

FMCG PROJECT (CRUNCHY 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

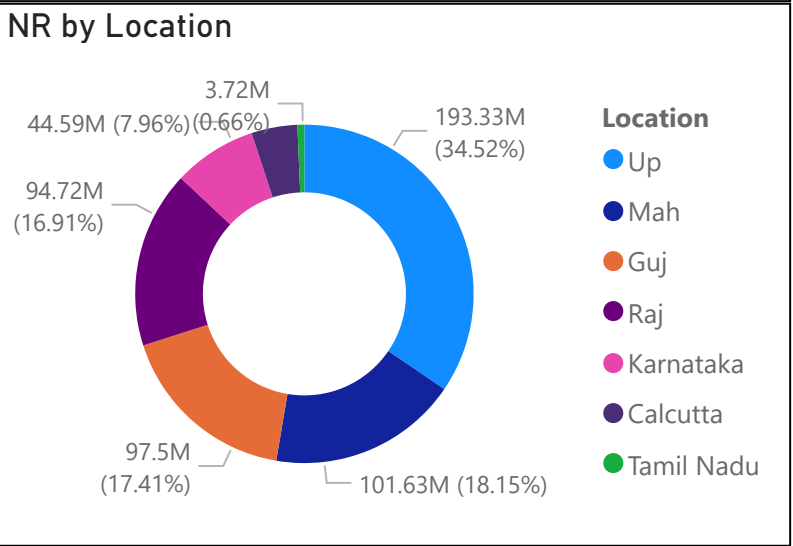
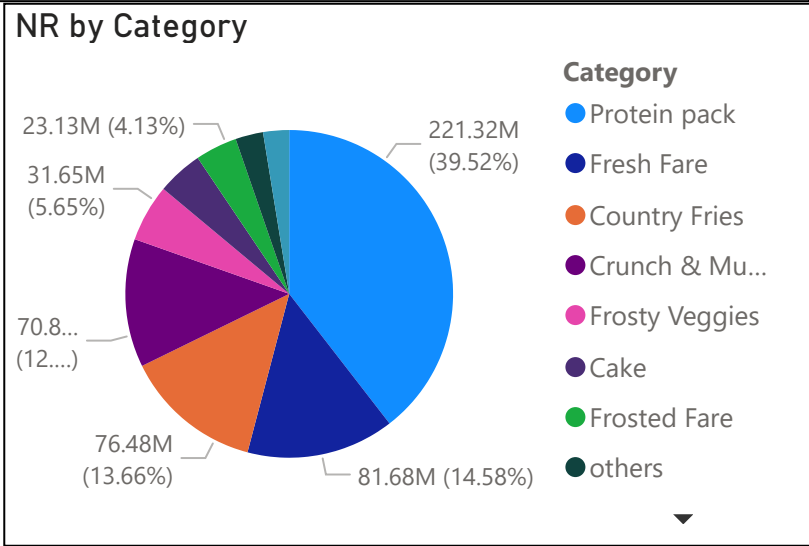
