



Performance
Analysis

Cost Analysis

SKU Level
Turnover

Budgeting
Analysis

Product Analysis

Quadrant Analysis

Pareto Analysis

Variance Analysis

By: Kshitija C.

Crunchy Corner Analysis Dashboard | Performance Analysis

2020

2021

2022

2023

2024

Month

All

No. of SKU

↑ 5.02%
4207
vs PY

Net Revenue

↑ 24.46%
560.07M
vs PY

Gross Profit

↑ 24.08%
162.50M
vs PY

EBITDA

↑ 24.44%
88.30M
vs PY

PAT

↑ 24.97%
61.13M
vs PY

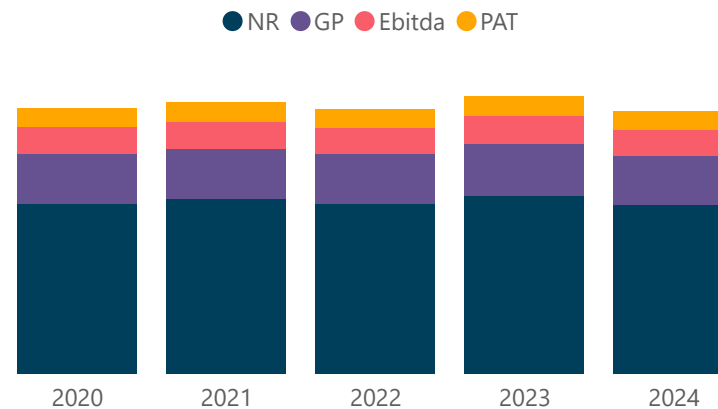
Volume

↑ 24.00%
264.95K
vs PY

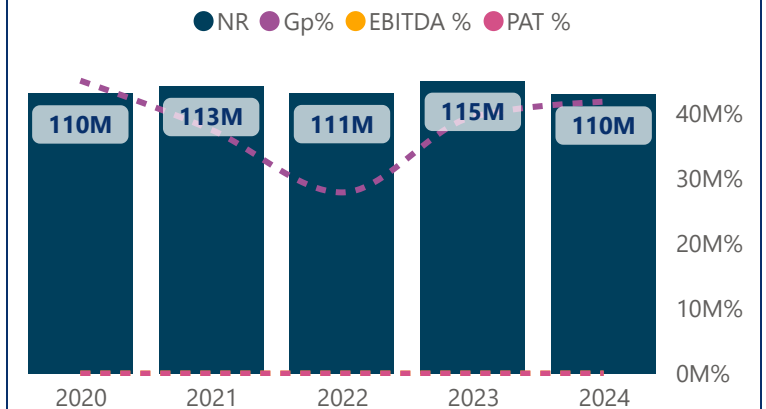
Net Revenue By Year



