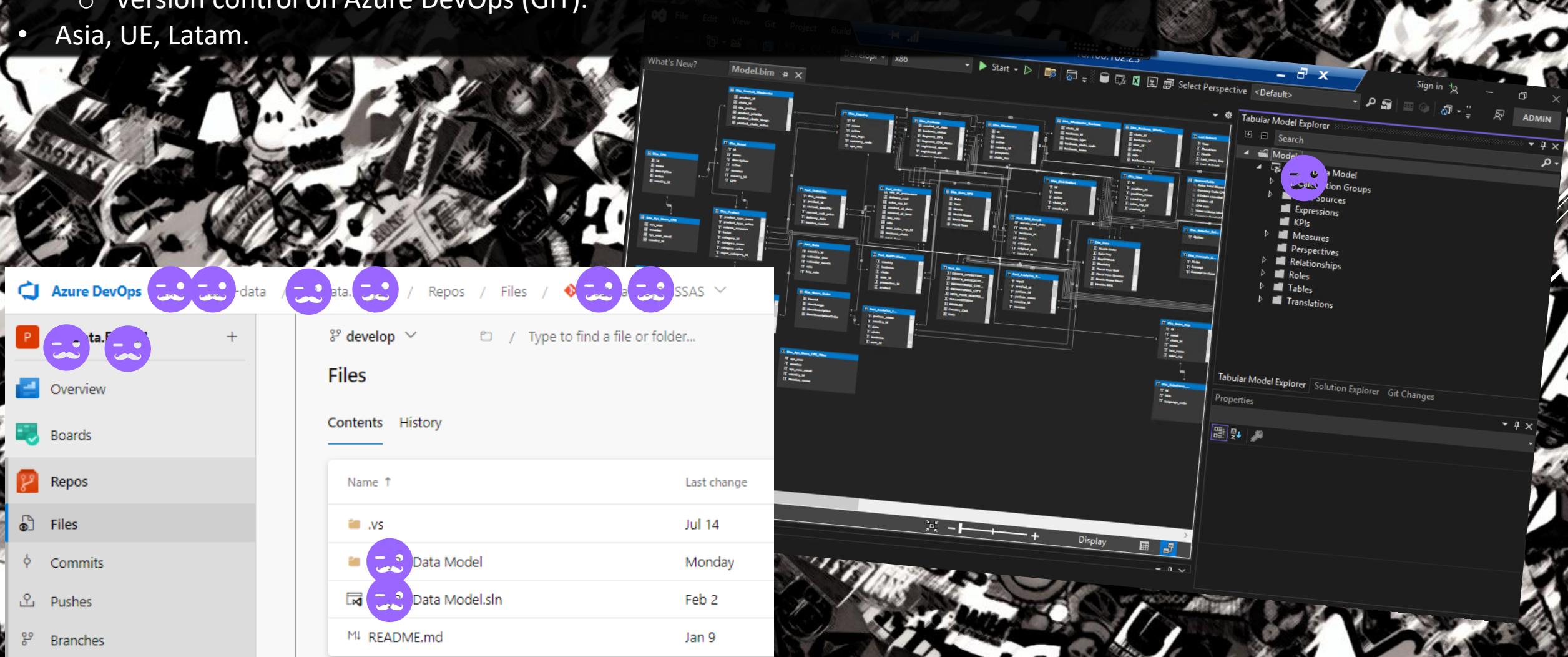


- No confidential disclosure agreement (CDA) issues.
 - Screenshots from a dev environment.
- This project uses Row-level security (RLS).
 - The dashboard is embedded in a website (company's back-office).
- The data model is built in SSAS (Analysis Services) and deployed to a PBI service.
 - Version control on Azure DevOps (GIT).
- Asia, UE, Latam.