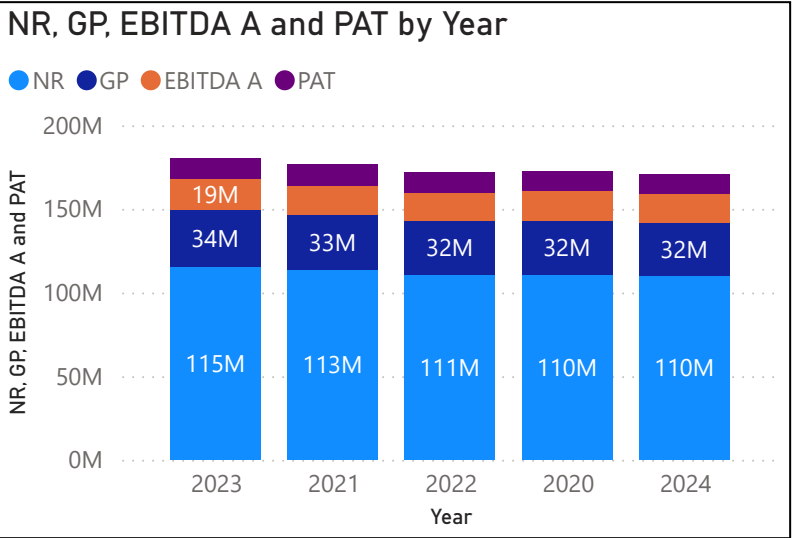
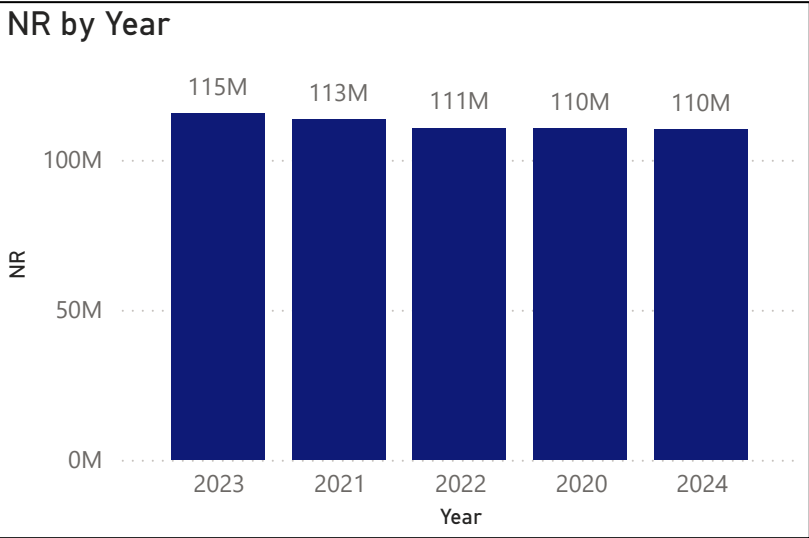
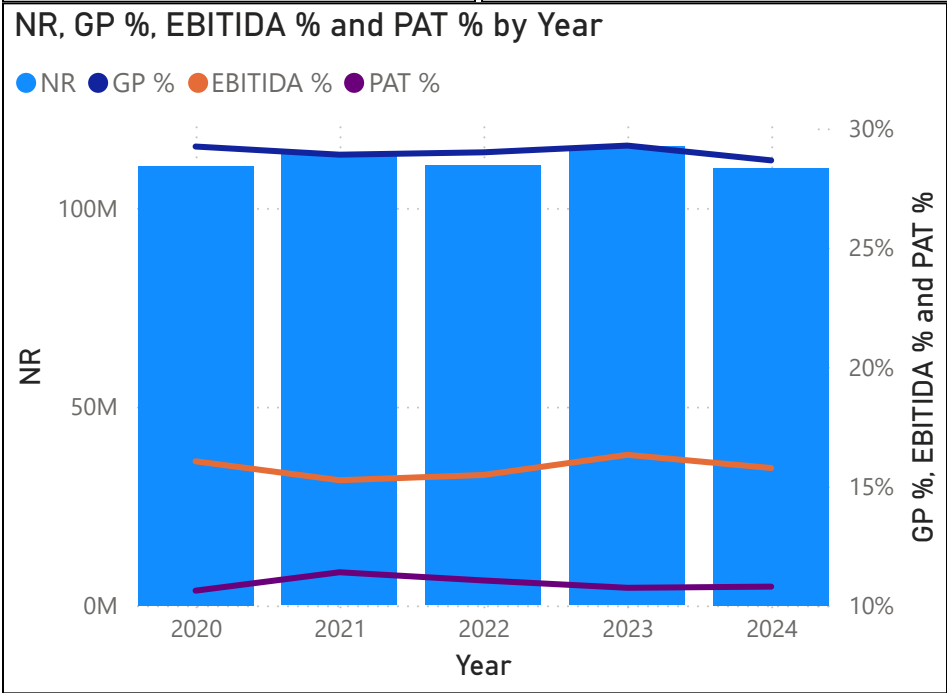
NR YTD