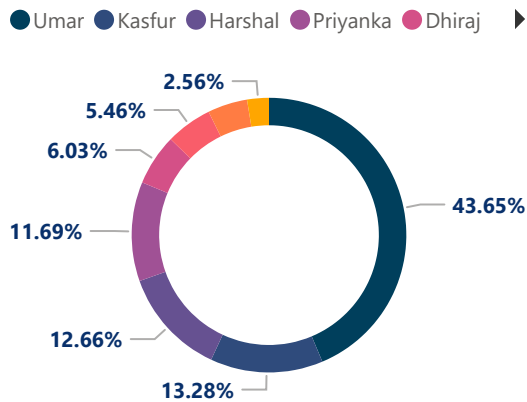
NR, GP, EBITDA, PAT by Year



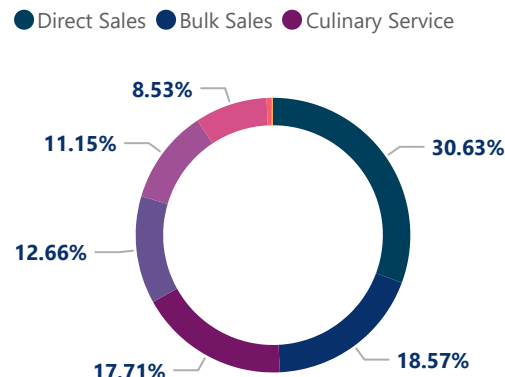
NR, %GP, %EBITDA, %PAT by Year



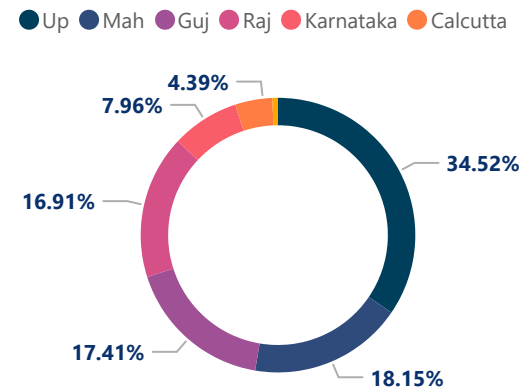
Net Revenue by Cluster Head



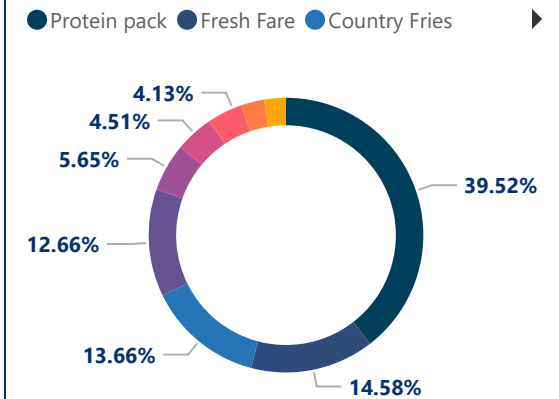
Net Revenue by Channel



Net Revenue by Location



Net Revenue by Category





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Raw Material Cost

↑ 49.75%
278.62M
vs PY

Trade & Discount

↑ 24.97%
113.68M
vs PY

Marketing Cost

↑ 23.19%
7.98M
vs PY

Fix & Variable Cost

↑ 24.78%
64.26M
vs PY

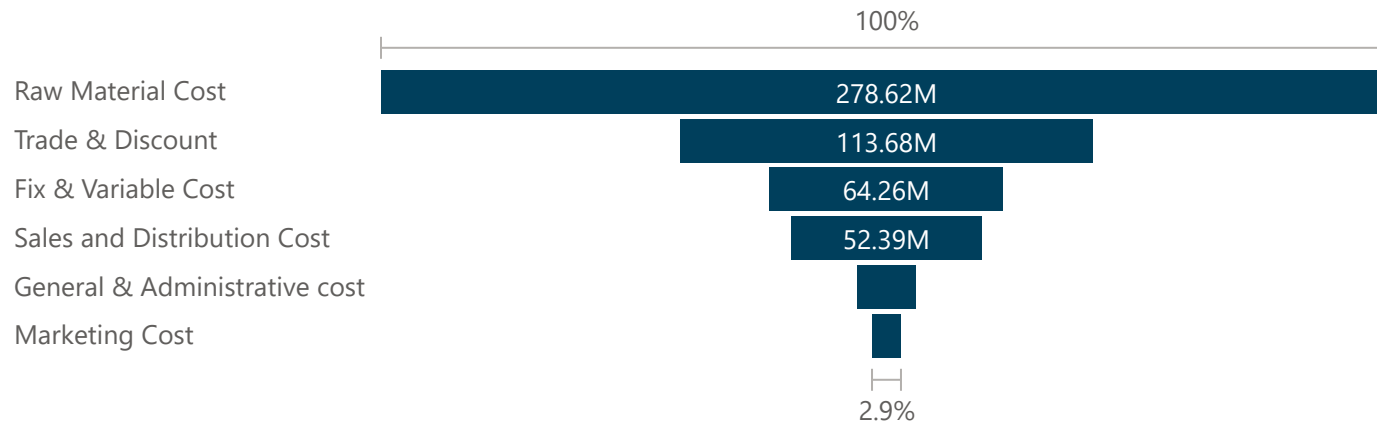
