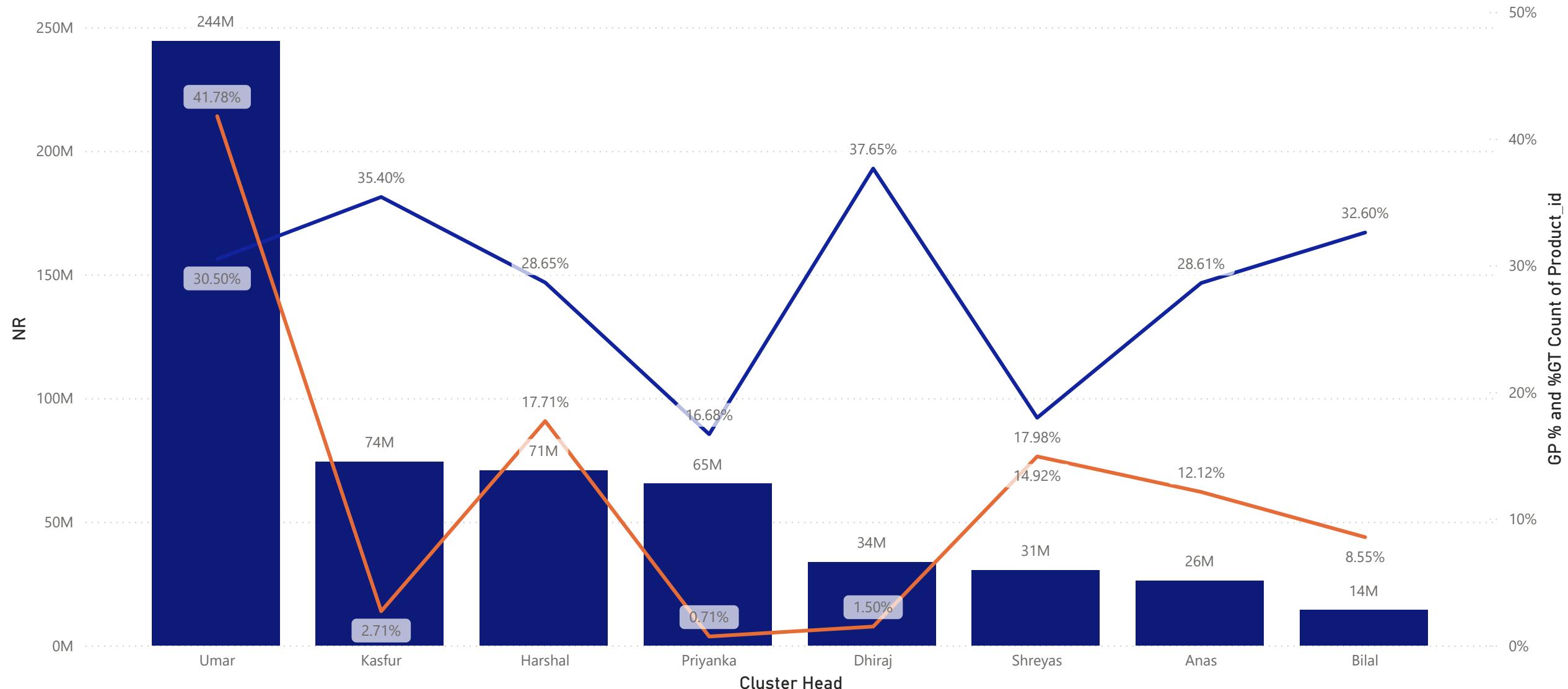
Category

Channel

Location

