

Quantium's
Customer Sale
Analytics

Year

All

Month

All

PREMIUM_CUSTO...

All

Size of Package

All

Total Revenue

\$512K

LY Total Revenue

\$259K

Sales Qty

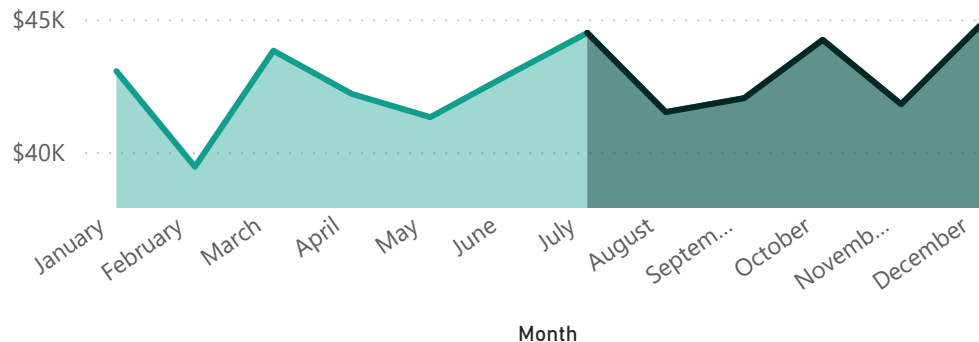
142K

LY Sales Qty

72K

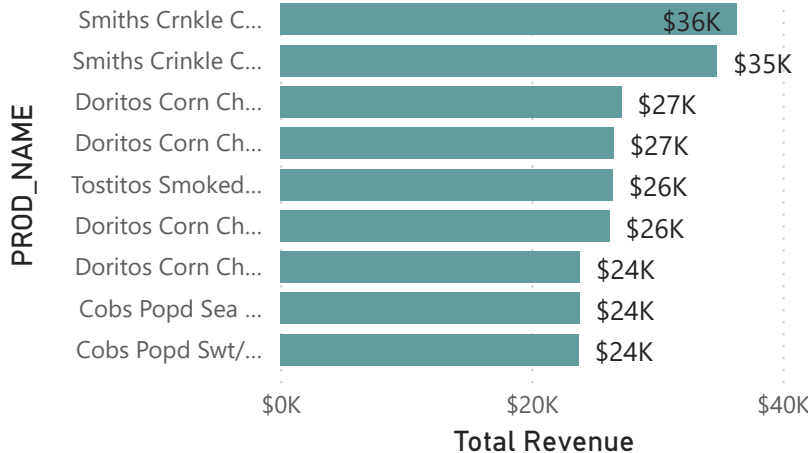
Revenue Trend by Month

Total Revenue LY Revenue



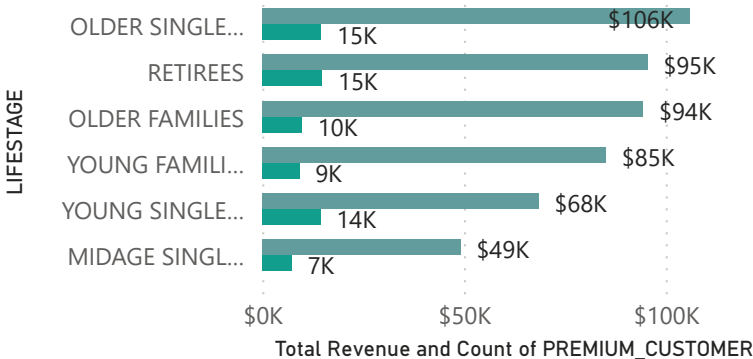
PROD_NAME	Size of Package	Total Revenue	LY Revenue	Sales Qty	LY Sales Qty
Cobs Popd Sea Salt Chips	110g	\$23,853	\$12,114	6,277	3,188
Cobs Popd Sour Crm &Chives Chips	110g	\$22,944	\$11,613	6,038	3,056
Cobs Popd Swt/Chlli &Sr/Cream Chips	110g	\$23,773	\$11,955	6,256	3,146
Doritos Corn Chip Mexican Jalapeno	150g	\$23,888	\$11,961	6,125	3,067
Doritos Corn Chip Southern Chicken	150g	\$23,735	\$12,519	6,086	3,210
WW Original Stacked Chips	160g	\$5,324	\$2,670	2,802	1,405
WW Sour Cream &OnionStacked Chips	160g	\$5,324	\$2,679	2,802	1,410
Doritos Corn Chips Cheese Supreme	170g	\$27,183	\$13,688	6,180	3,113
Doritos Corn Chips Nacho Cheese	170g	\$26,563	\$13,684	6,037	3,110
Doritos Corn Chips Original	170g	\$26,228	\$13,196	5,961	2,999
Total		\$511,588	\$258,828	142,001	71,796

Top 10 Product by Revenue



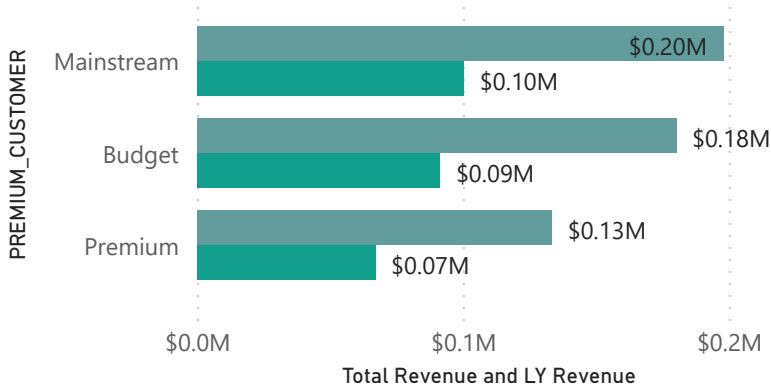
Total Revenue by Customer Lifestage & Segmentation

Total Revenue Count of PREMIUM_CUSTOMER



Total Revenue by CUSTOMER

Total Revenue LY Revenue



KEY INSIGHTS

Total Revenue ---- \$512k

Total Sales Qty --- 142k

For the purchasing trends : At \$197,981, Mainstream had the highest Total Revenue and was 48.39% higher than Premium, which had the lowest Total Revenue at \$133,423.

Total Revenue and total LY Revenue are positively correlated with each other.

Total Revenue and LY Revenue diverged the most when the PREMIUM_CUSTOMER was Mainstream, when Total Revenue were \$97,593 higher than LY Revenue.

For the customer Segmentation and Life stage : At \$105,931, OLDER SINGLES/COUPLES had the highest Total Revenue and was 711.99% higher than NEW FAMILIES, which had the lowest Total Revenue at \$13,046.

OLDER SINGLES/COUPLES accounted for 20.71% of Total Revenue. Total Revenue and Count of PREMIUM_CUSTOMER diverged the most when the LIFESTAGE was OLDER SINGLES/COUPLES, when Total Revenue were \$91,322 higher than Count of PREMIUM_CUSTOMER.