

Retail Insights Dashboard for FMCG Category Growth

Time

Overall

Promotion

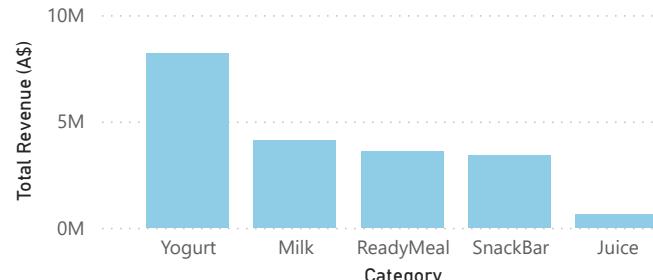
19.95M
Total Revenue (A\$)

4M
Total Units Sold

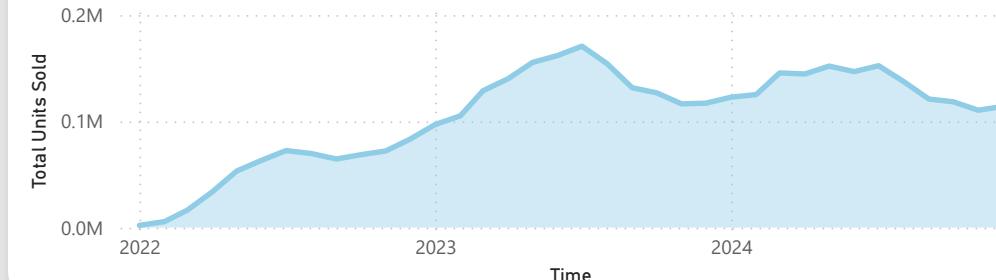
0.47
Stock Available (%)

Channel Category Brand

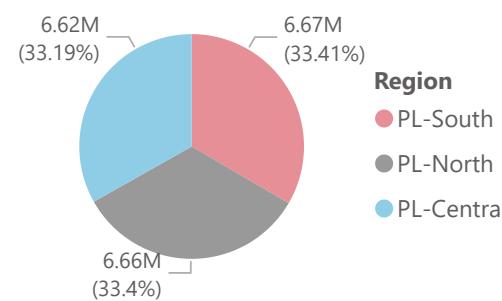
Total Revenue (A\$) by Category



Total Units Sold by Time



Total Revenue by Region



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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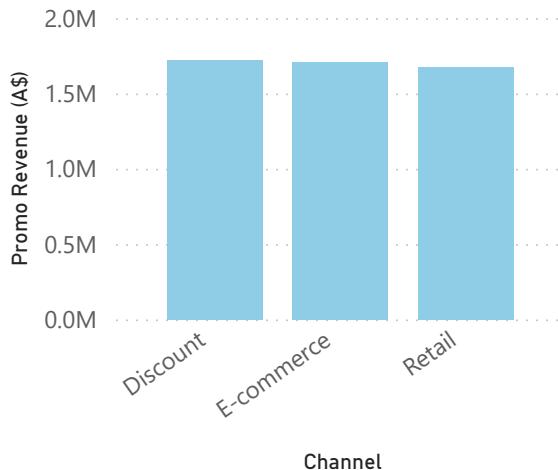
Time

All

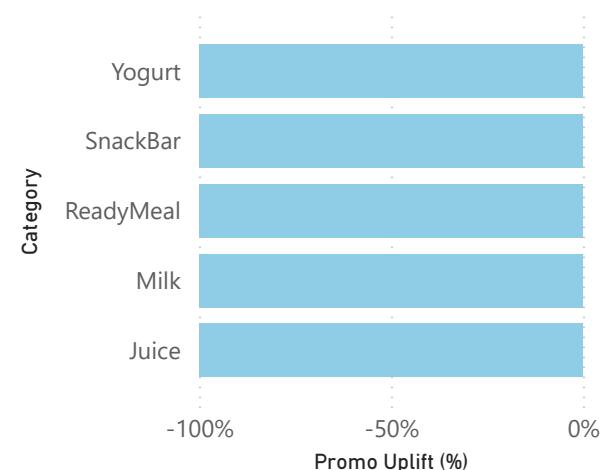
Overall

Promotion

Promotion Revenue (A\$) by Channel



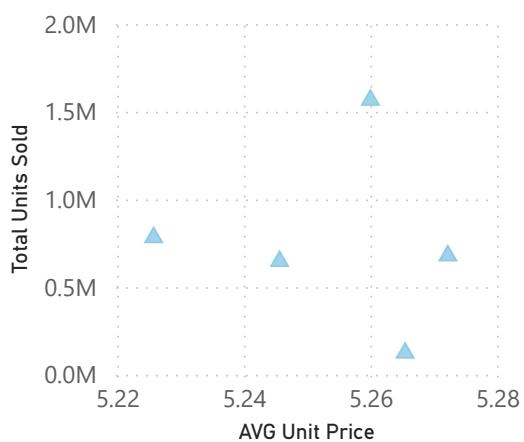
Promo Uplift (%) by Category



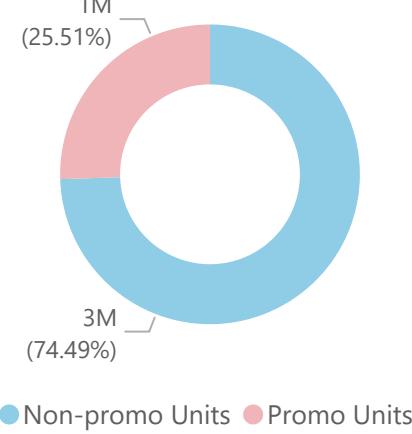
Top SKUs by Promo Uplift %

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

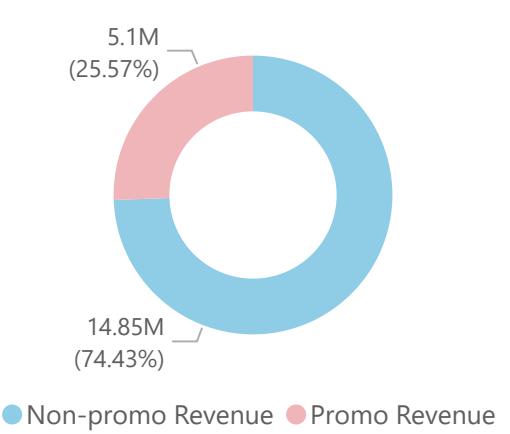
Average Unit Price Vs Units Sold by Category



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.

