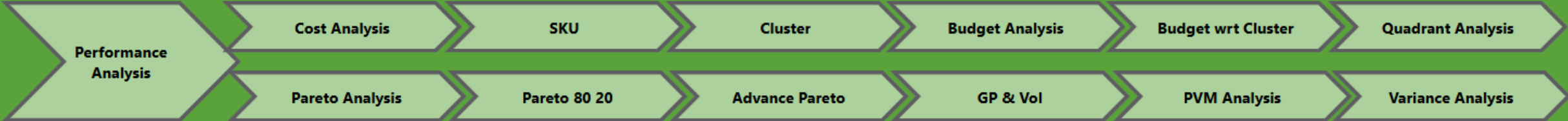


Crunchy Corner Analysis

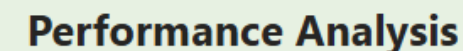
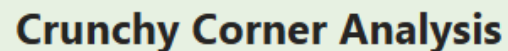


Performance KPI's

Total Products	Revenue	Goss_Profit	Ebita	Profit	Revenue
4207	560.07M	162.50M	88.30M	61.13M	264.95K

Various Costs

Raw Material	Mkt_Material	Trade & Discount	S&D	G&A	Fixed & Variable
278.62M	7.98M	113.68M	52.39M	16.11M	64.26M