G & A Cost

↑ 24.49%
16.11M
vs PY

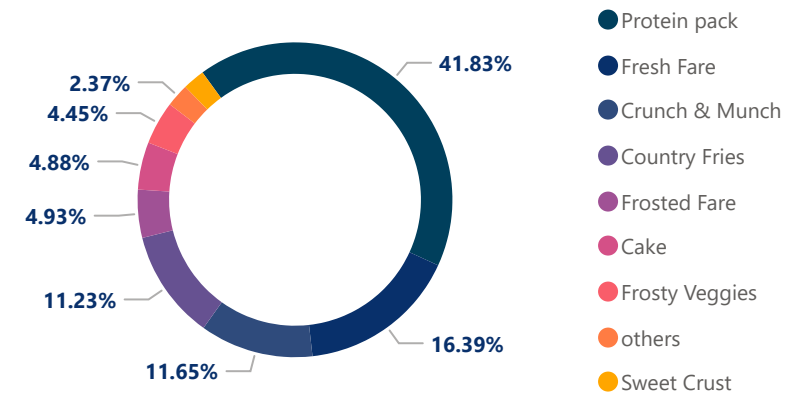
Sales & Dist Cost

↑ 24.45%
52.39M
vs PY

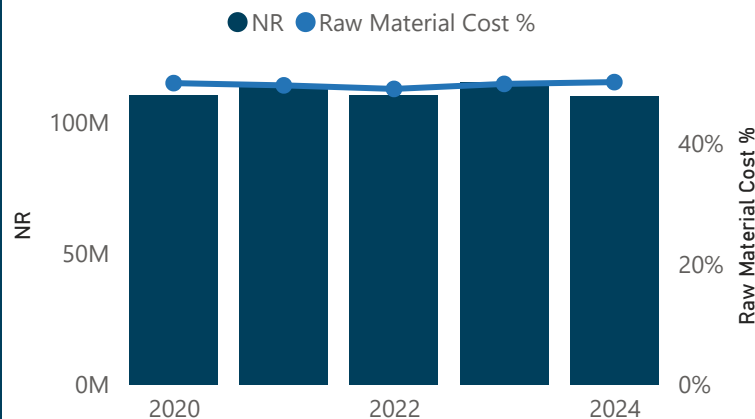
Cost Analysis Funnel



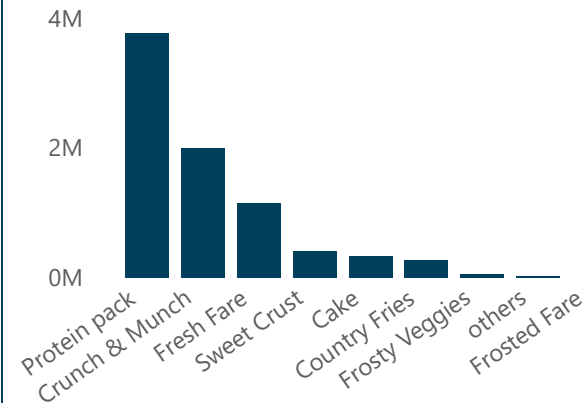
Total Expenses by Category



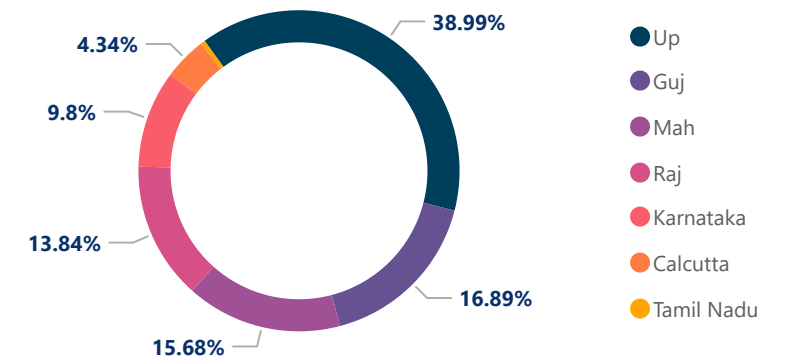
NR and Raw Material Cost % by Year



Marketing Cost by Category



Total Expenses by Location





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2020

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Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