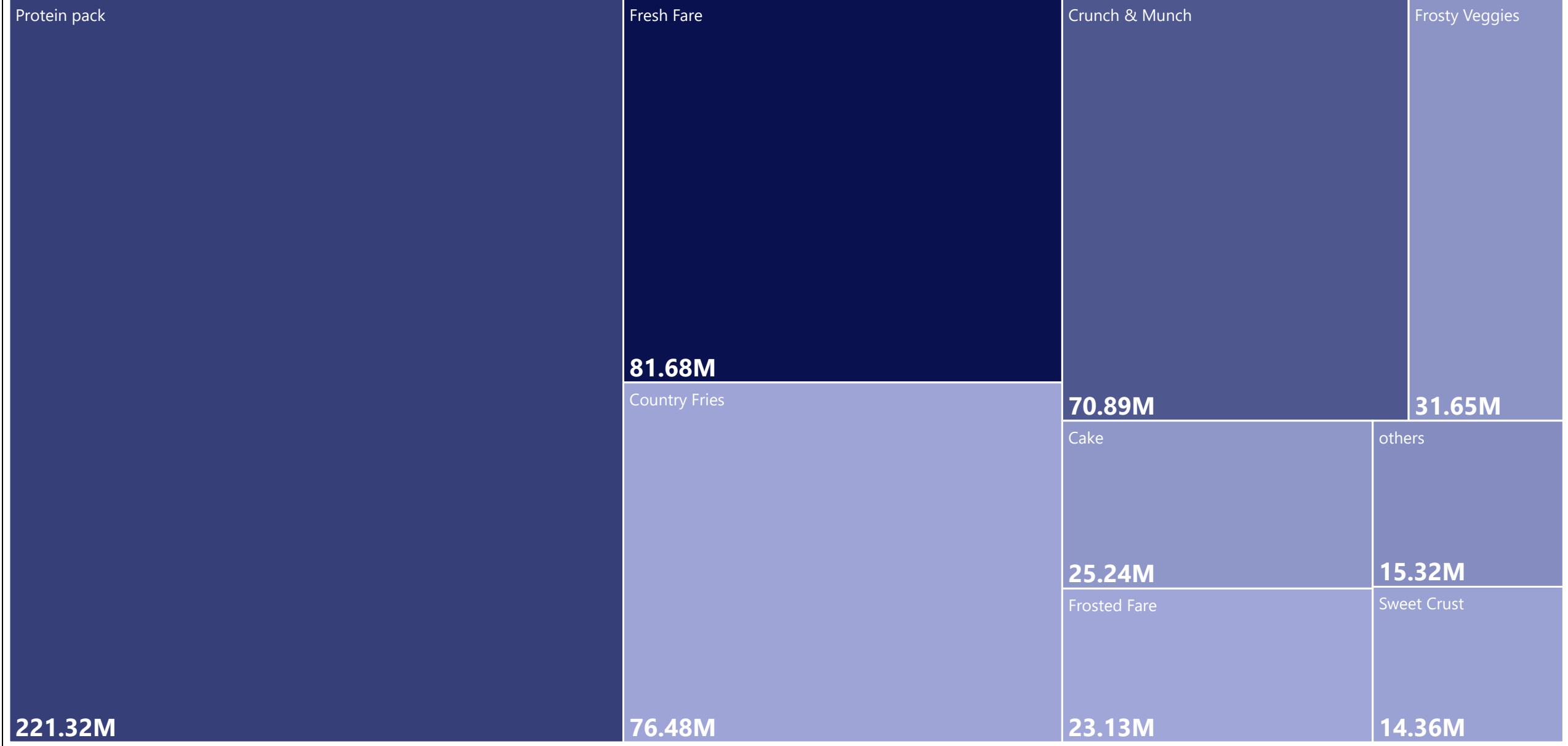
NR, GP %, %GT Count of Product_id and First Category by Cluster Head