Location

Channel

Product

Cluster Head

Year

Month

All

All

All

All

All

All

Total Products

Revenue

Gross Profit

Ebitda

Profit

Revenue

4207

560.07M

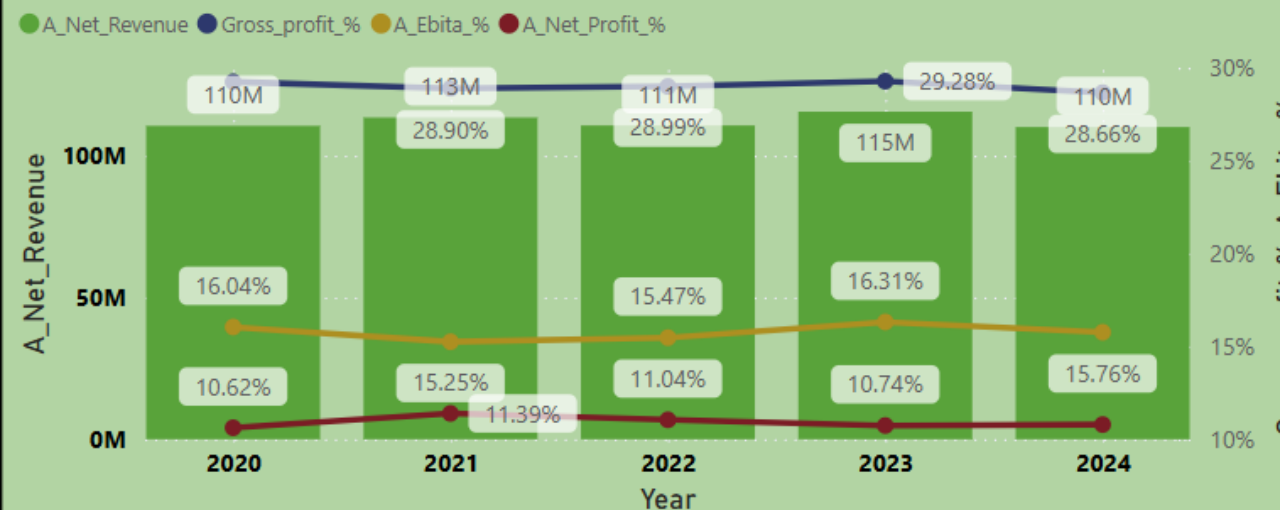
162.50M

88.30M

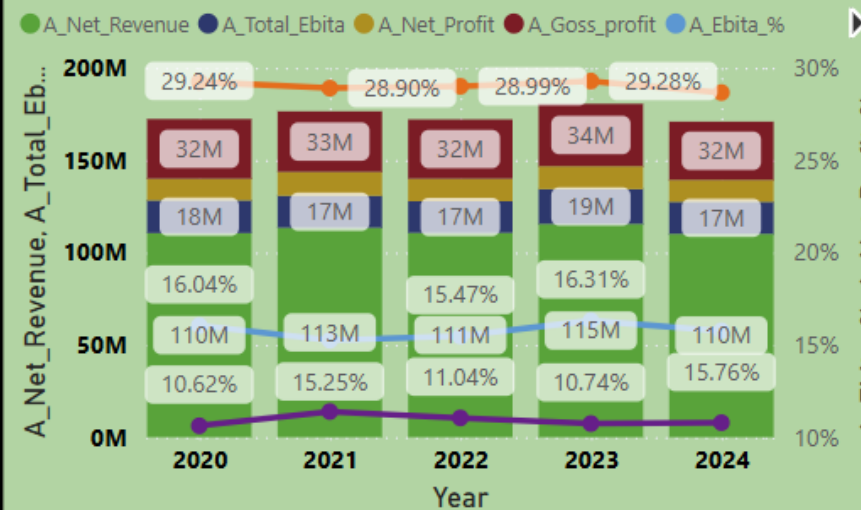
61.13M

264.95K

Net Revenue, GP%, EBITDA%, PAT% by Year



Net Revenue And Profit Margins Breakdown



YTD Net Revenue

110.06M

Last Year Revenue

450.00M

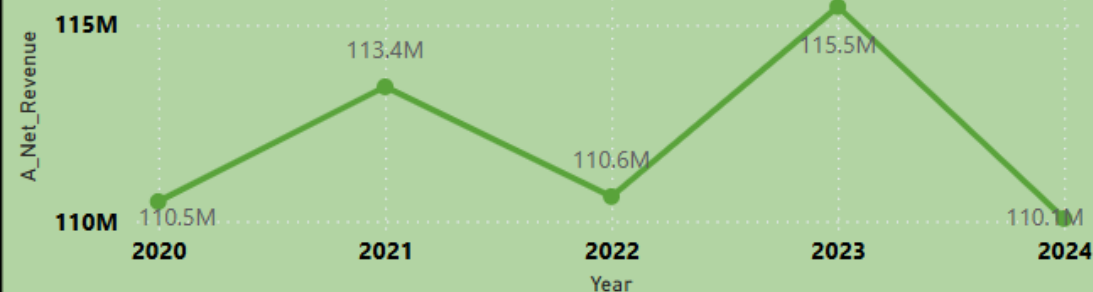
% of YoY Net Revenue

24.46%

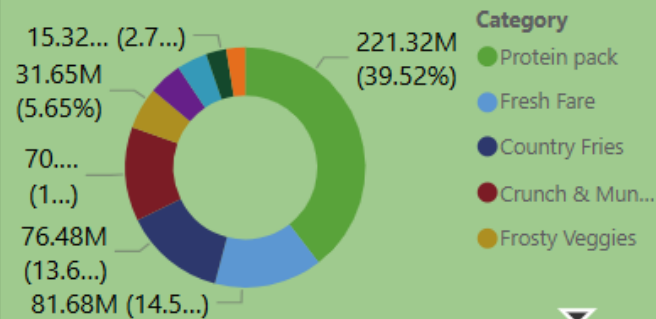
% of Last Year YoY Net Revenue

-4.67%

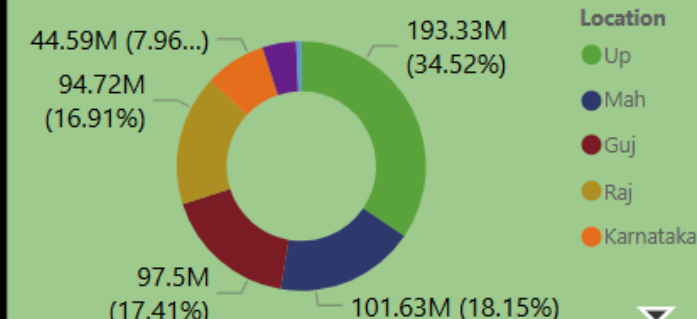
Net Revenue by Year

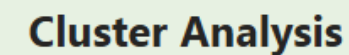
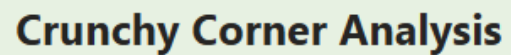


Net Revenue by Category



Net Revenue by Location





Location

Channel

Product

Cluster Head

Year

Month

All



All



All



All



All

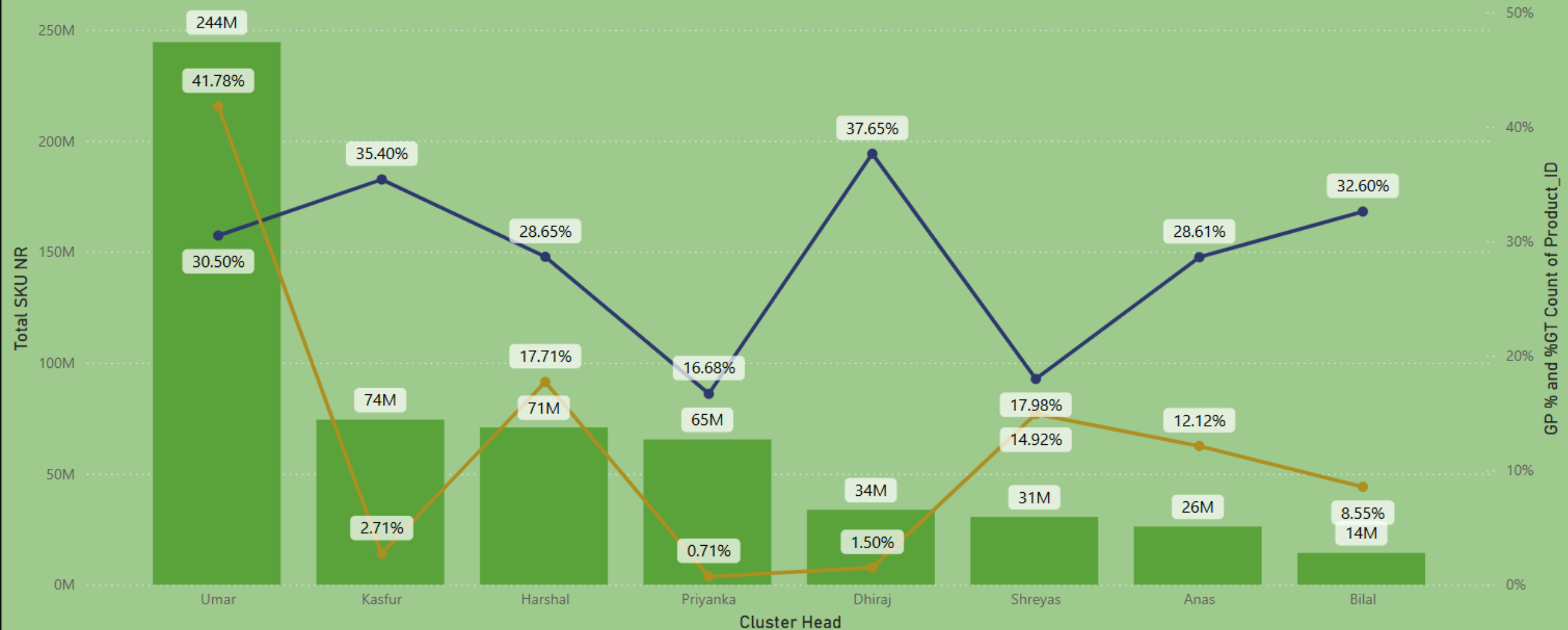


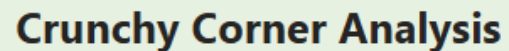
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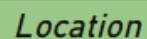
Total SKU NR, GP %, %GT Count of Product_ID and First Category by Cluster Head

