METRO

Arclight Analytics

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Who are we?

Data

Technology

BI Solutions

Our Team

Karl

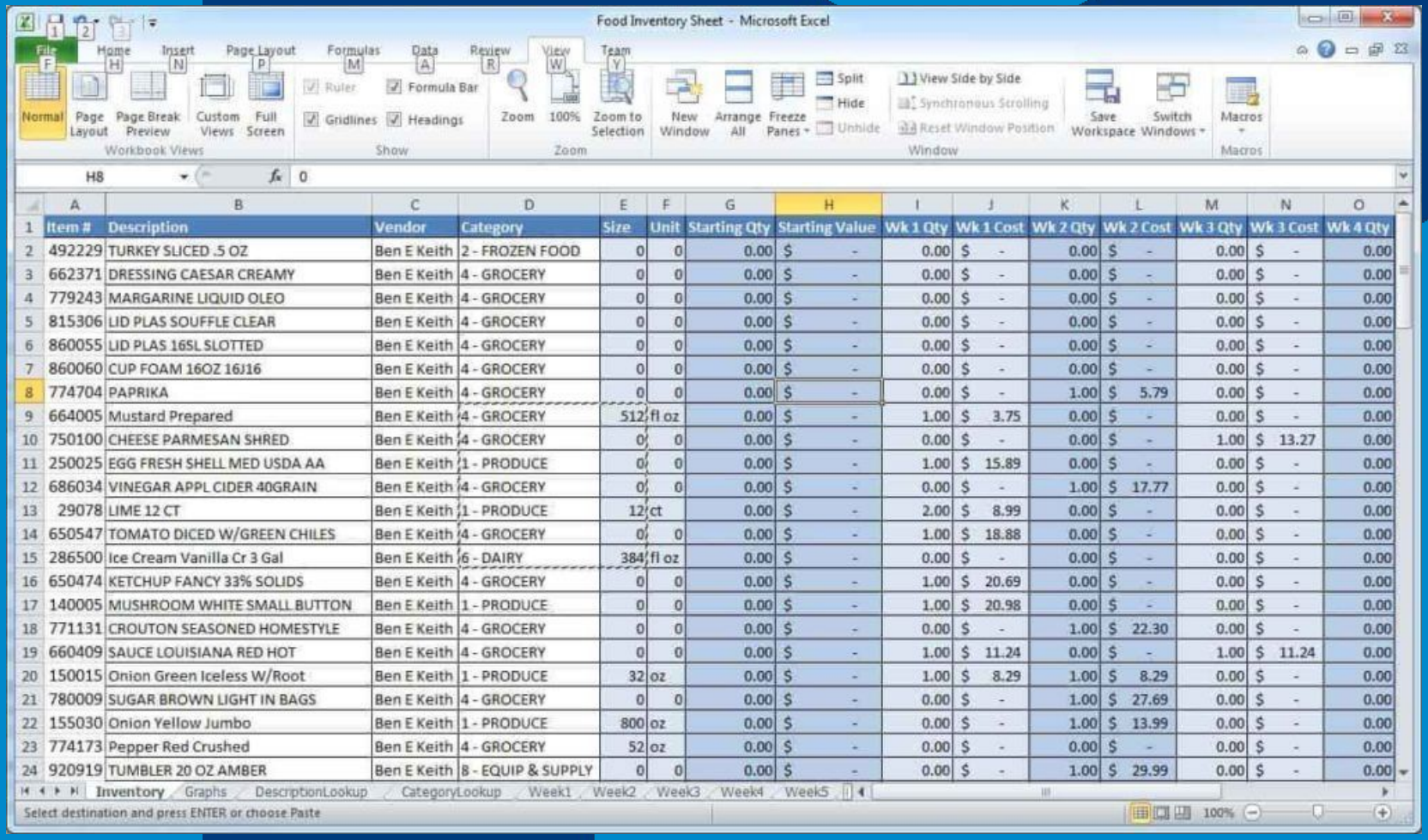
Reem

Sergi

Joaquin

Tharun

The Problem



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Item #	Description	Vendor	Category	Size	Unit	Starting Qty	Starting Value	Wk 1 Qty	Wk 1 Cost	Wk 2 Qty	Wk 2 Cost	Wk 3 Qty	Wk 3 Cost	Wk 4 Qty
2	492229	TURKEY SLICED .5 OZ	Ben E Keith	2 - FROZEN FOOD	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
3	662371	DRESSING CAESAR CREAMY	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
4	779243	MARGARINE LIQUID OLEO	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
5	815306	LID PLAS SOUFFLE CLEAR	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
6	860055	LID PLAS 16SL SLOTTED	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
7	860060	CUP FOAM 16OZ 16J16	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
8	774704	PAPRIKA	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 5.79	0.00	$ -	0.00
9	664005	Mustard Prepared	Ben E Keith	4 - GROCERY	512	fl oz	0.00	$ -	1.00	$ 3.75	0.00	$ -	0.00	$ -	0.00
10	750100	CHEESE PARMESAN SHRED	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	1.00	$ 13.27	0.00
11	250025	EGG FRESH SHELL MED USDA AA	Ben E Keith	1 - PRODUCE	0	0	0.00	$ -	1.00	$ 15.89	0.00	$ -	0.00	$ -	0.00
