


Retail Insights Dashboard for FMCG Category Growth

Time

All

- Overall
- Promotion

19.95M

Total Revenue (A\$)

4M

Total Units Sold

0.47

Stock Available (%)

Channel

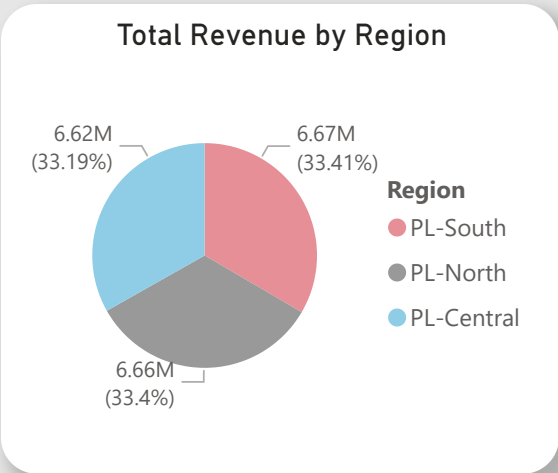
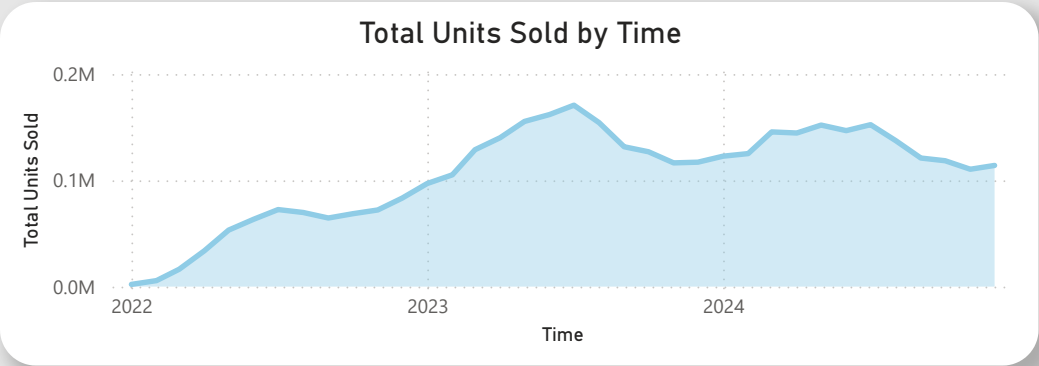
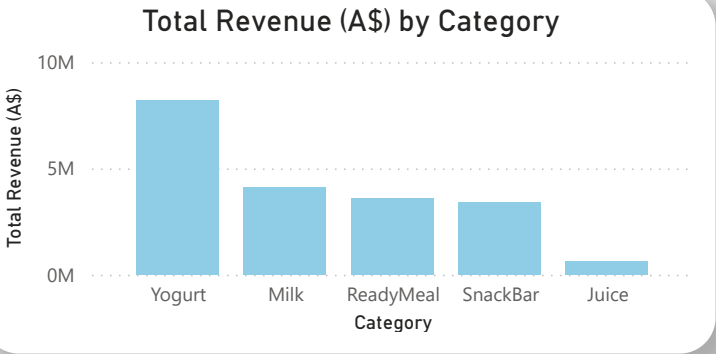
All

Category

All

Brand

All



Revenue by Brand x Category						
Brand	Juice	Milk	ReadyMeal	SnackBar	Yogurt	Total
Total	652,277.27	4,095,375.42	3,576,329.02	3,401,125.56	8,226,193.31	19,951,300.58
SnBrand2				2,860,430.84		2,860,430.84
YoBrand4					2,473,953.74	2,473,953.74
YoBrand3					2,116,950.30	2,116,950.30
YoBrand2					2,015,514.93	2,015,514.93
MiBrand3		1,664,244.74				1,664,244.74
YoBrand1					1,619,774.34	1,619,774.34
ReBrand4			1,530,909.02			1,530,909.02