24.46%

YOY % NR

-4.67%

YOY % NR_YTD



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

RM COST

278.62M

MKT COST

7.98M

TRADE & DIS COST

113.68M

F&V COST

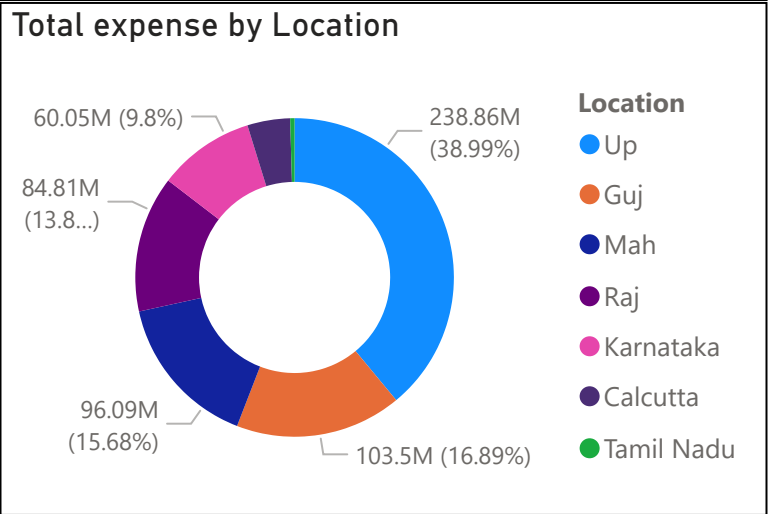
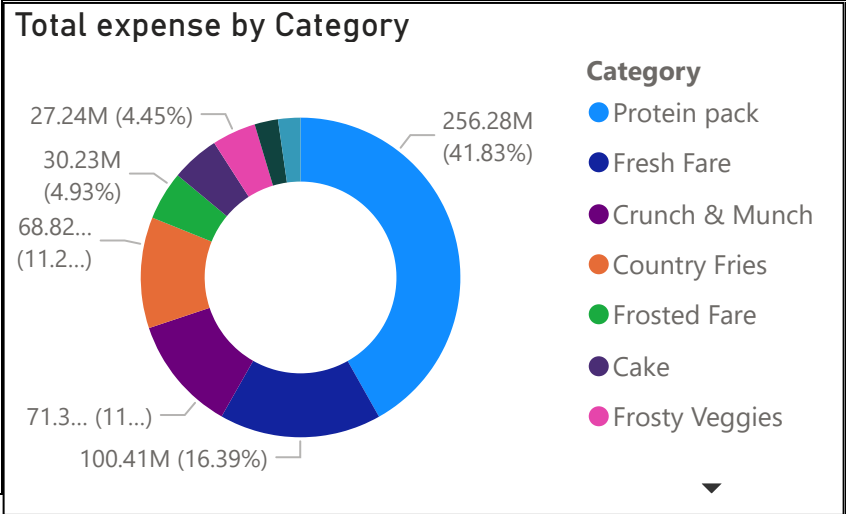
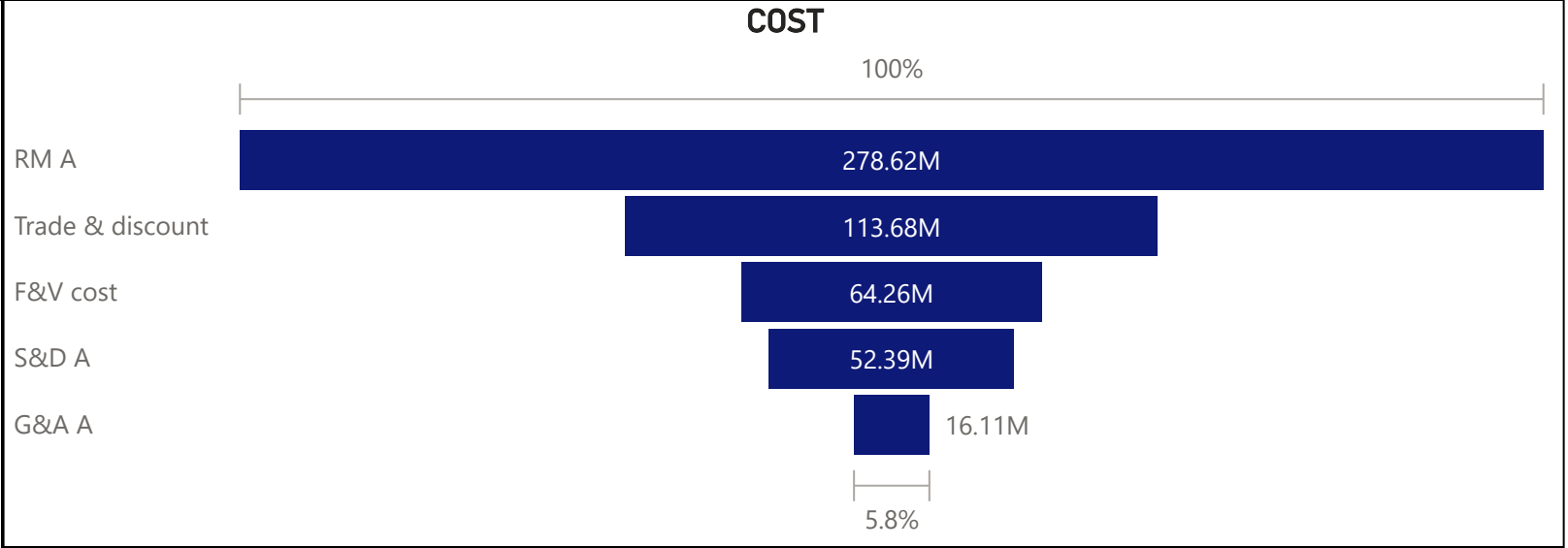
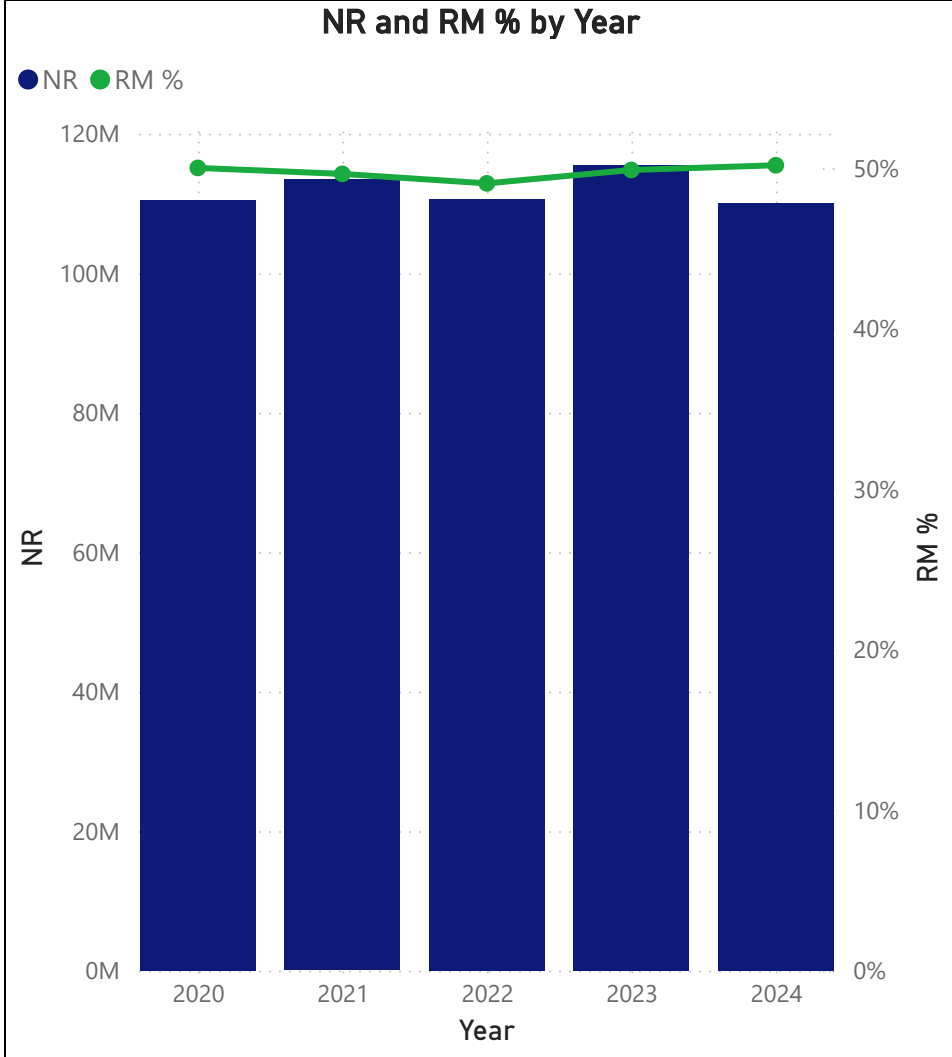
64.26M