● Total SKU NR ● GP % ● %GT Count of Product_ID





SKU Level Turnover



Channel

Product

Cluster Head

Year

Month

All



All



All



All



All

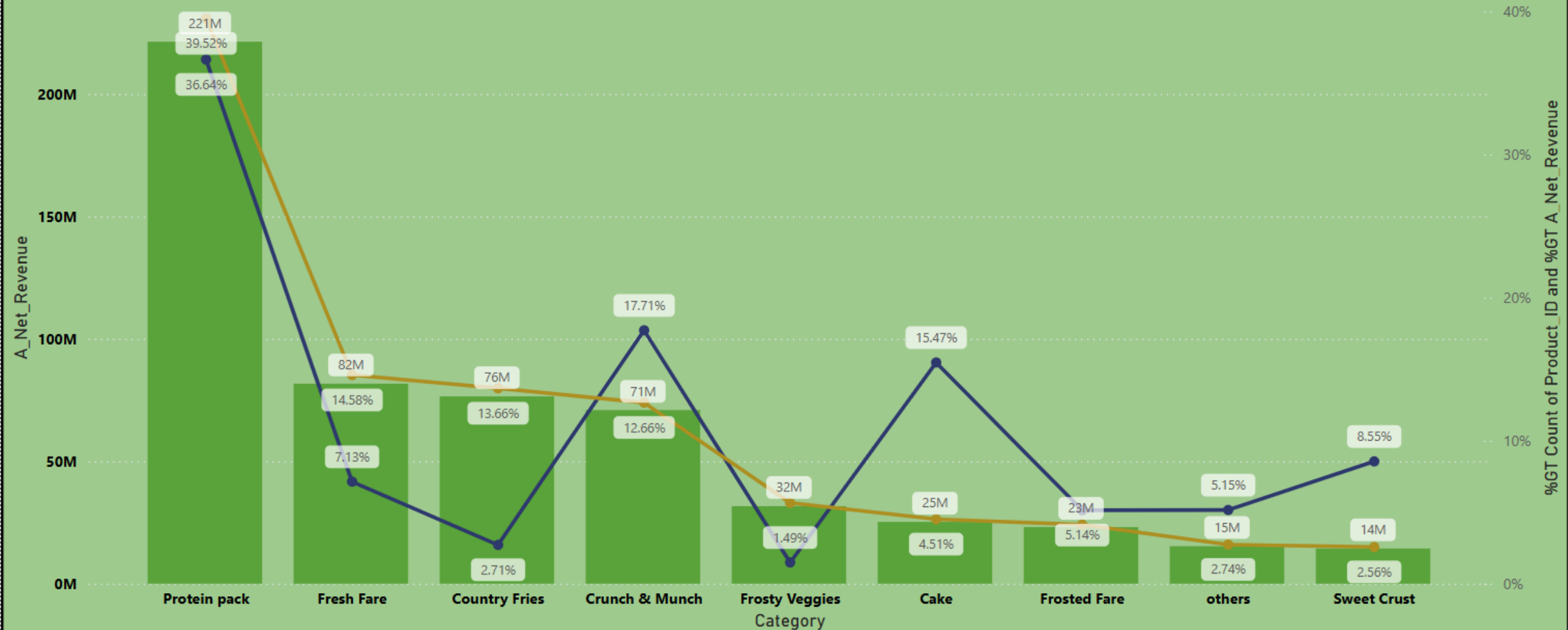


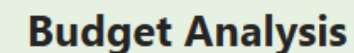
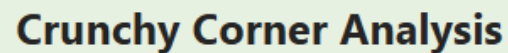
Al



SKU Level Turnover

● A_Net_Revenue ● %GT Count of Product_ID ● %GT A_Net_Revenue





Location

Channel

Product

Cluster Head

Year

Month

All



All



All



All



All

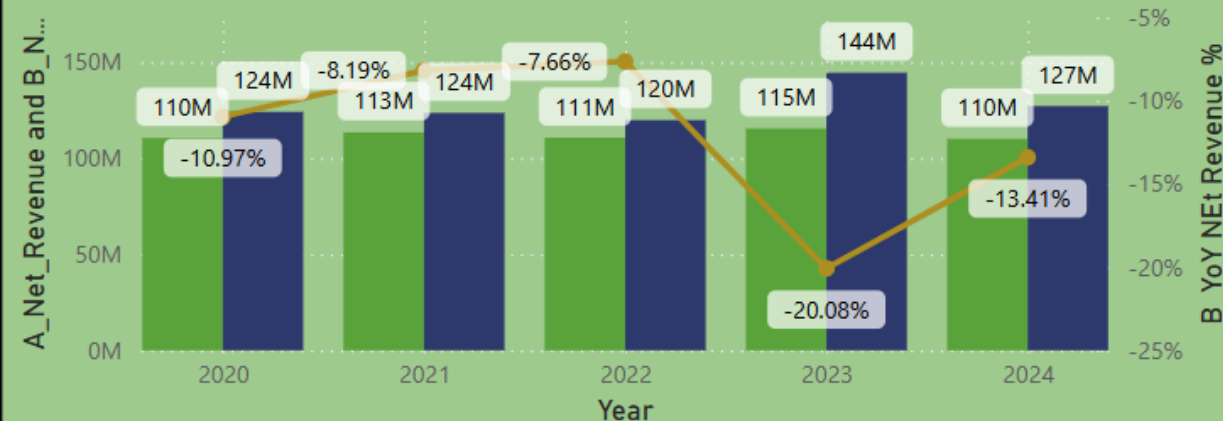


All



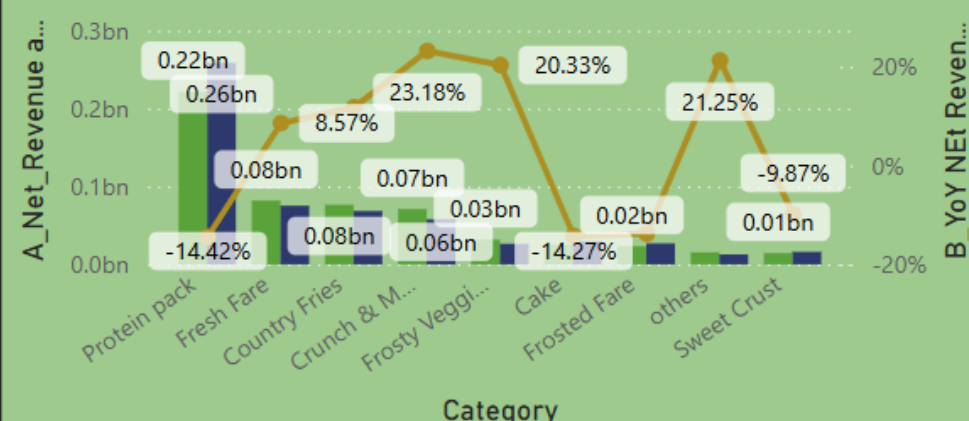
A Net Revenue, B Net revenue and B YoY NEt Revenue % by Year