12	686034	VINEGAR APPL CIDER 40GRAIN	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 17.77	0.00	$ -	0.00
13	29078	LIME 12 CT	Ben E Keith	1 - PRODUCE	12	ct	0.00	$ -	2.00	$ 8.99	0.00	$ -	0.00	$ -	0.00
14	650547	TOMATO DICED W/GREEN CHILES	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 18.88	0.00	$ -	0.00	$ -	0.00
15	286500	Ice Cream Vanilla Cr 3 Gal	Ben E Keith	6 - DAIRY	384	fl oz	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
16	650474	KETCHUP FANCY 33% SOLIDS	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 20.69	0.00	$ -	0.00	$ -	0.00
17	140005	MUSHROOM WHITE SMALL BUTTON	Ben E Keith	1 - PRODUCE	0	0	0.00	$ -	1.00	$ 20.98	0.00	$ -	0.00	$ -	0.00
18	771131	CROUTON SEASONED HOMESTYLE	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 22.30	0.00	$ -	0.00
19	660409	SAUCE LOUISIANA RED HOT	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 11.24	0.00	$ -	1.00	$ 11.24	0.00
20	150015	Onion Green Iceless W/Root	Ben E Keith	1 - PRODUCE	32	oz	0.00	$ -	1.00	$ 8.29	1.00	$ 8.29	0.00	$ -	0.00
21	780009	SUGAR BROWN LIGHT IN BAGS	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 27.69	0.00	$ -	0.00
22	155030	Onion Yellow Jumbo	Ben E Keith	1 - PRODUCE	800	oz	0.00	$ -	0.00	$ -	1.00	$ 13.99	0.00	$ -	0.00
23	774173	Pepper Red Crushed	Ben E Keith	4 - GROCERY	52	oz	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
24	920919	TUMBLER 20 OZ AMBER	Ben E Keith	8 - EQUIP & SUPPLY	0	0	0.00	$ -	0.00	$ -	1.00	$ 29.99	0.00	$ -	0.00