G&A COST

16.11M

S&D COST

52.39M



Year

All

Month

All

Cluster Head

All

Category

All

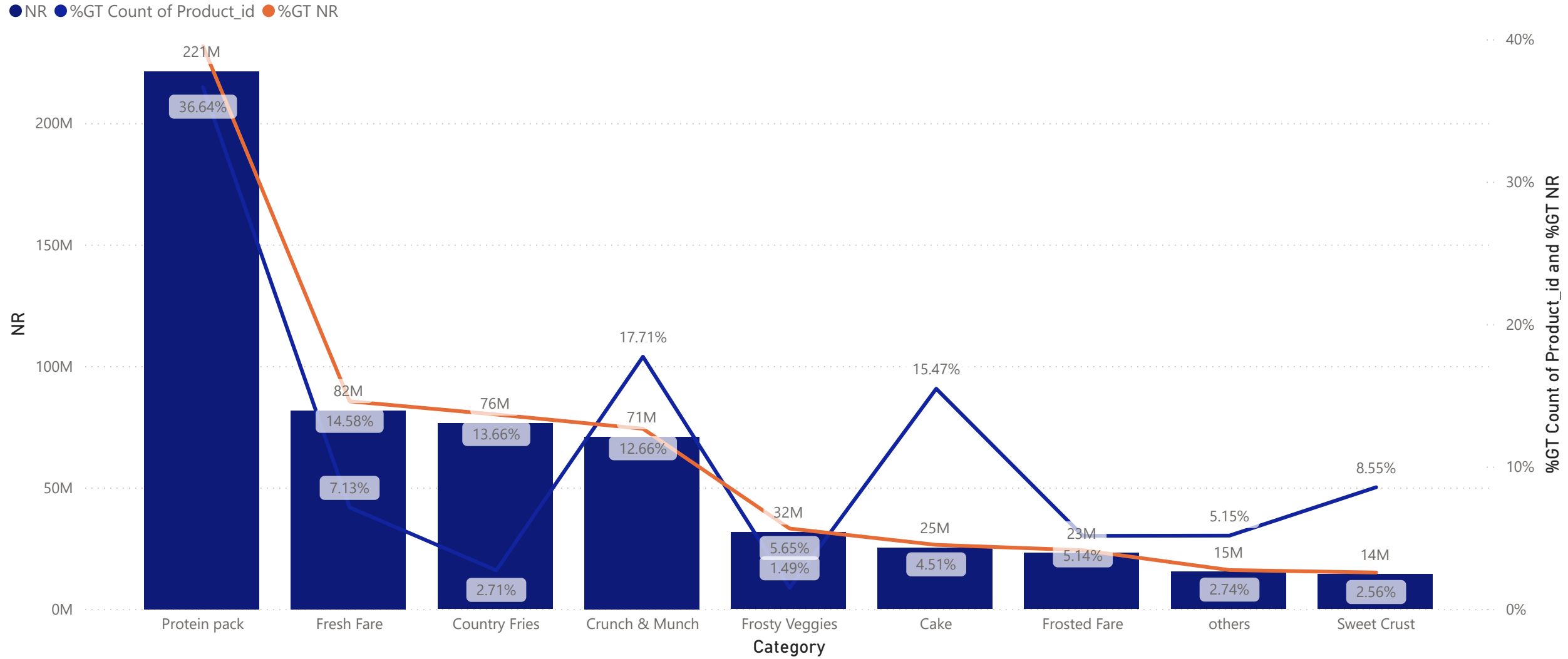
Channel

All

Location

All

SKU LEVEL TURNOVER