● A Net Revenue ● B Net revenue ● B YoY NEt Revenue %



A Net Revenue, B Net revenue and B YoY Net Revenue % by Category

● A Net Revenue ● B Net revenue ● B YoY NEt Revenue %



Budget Net Revenue

127.10M

% YoY Budget Net Revenue

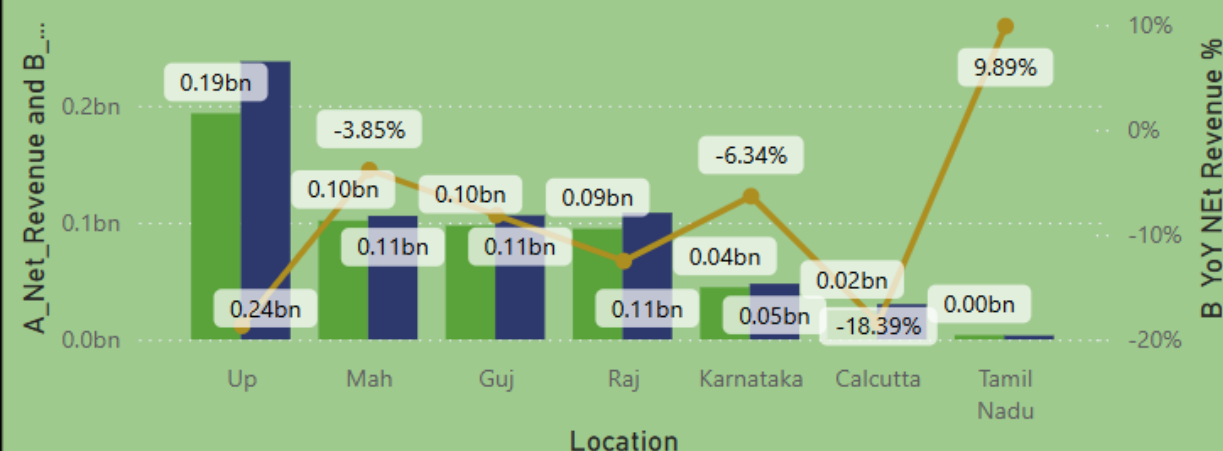
-12.36%

Net Revenue

110.06M

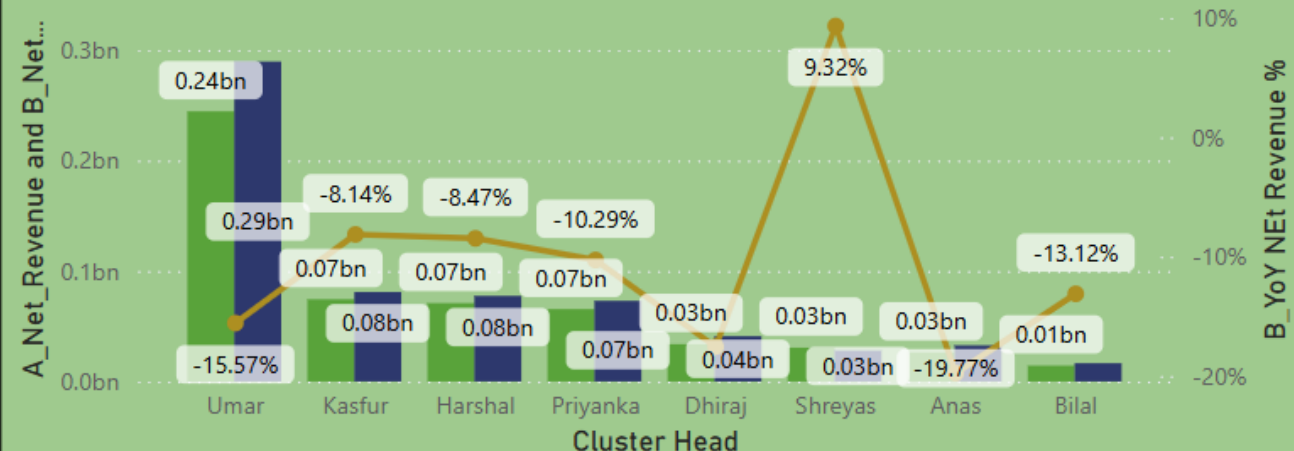
A Net Revenue, B Net revenue and B YoY NEt Revenue % by Location

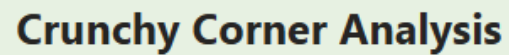
● A Net Revenue ● B Net revenue ● B YoY NEt Revenue %



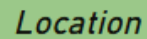
A Net Revenue, B Net revenue and B YoY Net Revenue % by Cluster Head

● A Net Revenue ● B Net revenue ● B YoY NEt Revenue %





Budget Analysis



All



Channel

All



Product

All



Cluster Head

All



Year

All

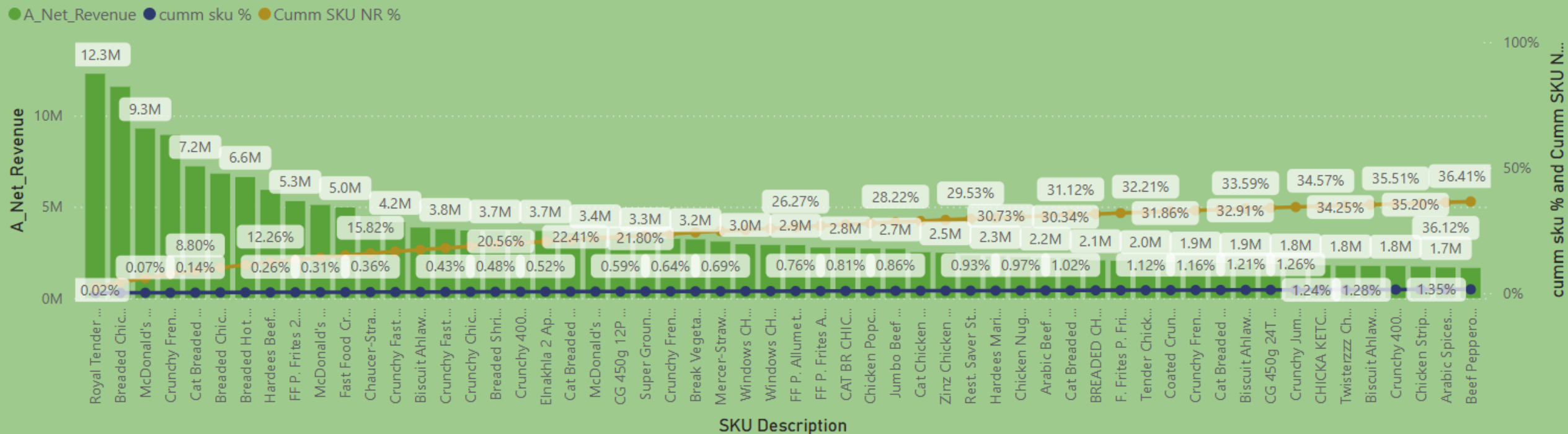


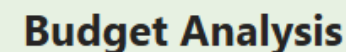
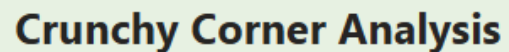
Month