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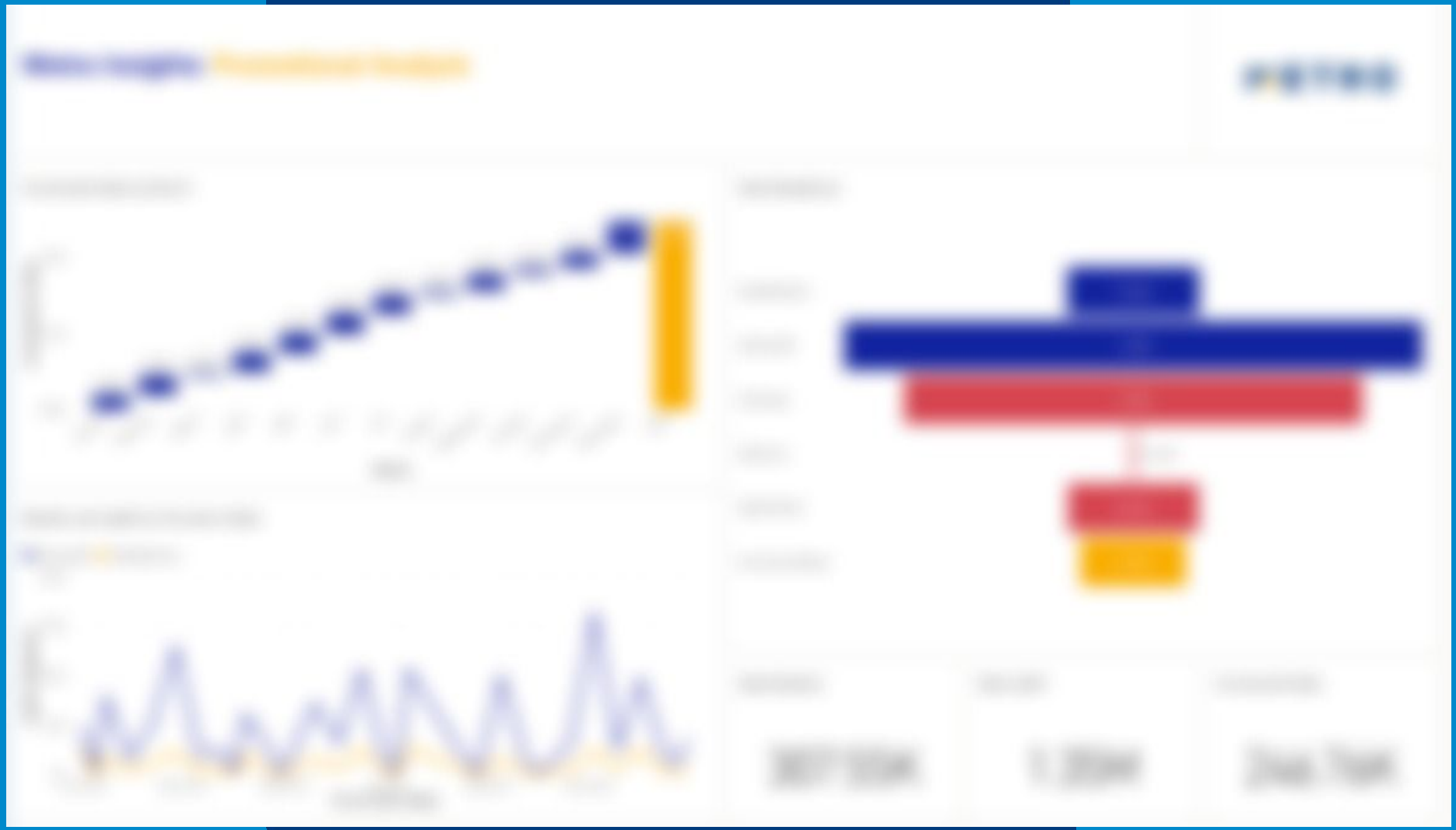
ArcInsights



ArcInsights

High Level View: Key Indicators

Category: All

PromoID: All

Please **Click** on the bubble in the interactive chart in order to see the visualization.