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Product Analysis

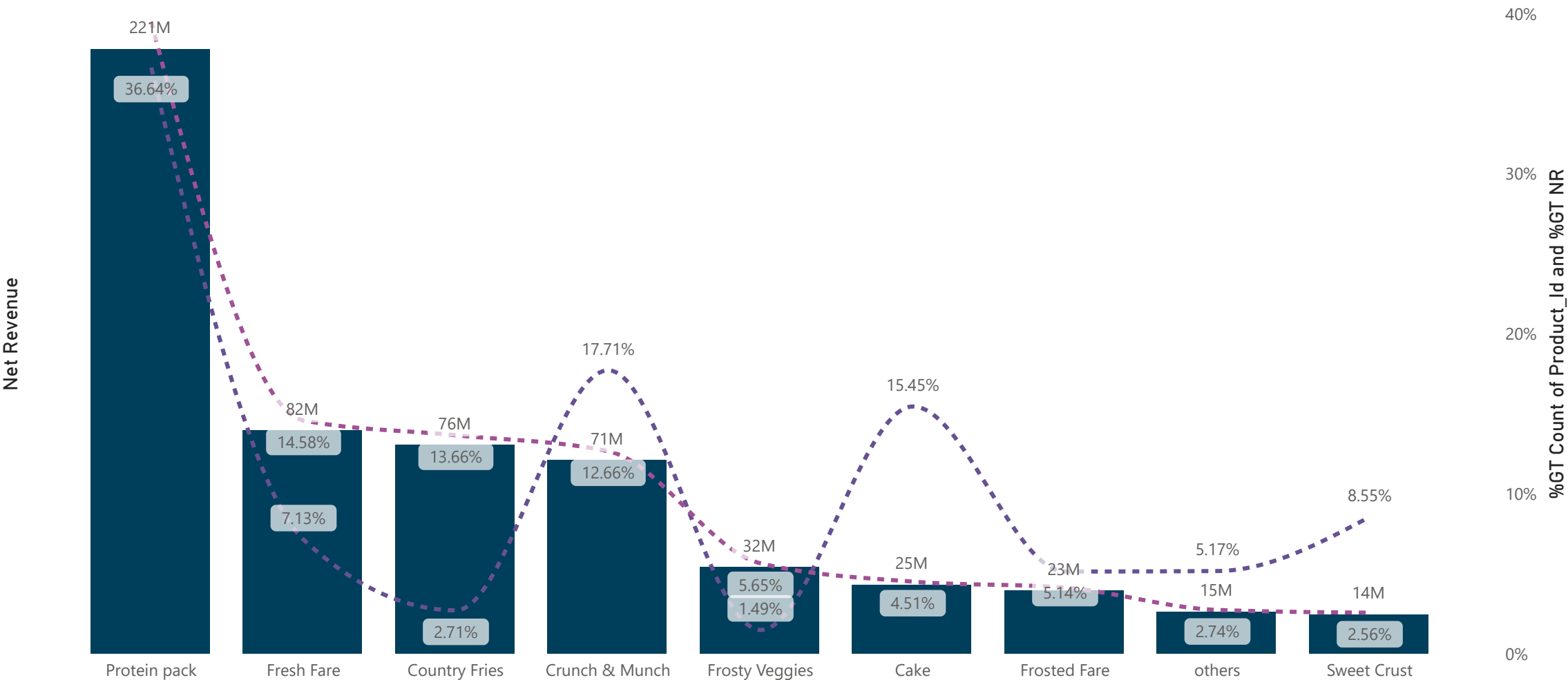
Quadrant Analysis

Pareto Analysis

Variance Analysis

SKU Level Turnover

● NR ● %GT Count of Product_Id ● %GT NR





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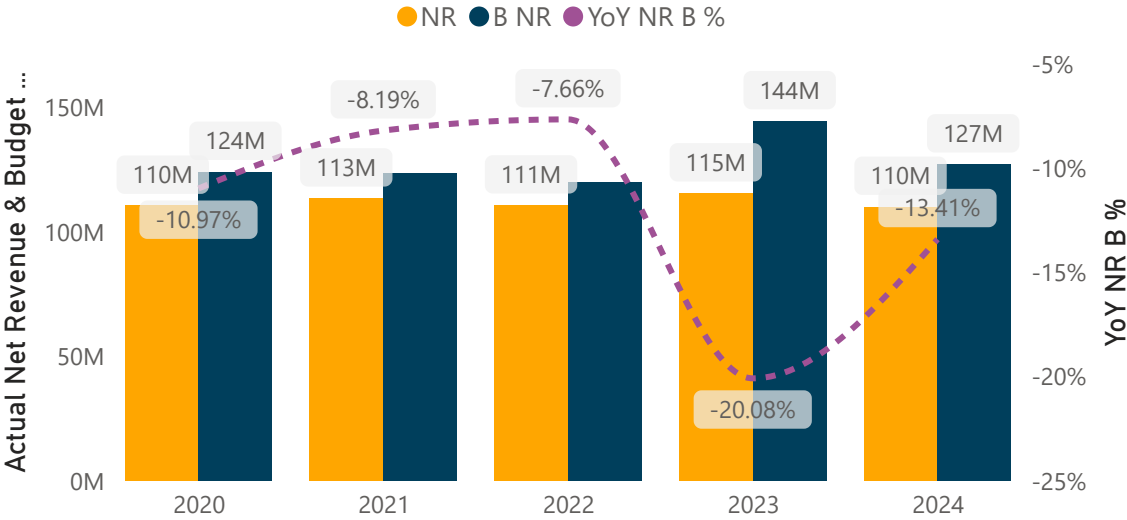
Product Analysis