All



A_Net_Revenue, cumm sku % and Cumm SKU NR % by SKU Description





Location

Channel

Product

Cluster Head

Year

Month

All



All



All



All



All

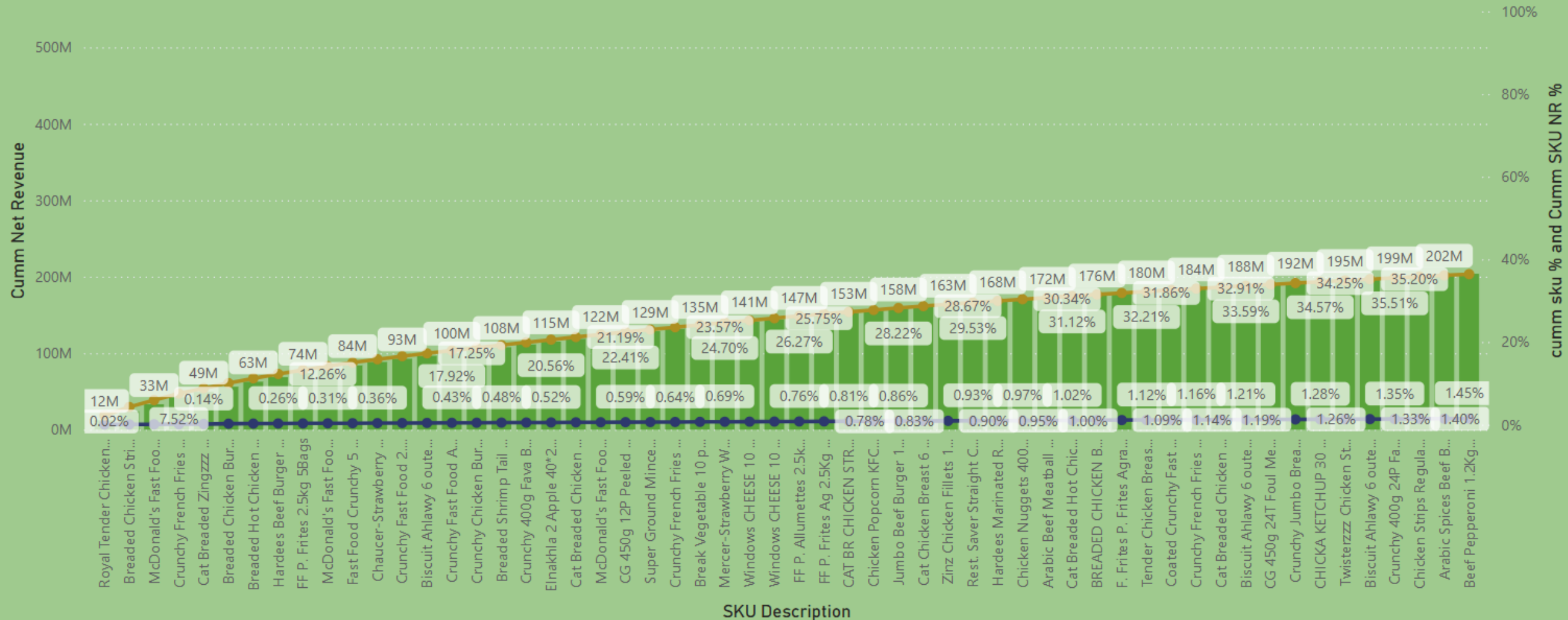


A



Pareto 80 20

● Cumm Net Revenue ● cumm sku % ● Cumm SKU NR %





Crunchy Corner Analysis

Budget Analysis



Location

Channel

Product

Cluster_Head

Year

Month

All



All



All



All



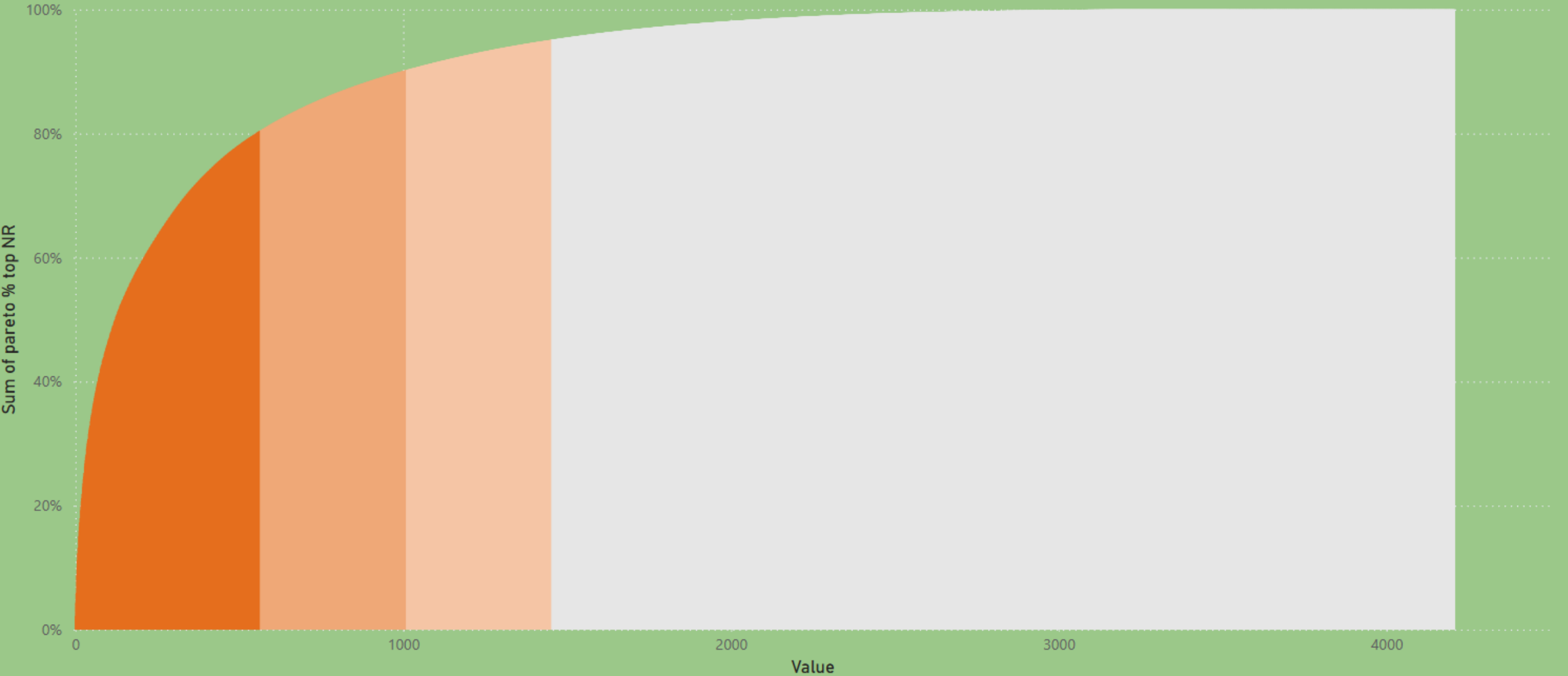