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

110.06M

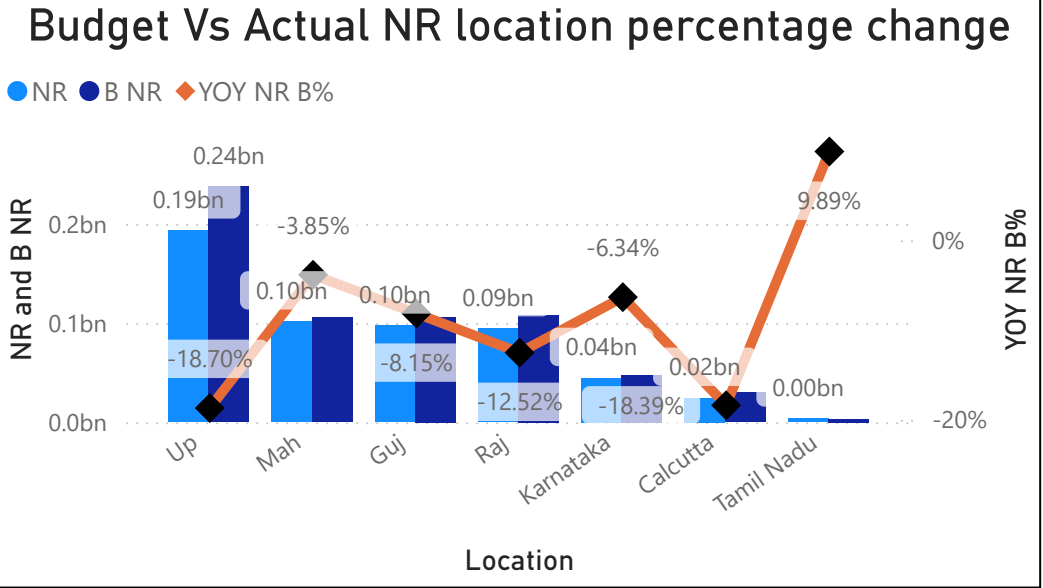
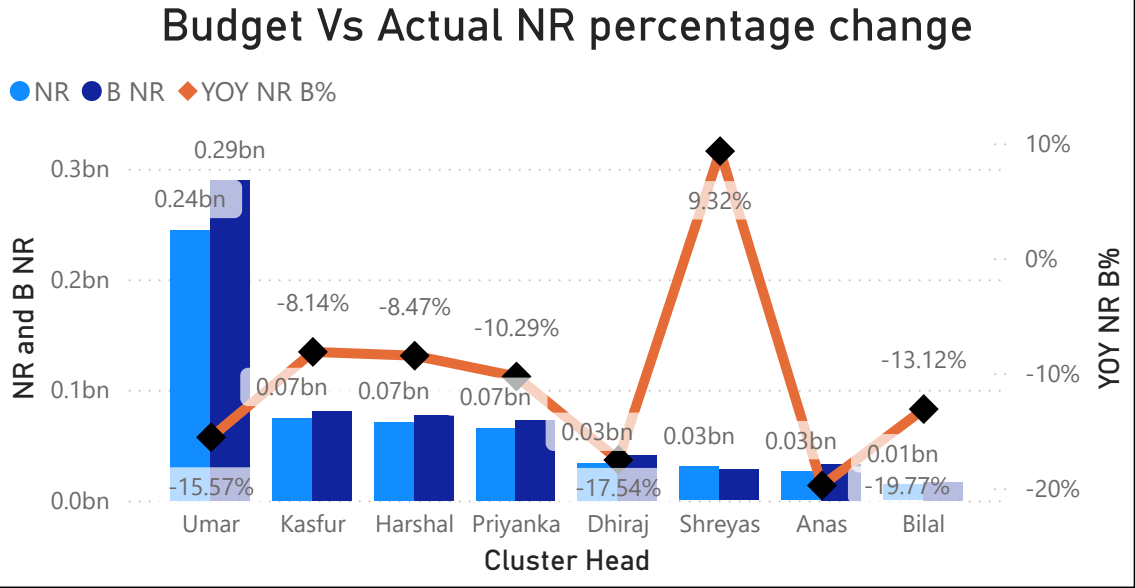
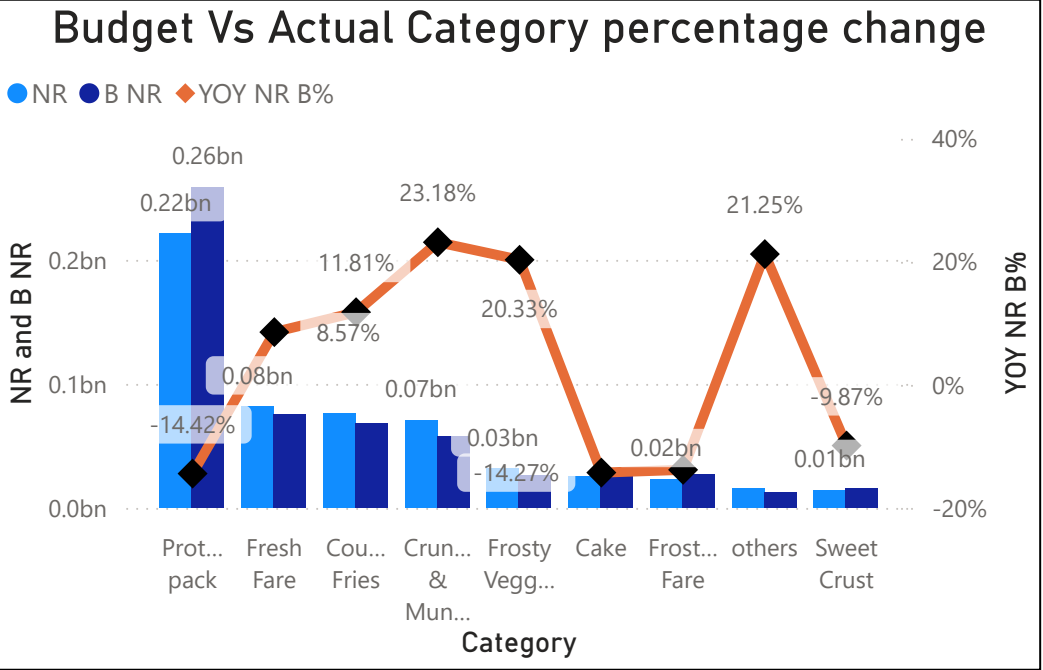
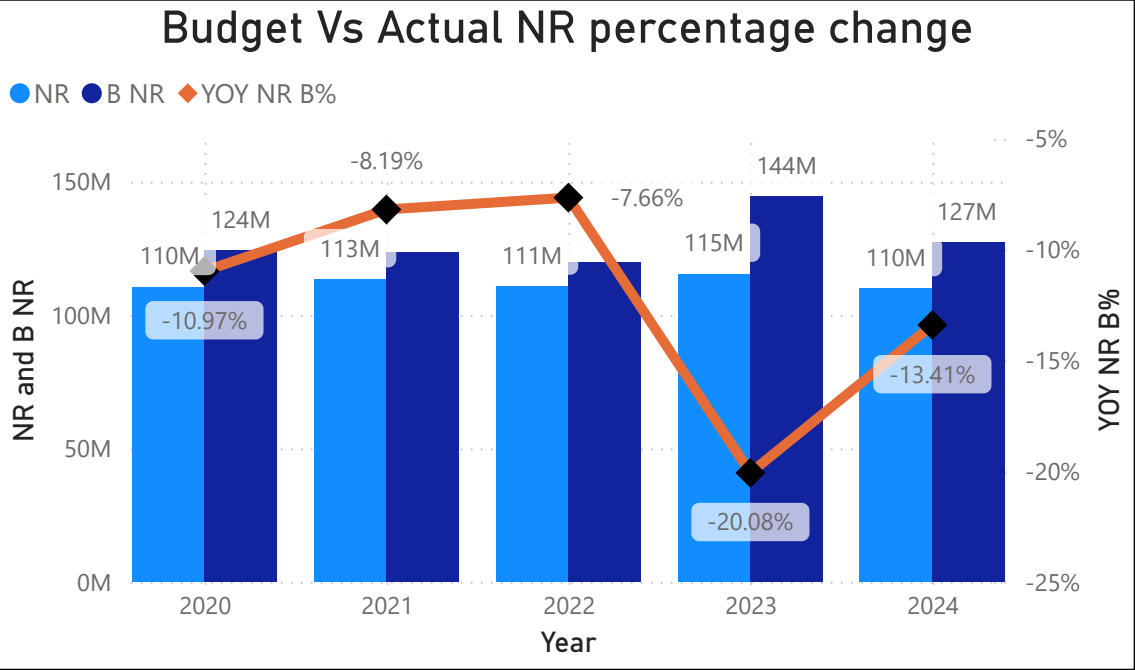
NR YTD

