

Select Customer:

All

Select Store:

All

Select Sales Date:

1/15/2024

4/26/2025

**CATALYST
BYTES**

Sales

Customers

Products

Stores

- ☐ Deselect all
- ☐ Last 7 Days
- ☐ Last 28 Days
- ☐ Last 60 Days
- ☐ Last 180 Days
- ☐ Last 365 Days
- ☐ Older

Top Right - **Leaders** - Strong performance + strong strategy (best of both worlds)
Top Left - **Challengers** - Strong performance but limited innovation or potential
Bottom Right - **Visionaries** - Strong innovation or potential but not yet dominant performance
Bottom Left - **Niche Players** - Small, specialized, or early-stage players

Quadrant of Brands Sales vs Unit Sold