● NR ● GP % ● %GT Count of Product_id



Year	Month	Cluster Head	Category	Channel	Location
All	All	All	All	All	All

NR and %GT Count of Product_id by Category



Year

All

Month

All

Cluster Head

All

Category

All

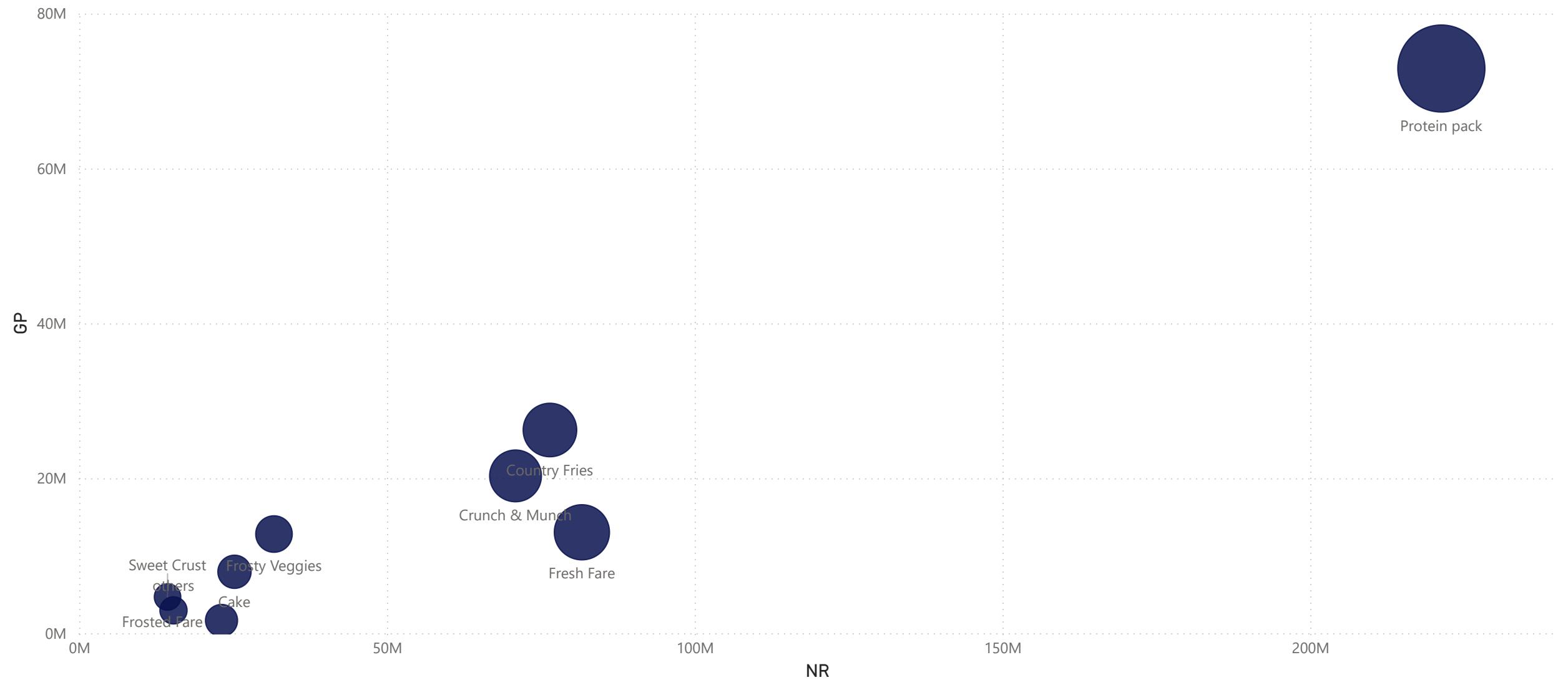
Channel

All

Location

All

NR, GP and NR by Category



Year	Month	Cluster Head	Category	Channel	Location
All	All	All	All	All	All

SKU Description	NR	SKU Rank	CUM NR	Total Sku Nr	cum Nr %
Royal Tender Chicken Breast 1K (10*1*1000Gm)	1,22,87,808.63	1	1,22,87,808.63	56,00,69,128.78	2.19%
Breaded Chicken Strips 750G (10*1*750Gm)	1,15,75,613.95	2	2,38,63,422.58	56,00,69,128.78	4.26%
McDonald's Fast Food 2.5Kg 6Bags Slip Sheet	92,88,709.81	3	3,31,52,132.39	56,00,69,128.78	5.92%
Crunchy French Fries 9* 9 (4*2.5KG)	89,40,214.40	4	4,20,92,346.78	56,00,69,128.78	7.52%
Cat Breaded Zingzzz Chicken Fillet (10*1*1000Gm)	72,18,313.78	5	4,93,10,660.57	56,00,69,128.78	8.80%
Breaded Chicken Burger 15Pcs (8*15*56Gm)	68,17,104.02	6	5,61,27,764.59	56,00,69,128.78	10.02%
Breaded Hot Chicken Strips 750G (10*1*750Gm)	66,28,114.91	7	6,27,55,879.49	56,00,69,128.78	11.21%
Hardees Beef Burger 3.5Oz	59,28,569.40	8	6,86,84,448.90	56,00,69,128.78	12.26%
FF P. Frites 2.5kg 5Bags	53,11,236.38	9	7,39,95,685.27	56,00,69,128.78	13.21%
McDonald's Fast Food 2.5Kg 6Bags PF212 Oil	51,03,695.85	10	7,90,99,381.12	56,00,69,128.78	14.12%
Fast Food Crunchy 5 Bag Export	49,66,668.53	11	8,40,66,049.66	56,00,69,128.78	15.01%
Chaucer-Strawberry Whole USA FDA-1*15 kg-Export-24 Month-English.	45,10,065.42	12	8,85,76,115.08	56,00,69,128.78	15.82%
Crunchy Fast Food 2.5kg 5Bags Slip Sheet	41,57,044.98	13	9,27,33,160.06	56,00,69,128.78	16.56%
Biscuit Ahlawy 6 outer * 12 packet (2 EGP)-24 GM	38,63,023.70	14	9,65,96,183.75	56,00,69,128.78	17.25%