All



All



pareto % top NR by Value





Crunchy Corner Analysis

Location

All

Channel

All

Product

All

Cluster_Head

All

Year

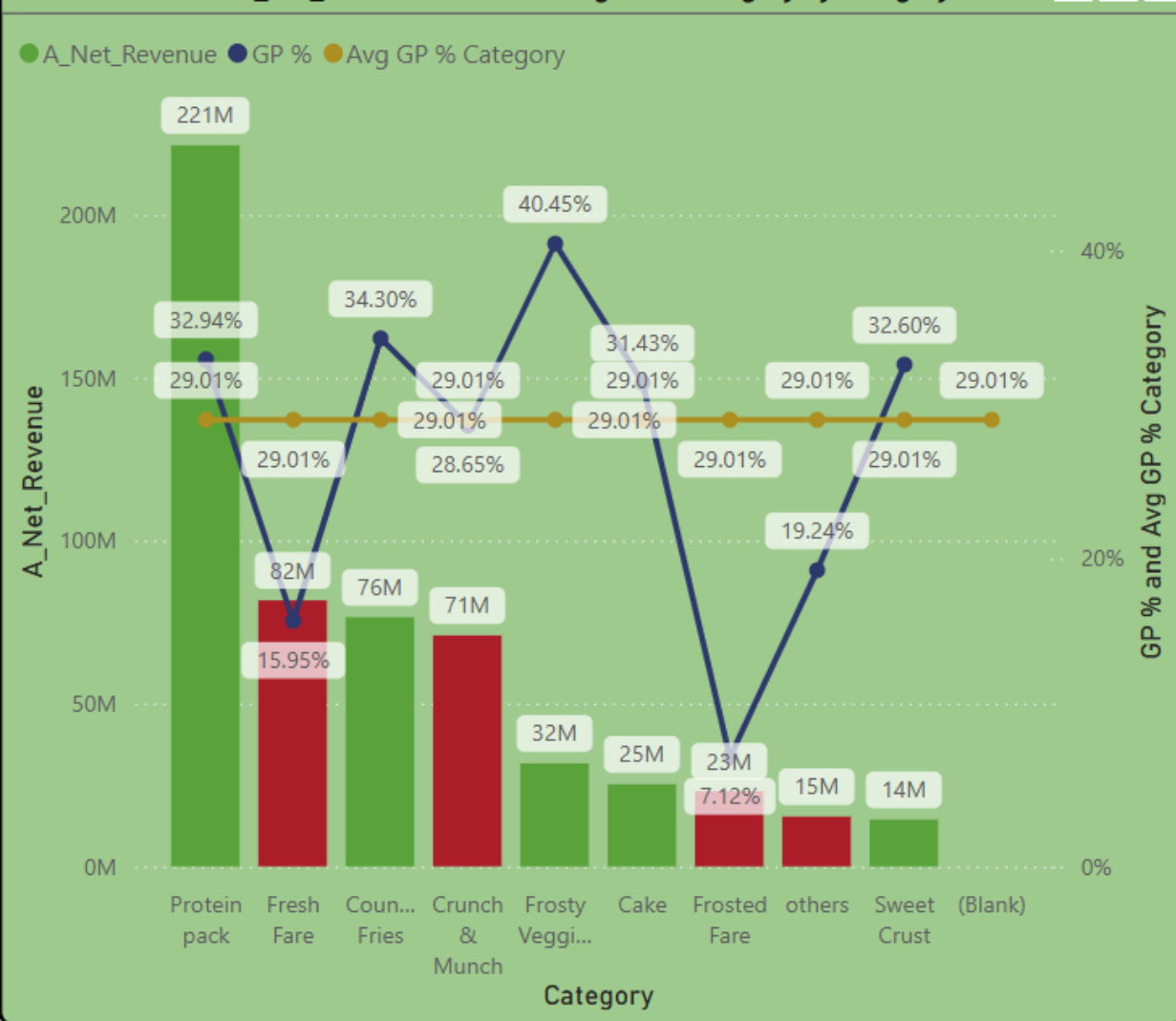
All

Month

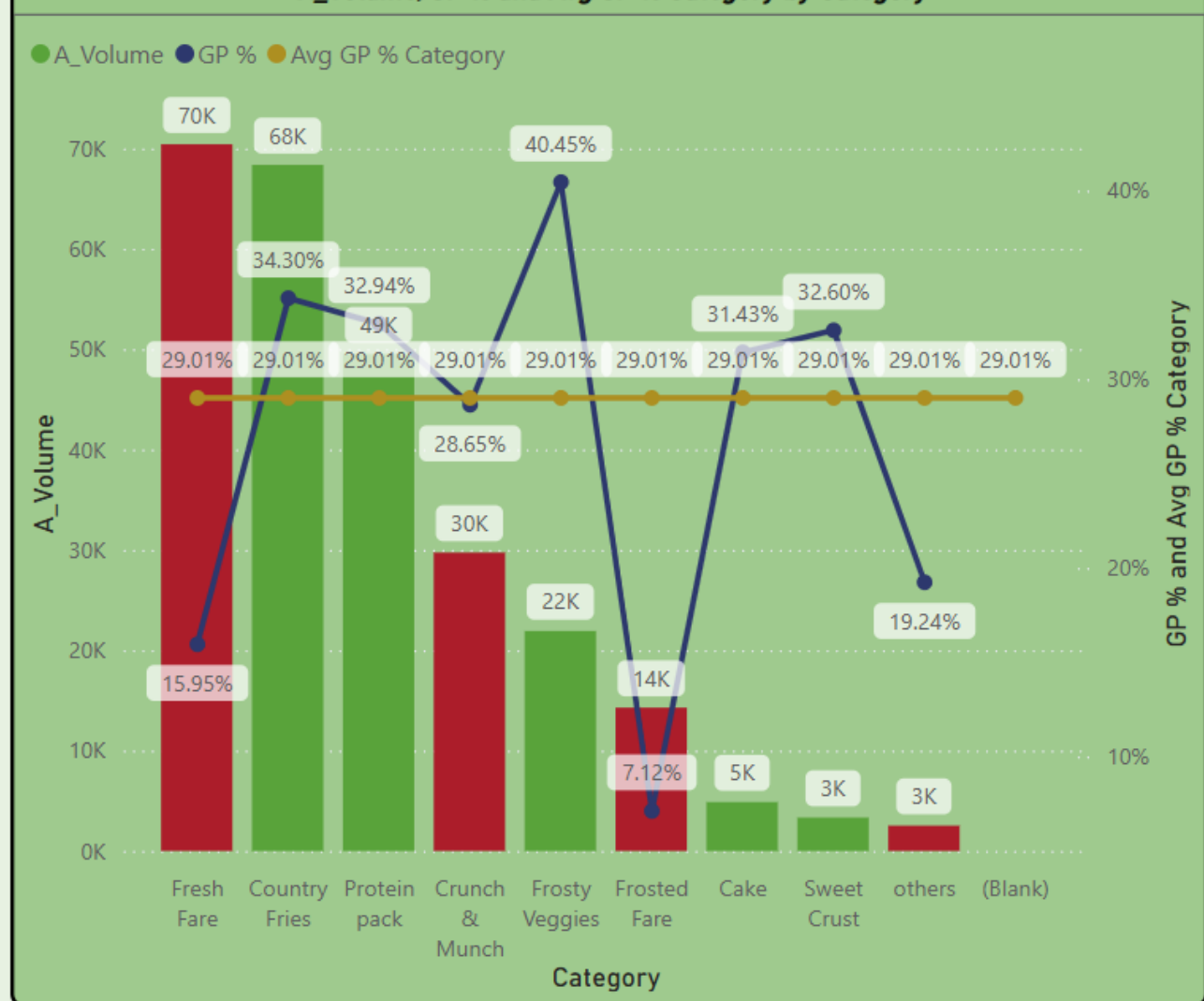
All



A_Net_Revenue, GP % and Avg GP % Category by Category



A_Volume, GP % and Avg GP % Category by Category





Crunchy Corner Analysis

PVM Analysis



Location

Channel

Product

Cluster_Head