Quadrant Analysis

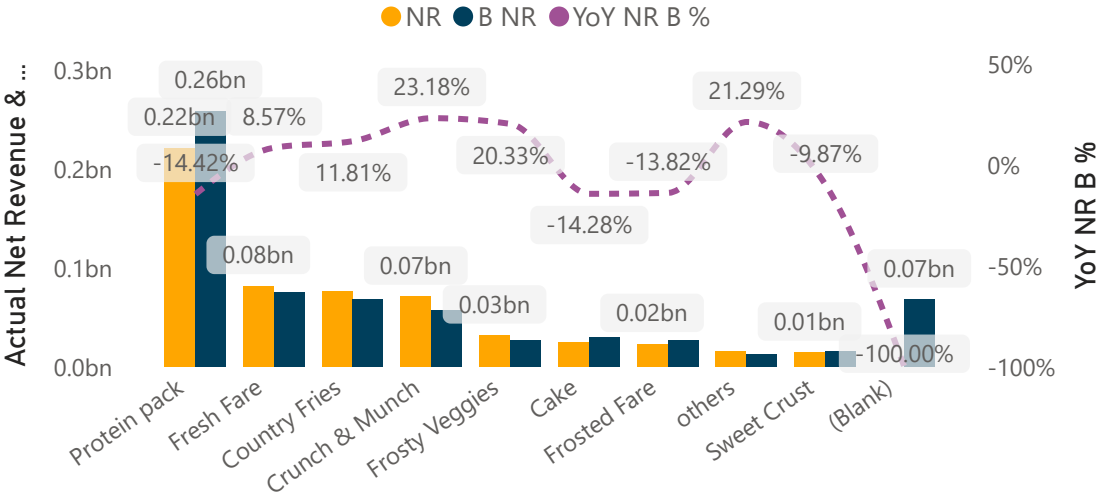
Pareto Analysis

Variance Analysis

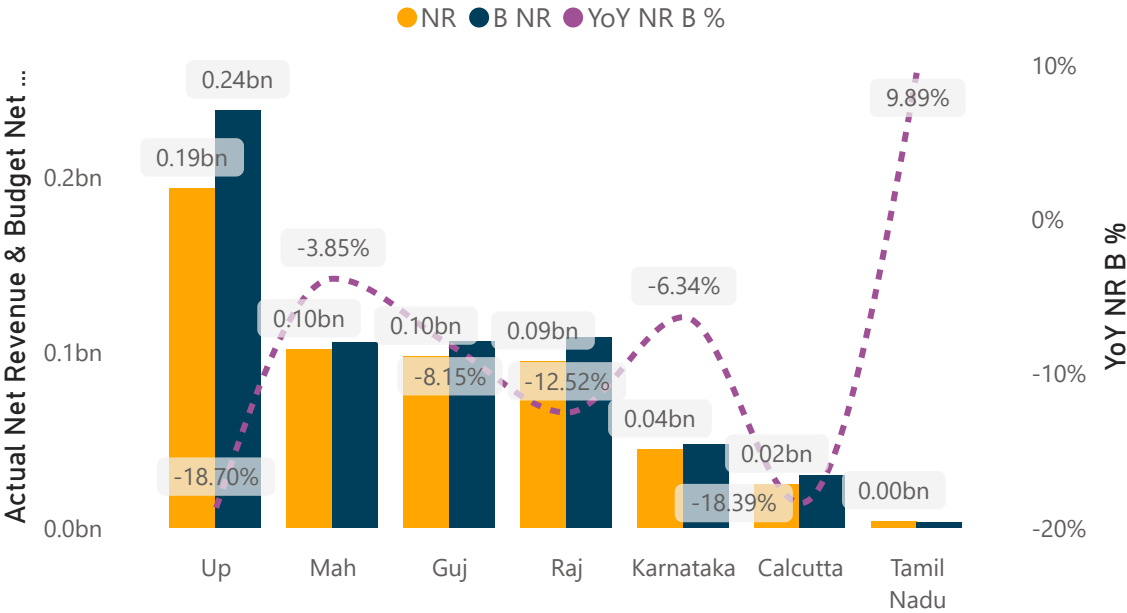
YOY Revenue (Actual Vs Budget) by Year



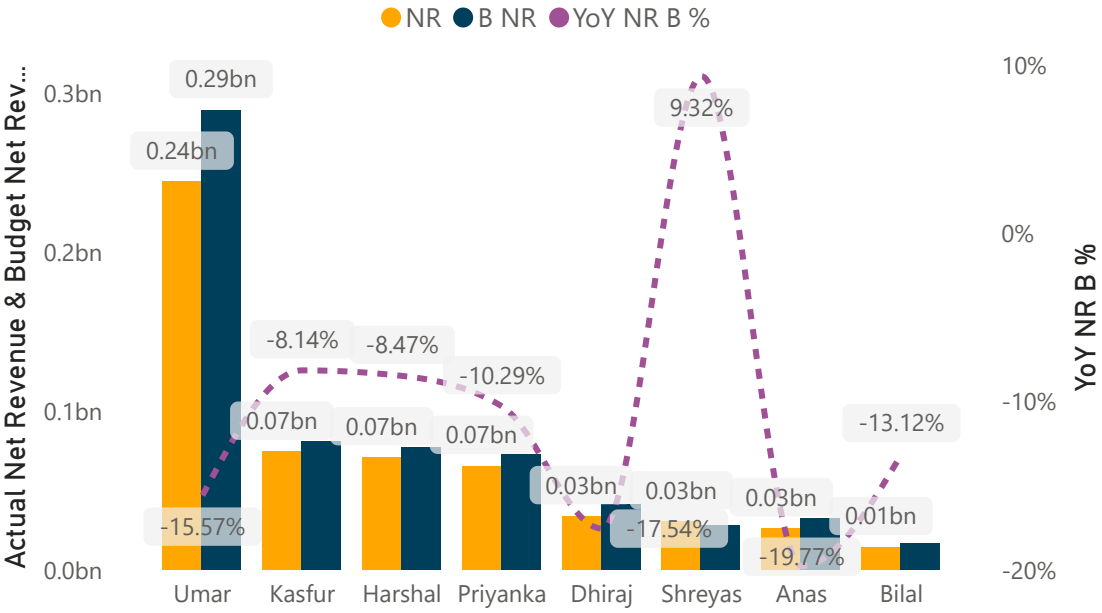
YOY Revenue (Actual Vs Budget) by Category