Key influencers | Top segments

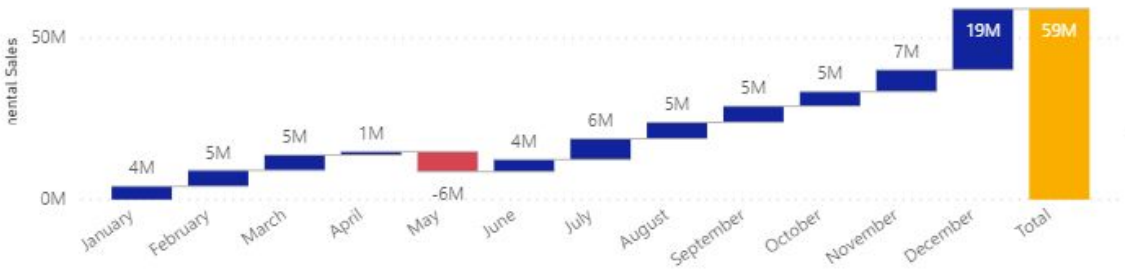
What influences SalesUplift to Increase ?

SalesDiscountPercent is ... 9.33K

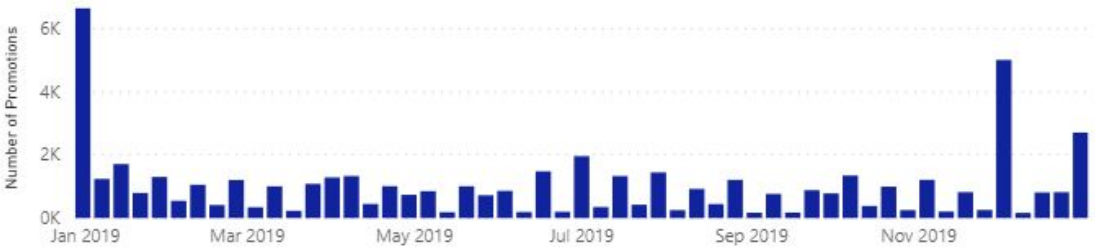
SalesUplift is more likely to increase when SalesDiscountPercent is more than 0.250710395 than otherwise (on average).