Year

Month

All



All



All



All



All



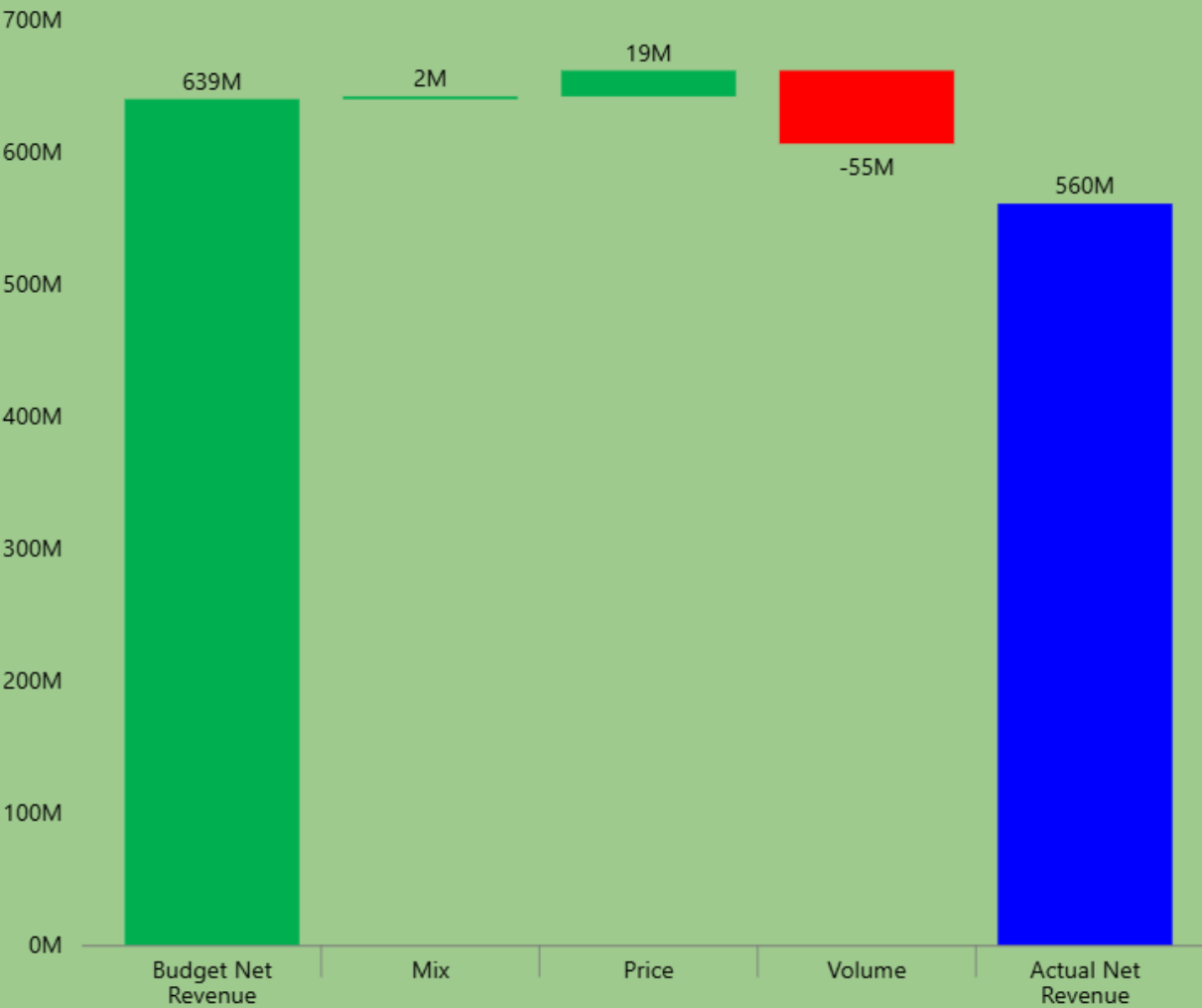
All



Net Revenue PVM by Factors



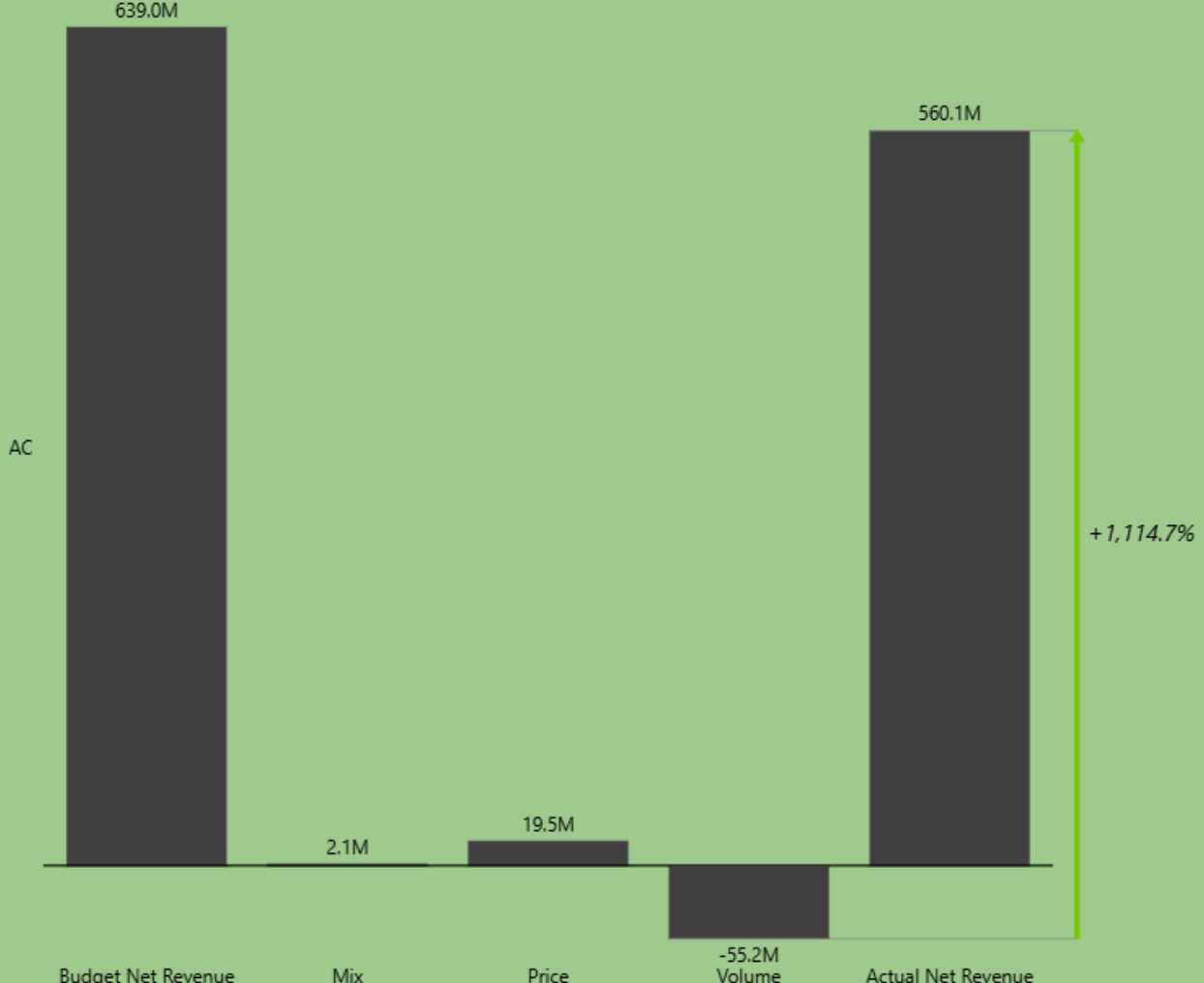
Favourable Adverse



Net Revenur PVM With Zebra Chart

Net Revenue PVM by Factors

zebra bi





Crunchy Corner Analysis

Variance Analysis



Location

Channel

Product

Cluster_Head

Year

Month

All



All



All



All



All



All



NR Var %

5.00



More