YOY Revenue (Actual Vs Budget) by Location



YOY Revenue (Actual Vs Budget) by Cluster Head





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2020

2021

2022

2023

2024

Month

All

Cluster Head

All

Channel

All

Location

All

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Budgeting Analysis

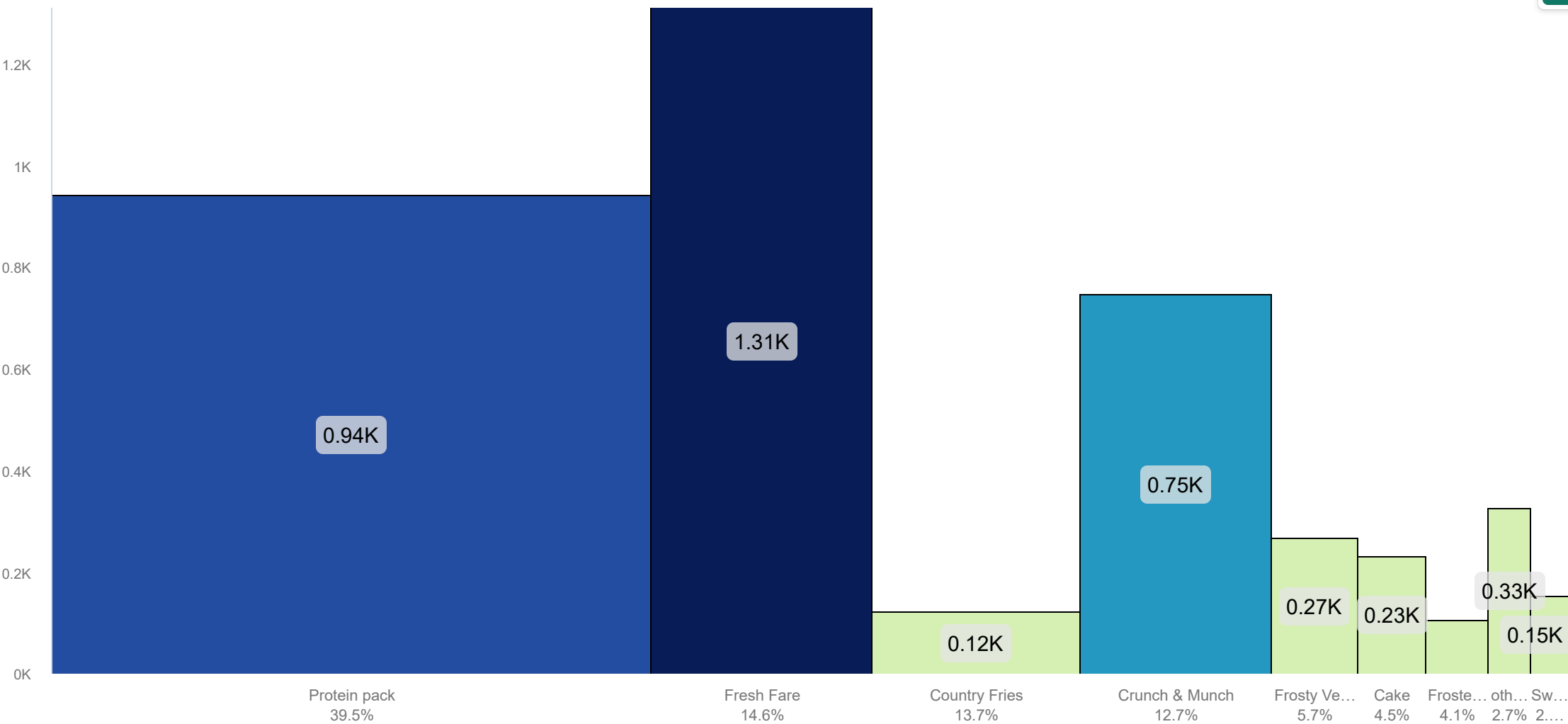
Product Analysis

Quadrant Analysis

Pareto Analysis

Variance Analysis

SKU Code and NR by Category, Sub-Category, Product, Sub Product and SKU Description (Mekko Chart)