Only show values that are influencers

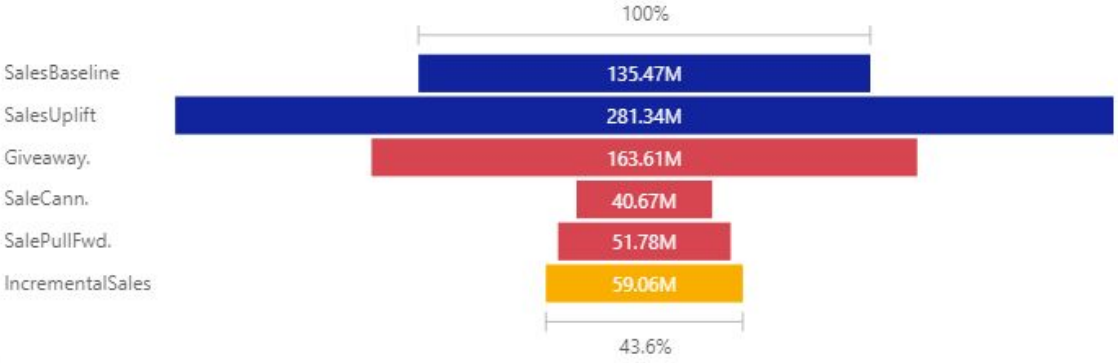
Incremental Sales by Month



Promotions over Time



SalesBreakdown



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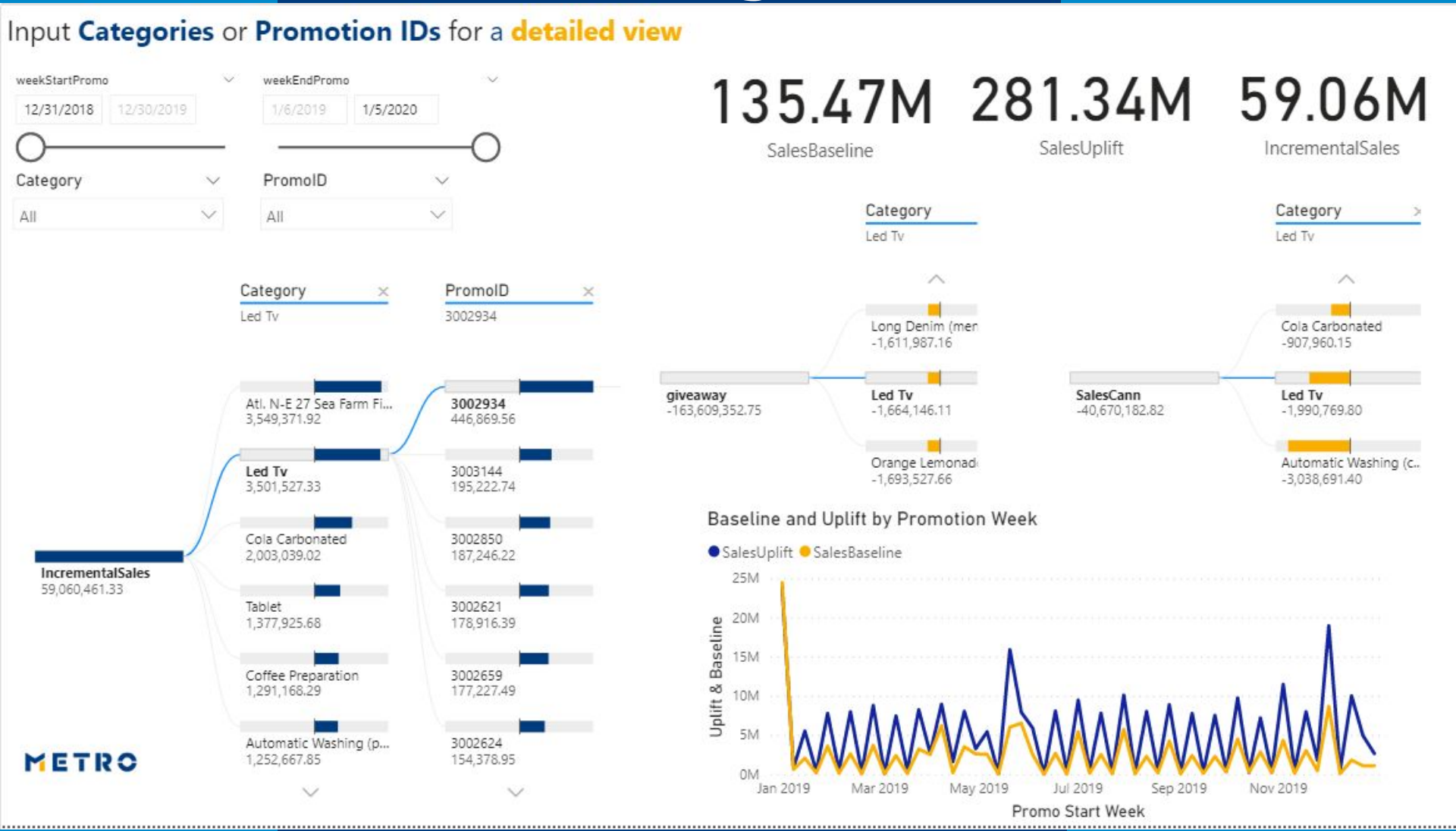

