

TRADE SPEND & COST DRIVER ANALYSIS

Choose Company

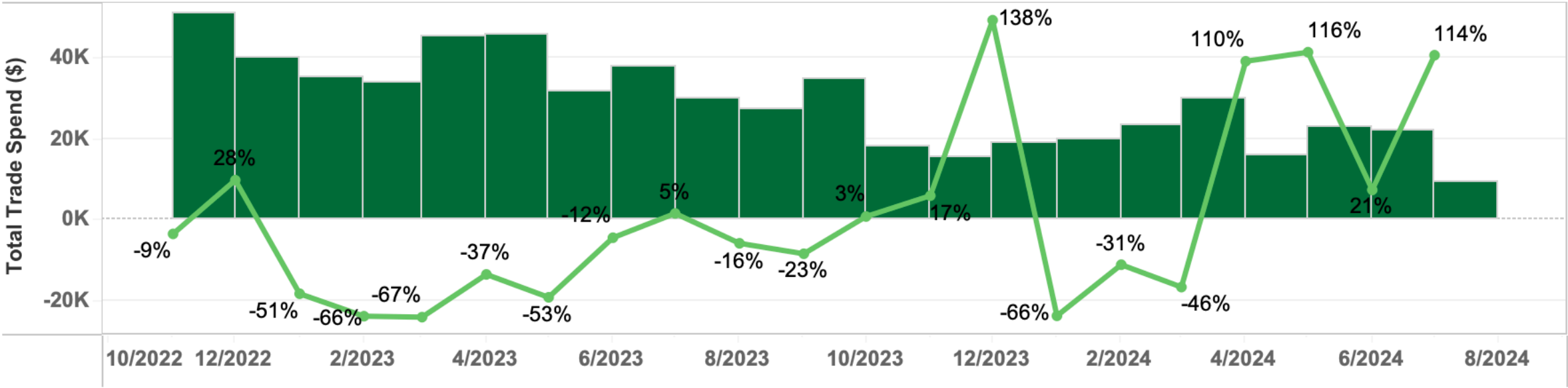
GG

Choose Date Range

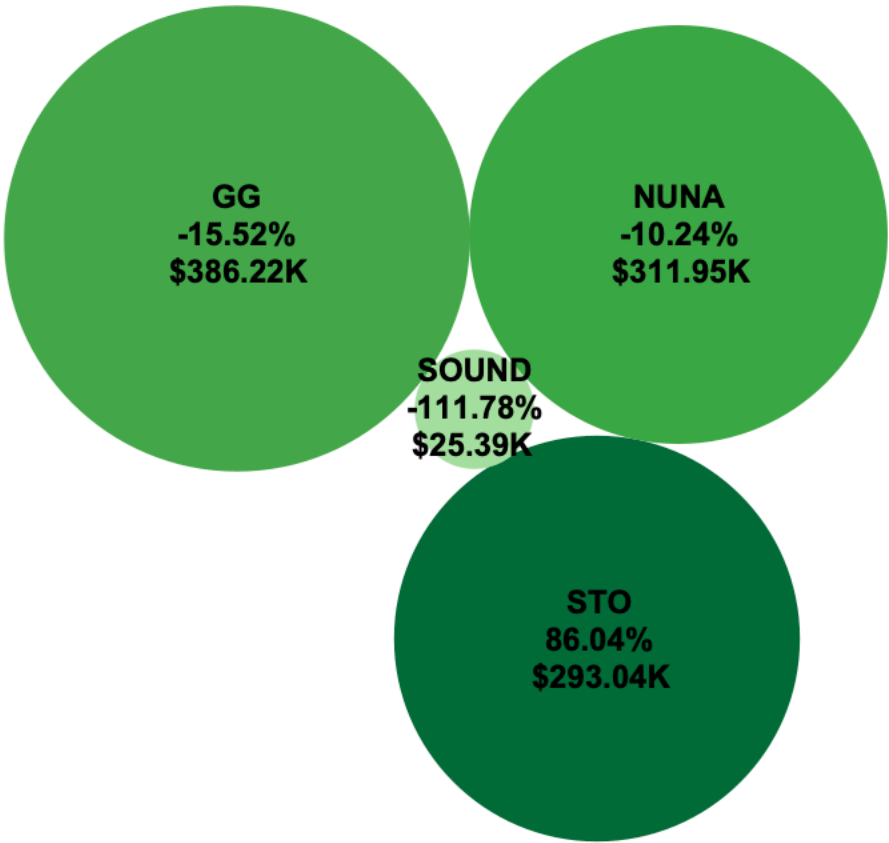
10/20227/2024

Total Trade Spend with ROI

Bars represent total monthly trade spend; line represents monthly ROI (%).