Crunchy Corner Analysis Dashboard | Quadrant Analysis

2020

2021

2022

2023

2024

Month

All

Cluster Head

All

Channel

All

Location

All

Performance Analysis

Cost Analysis

SKU Level Turnover

Budgeting Analysis

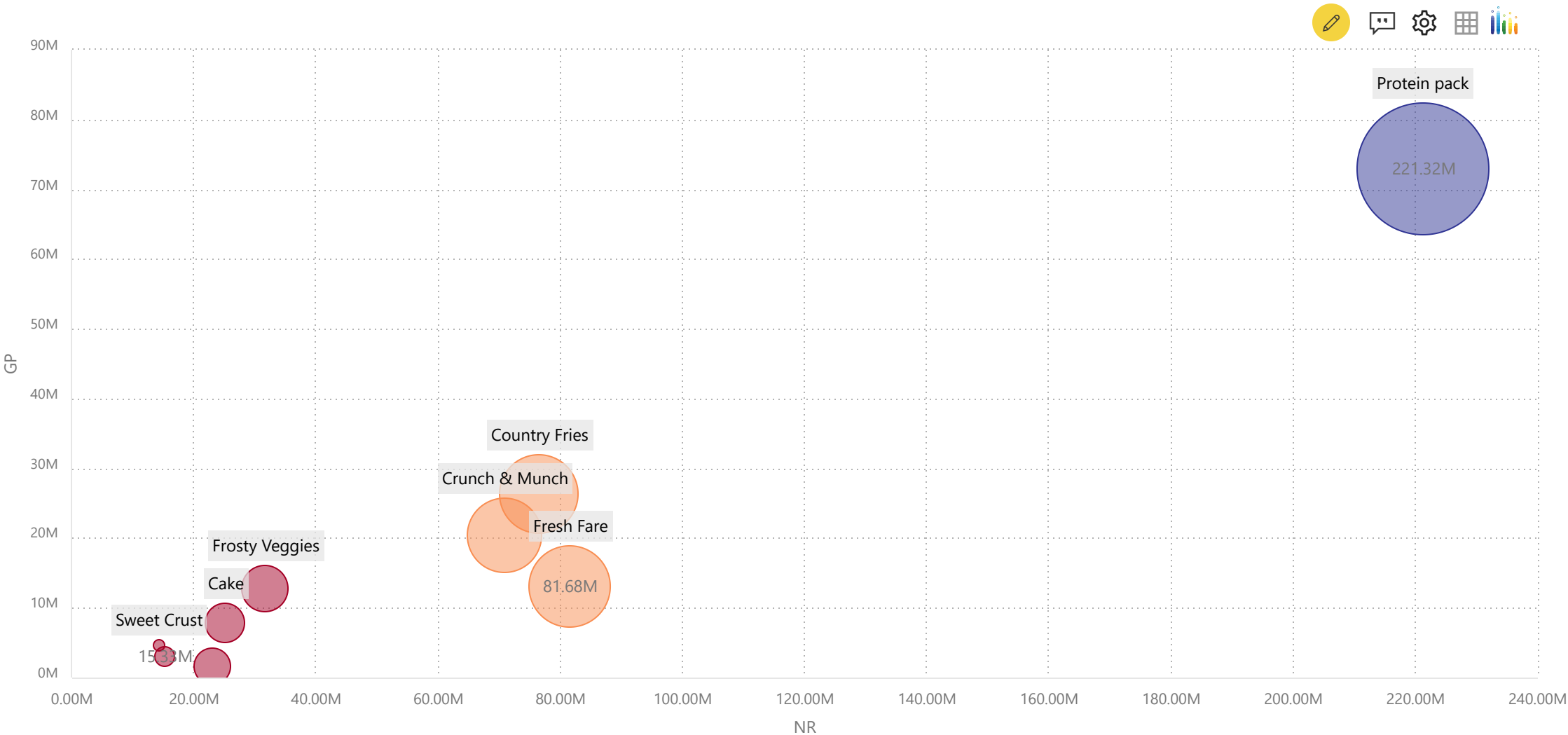
Product Analysis

Quadrant Analysis

Pareto Analysis

Variance Analysis

Overall Product Catalog Analysis





Crunchy Corner Analysis Dashboard | Pareto Analysis

2020

2021

2022

2023

2024

Month

All

Cluster Head

All

Channel

All

Location

All

Performance Analysis

Cost Analysis

SKU Level Turnover