127.10M

B NR YTD

YOY NR B%

-12.36%



Year

▼

All

▼

Month

▼

All

▼

Cluster Head

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All

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Category

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All

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Channel

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All

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Location

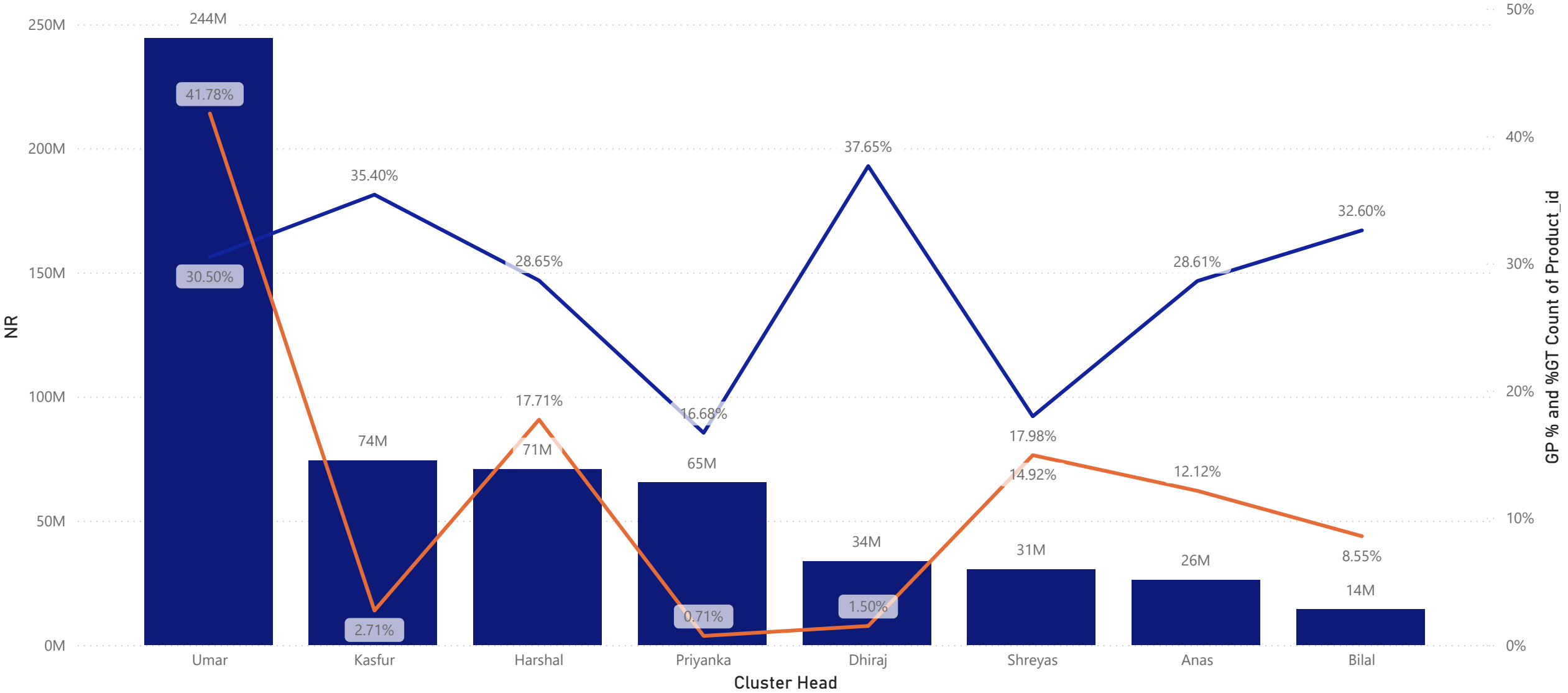
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All

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

● NR ● GP % ● %GT Count of Product_id



Year

▼

All▼

Month

▼

All▼

Cluster Head

▼

All▼

Category

▼

All▼

Channel

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All▼

Location

▼

All▼

NR and %GT Count of Porduct_id by Category

Category	Count (M)
Protein pack	221.32M
Fresh Fare	81.68M
Crunch & Munch	70.89M
Country Fries	76.48M
Frosty Veggies	31.65M
Cake	25.24M
others	15.32M
Frosted Fare	23.13M
Sweet Crust	14.36M