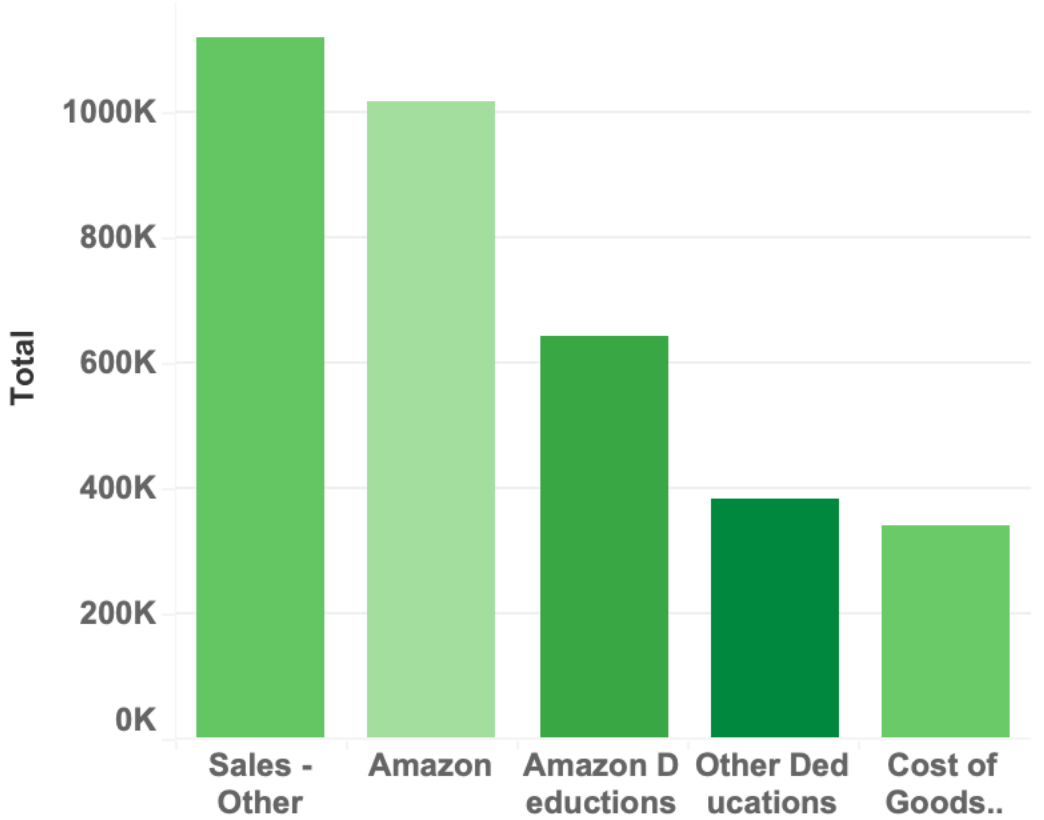


Trade Spend Performance Matrix



Bubble size = Total Trade Spend & Color = ROI Performance
Position compares efficiency across brands

Top 5 Cost Drivers



Highest-cost expense categories for the selected brand and time range.