Budgeting Analysis

Product Analysis

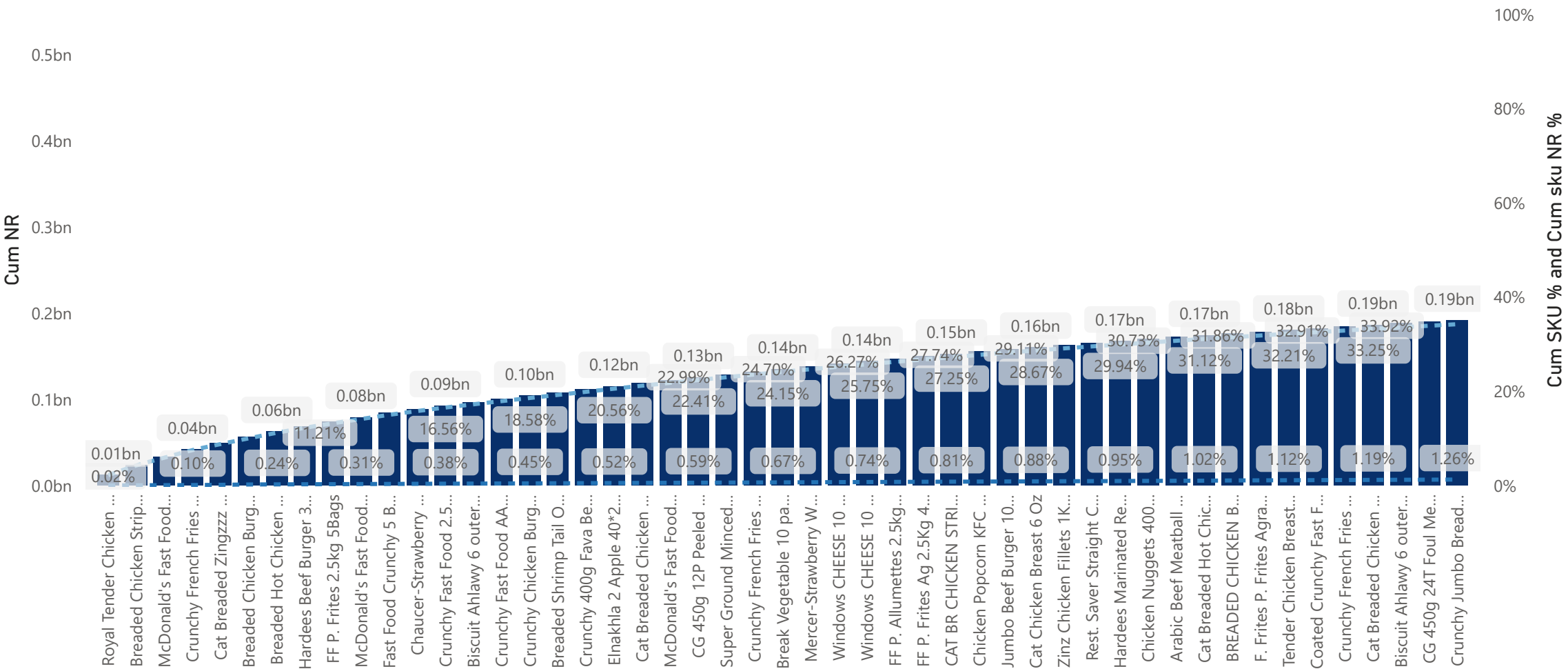
Quadrant Analysis

Pareto Analysis

Variance Analysis

Pareto Analysis by SKU Description

Cum NR Cum SKU % Cum sku NR %





Crunchy Corner Analysis Dashboard | Variance Analysis

2020

2021

2022

2023

2024

Month

All

Cluster Head

All

Channel

All

Location

All

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Analysis

Cost Analysis

SKU Level
Turnover

Budgeting
Analysis

Product Analysis

Quadrant Analysis

Pareto Analysis

Variance Analysis

PVM Analysis