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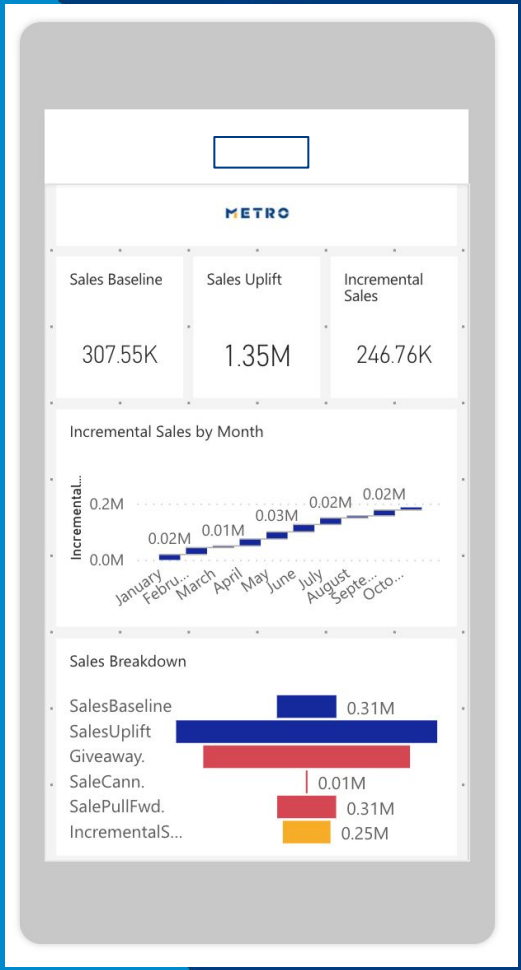
Mobile View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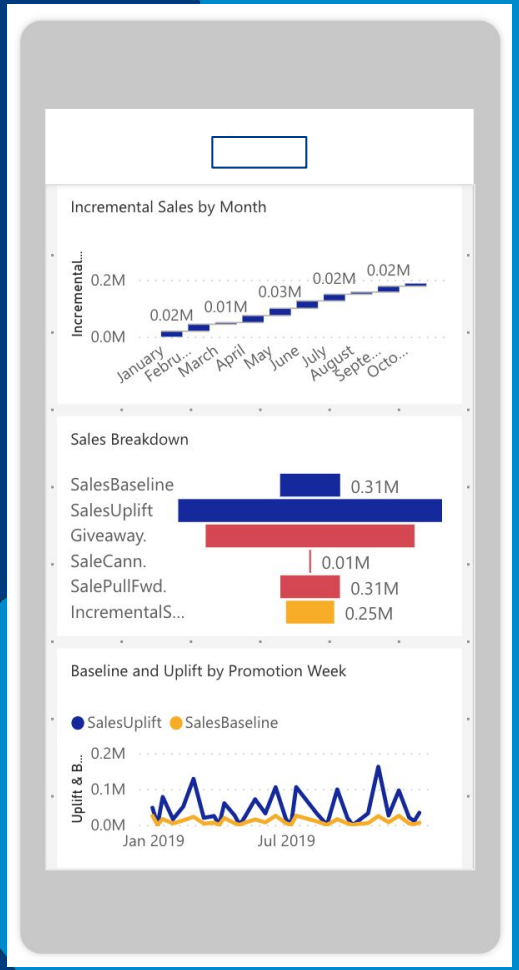
Sales Baseline
307.55K
Sales Uplift
1.35M
Incremental Sales
246.76K
Incremental Sales by Month
Incremental...
0.2M
0.0M
0.02M
0.01M
0.03M
0.02M
0.02M
January
Febru...
March
April
May
June
July
August
Septe...
Octo...
Sales Breakdown
SalesBaseline
SalesUplift
Giveaway.
SaleCann.
SalePullFwd.
IncrementalS...
0.31M
0.01M
0.31M
0.25M


Incremental Sales by Month
Incremental...
0.2M
0.0M
0.02M
0.01M
0.03M
0.02M
0.02M
January
Febru...
March
April
May
June
July
August
Septe...
Octo...
Sales Breakdown
SalesBaseline
SalesUplift
Giveaway.
SaleCann.
SalePullFwd.
IncrementalS...
0.31M
0.01M
0.31M
0.25M
Baseline and Uplift by Promotion Week
SalesUplift
SalesBaseline
Uplift & B...
0.2M
0.1M
0.0M
Jan 2019
Jul 2019

Let’s work together!