Year

All

Month

All

Cluster Head

All

Category

All

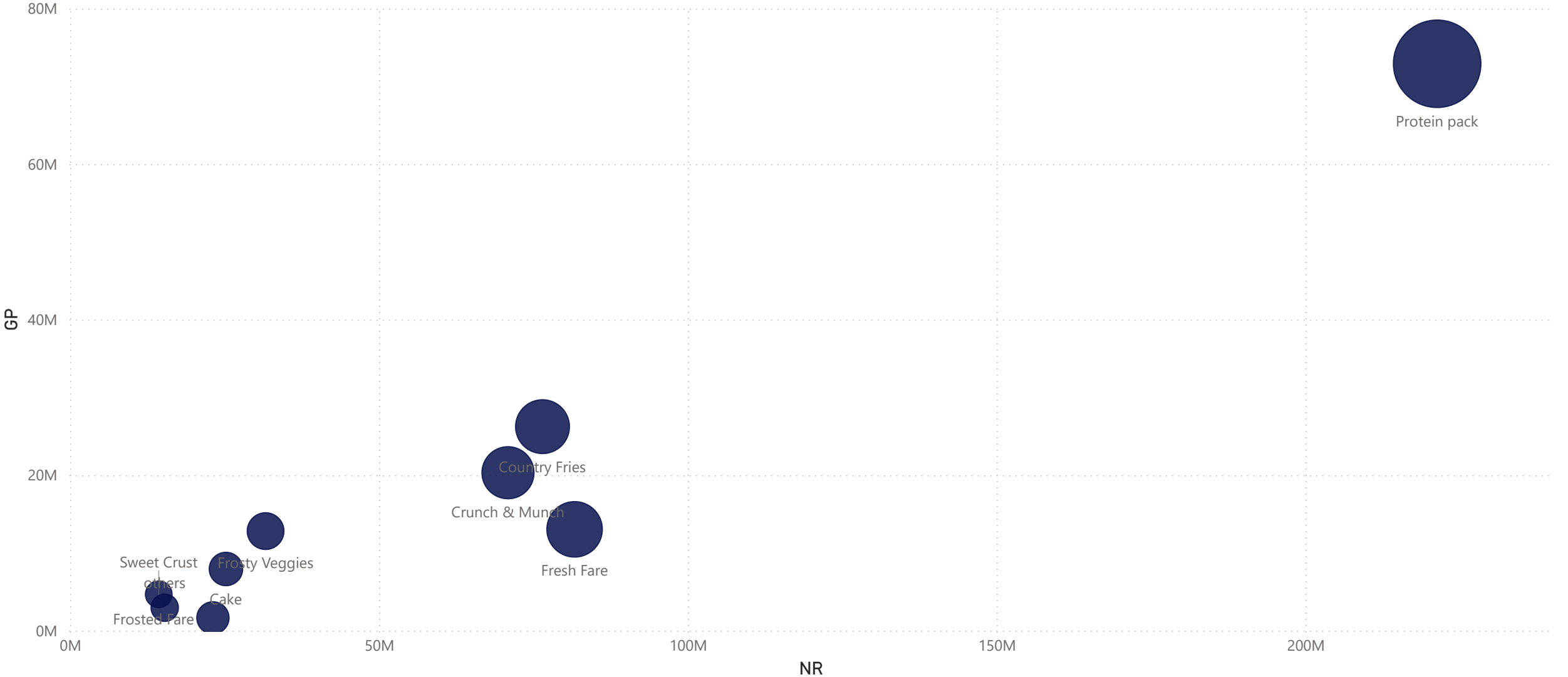
Channel

All

Location

All

NR, GP and NR by Category



Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

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) Egypton	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 CHEESE 10 pack * 51 gm* 5 LE	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%

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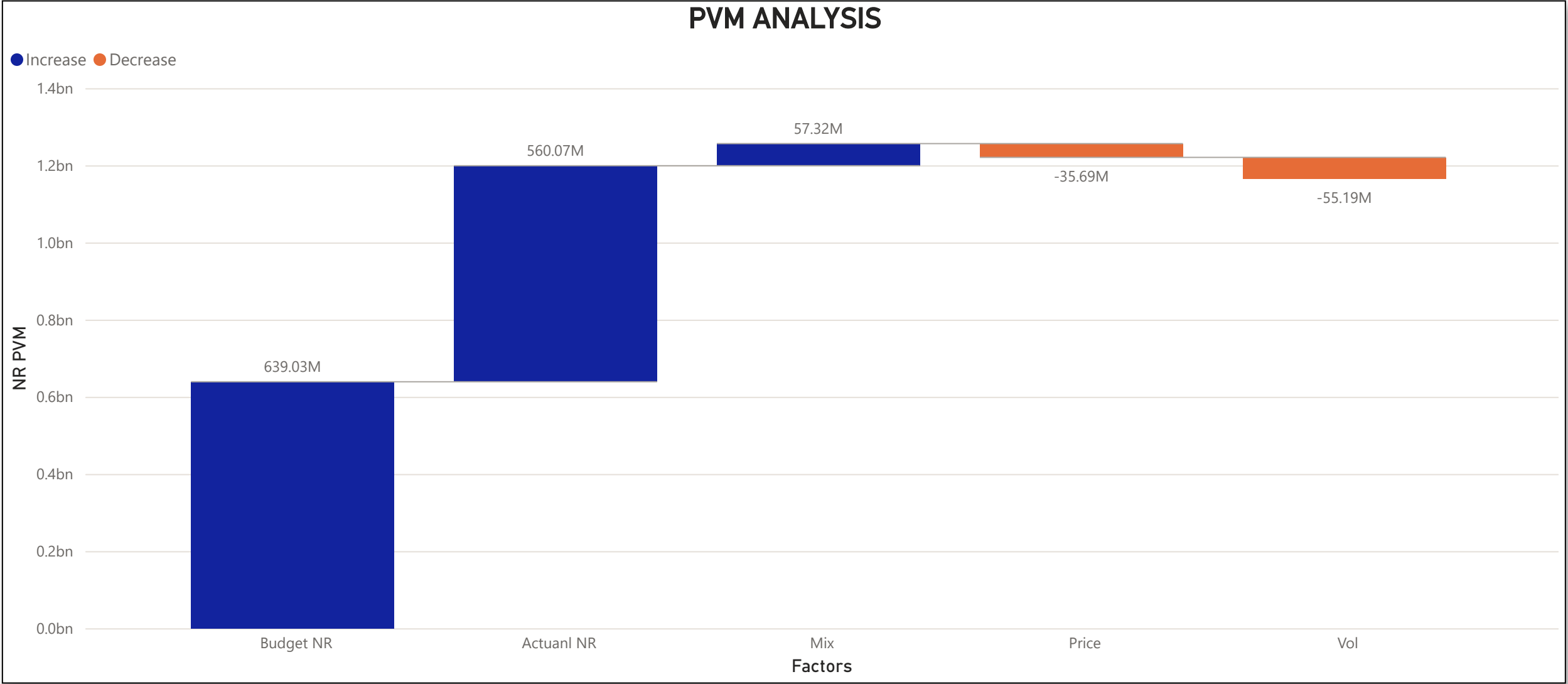
All

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GP Var %

GP Var Parameter

NR Var %

NR var parameter

YOY NR B% and GP VAR % by Category