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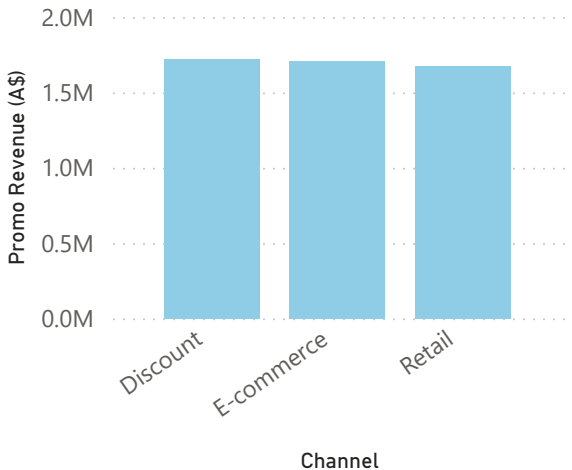
Time

All

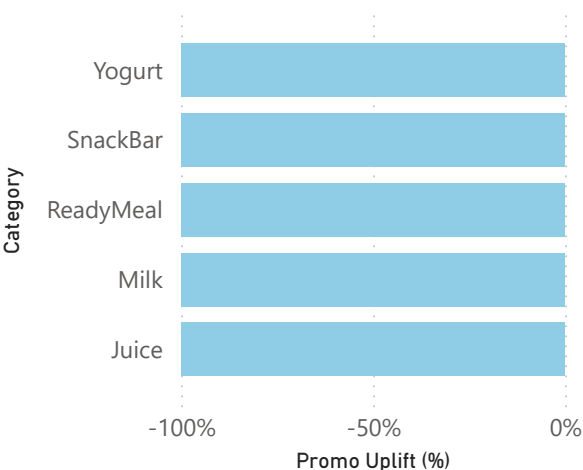
Overall

Promotion

Promotion Revenue (A\$) by Channel



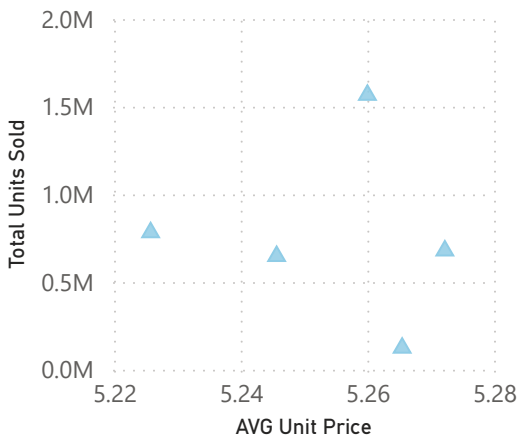
Promo Uplift (%) by Category



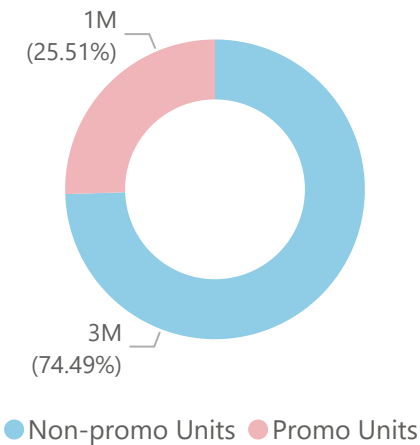
Top SKUs by Promo Uplift %

SKU	Promo Uplift (%)
YO-024	-0.69
SN-027	-0.68
RE-015	-0.68
MI-022	-0.68
MI-006	-0.68
MI-008	-0.68
RE-025	-0.67
YO-018	-0.67
SN-013	-0.67
Total	-0.66

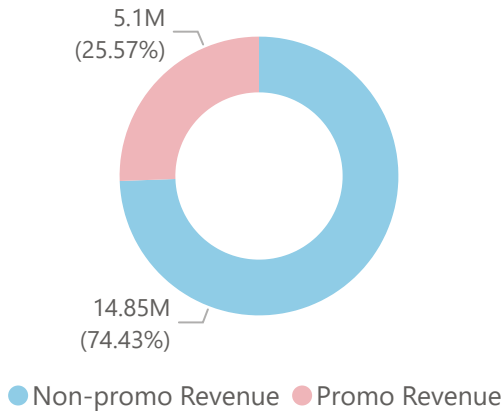
Average Unit Price Vs Units Sold by Category



Units Sold of Non-promo Vs. Promo



Revenue of Non-promo Vs. Promo (A\$)



Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.