Crunchy Fast Food AAAg 2.5Kg 5Bag KSA	37,77,122.66	15	10,03,73,306.41	56,00,69,128.78	17.92%
Crunchy Chicken Burger 20 Pcs (10*20*50Gm)	37,02,007.63	16	10,40,75,314.04	56,00,69,128.78	18.58%
Breaded Shrimp Tail Off 1K (10*1*1000Gm)	36,87,746.71	17	10,77,63,060.74	56,00,69,128.78	19.24%
Crunchy 400g Fava Beans Original Taste EOE (EGYPT)	36,87,142.81	18	11,14,50,203.56	56,00,69,128.78	19.90%
Elnakhla 2 Apple 40*250 G	36,78,809.89	19	11,51,29,013.45	56,00,69,128.78	20.56%
Cat Breaded Chicken Strips 1K (10*1*1000Gm)	35,63,312.30	20	11,86,92,325.75	56,00,69,128.78	21.19%
McDonald's Fast Food 2.5Kg 6Bags F.Loading Morocco	34,21,547.76	21	12,21,13,873.50	56,00,69,128.78	21.80%
CG 450g 12P Peeled Medammas EOE-(GCC)	34,05,803.66	22	12,55,19,677.16	56,00,69,128.78	22.41%
Super Ground Minced Mutton 400G (20*1*400Gm)	32,55,998.67	23	12,87,75,675.83	56,00,69,128.78	22.99%
Crunchy French Fries 9* 9 (4*2.5KG) Egypthon	32,54,073.08	24	13,20,29,748.91	56,00,69,128.78	23.57%
Break Vegetable 10 pack * 48 gm * 5LE.	32,14,603.64	25	13,52,44,352.56	56,00,69,128.78	24.15%
Mercer-Strawberry Whole USA FDA-1*15 kg-Export-24 Month-English.	30,99,125.78	26	13,83,43,478.34	56,00,69,128.78	24.70%
Windows CHFFSF 10 pack * 51 am* 5 LF	29,50,699.98	27	14,12,94,178.32	56,00,69,128.78	25.23%
Total	56,00,69,128.78	1	1,22,87,808.63	56,00,69,128.78	2.19%

Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

PVM ANALYSIS

● Increase ● Decrease

1.4bn

1.2bn

1.0bn

0.8bn

0.6bn

0.4bn

0.2bn

0.0bn

NR PVM

639.03M

560.07M

57.32M

-35.69M

-55.19M

Budget NR

Actuanl NR

Mix
Factors

Price

Vol

Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

GP Var %

GP Var Parameter

NR Var %

NR var parameter

YOY NR B% and GP VAR % by Category