Meets

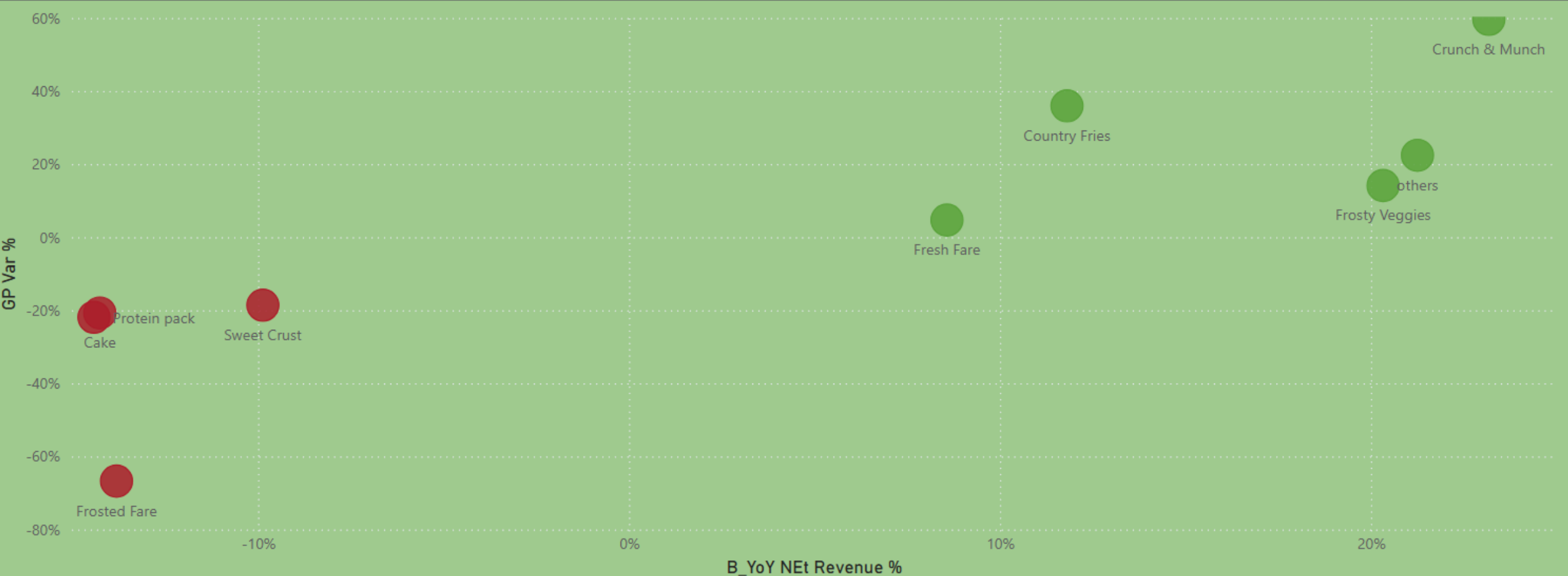


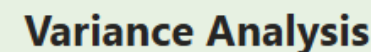
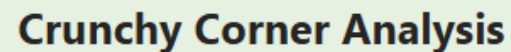
Misses

GP Var %

10.00

B_YoY NEt Revenue % and GP Var % by Category

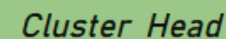




Location

Channel

Product



Year

Month

All



All



All



All



All



All



NR Var %

5.00

● More

- Meets

- Misses

GP Var %

10.00

B_YoY NEt Revenue % and GP Var % by Category