Vendor Dashboard

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
Country
is not (Blank)

Segment
is not (Blank) or Test ...

sys_user_email
is (All)

 CTRL+click here to follow link

 **Promos**

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
v2.6.3



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VENDORS | Overview

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53,566,021,757

Sales

114,737

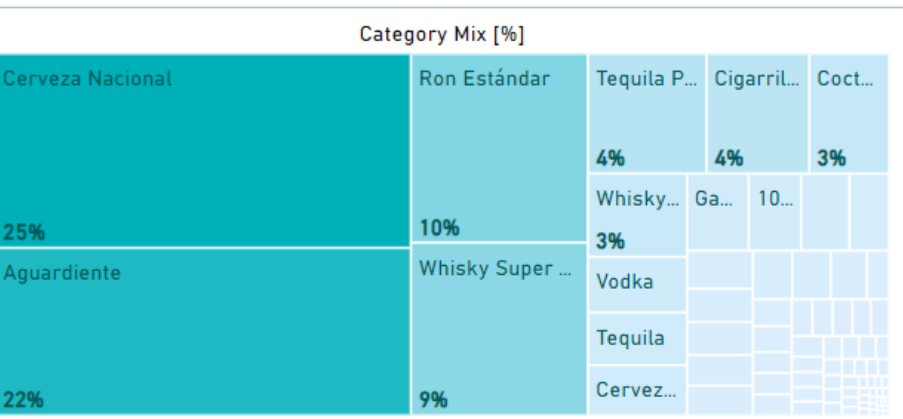
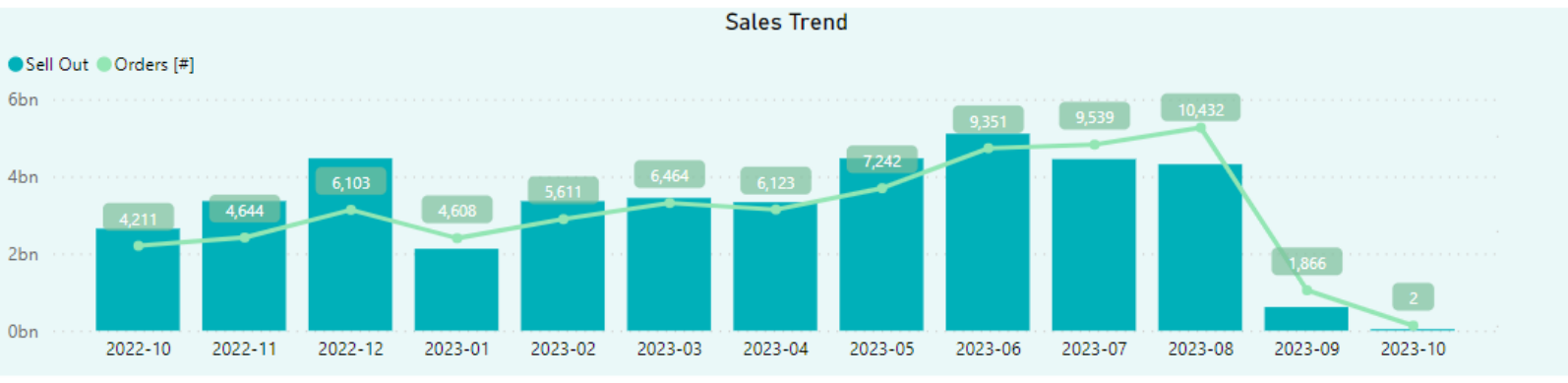
Orders [#]

466,859

Average basket

3,026

Buyers in the Last 12 Weeks



Conversion Funnel

3841

Sleeping

5435

Non-Buyers

24.6%

Conversion

62.0%

Retention

Reg. Business accumulated

12302

≥ 1 order last 12 weeks

3026

≥ 2 orders last 12 weeks

1877

≥ 3 orders last 12 weeks

1334

Measure

☒ Value (N/A)

☐ Volume (Mult.)

Category - Unit of ...

All

Vendors (71)

All

Month

All

CPG

All

Segment

All

Category

All

Sales Rep

Search

☐ Select all

☐ (Blank)

☐ 100X Contreras ...

☐ 101X Nueva O...

Country

is not (Blank)

Segment

is not (Blank) or Test ...

sys_user_email

is (All)



VENDORS | Brand Mix: Super Category | Last 12 weeks

Last Refresh 26/10/2023 16:12:22 UTC +00



Toggle Data

Super Category

CPG

Weeks Scope

Last 12 weeks

Last 4 weeks

Period

8/2/2023

10/24/2023

4,896,155,146

Sales (Local Currency)

12,084

#Orders

405,177

AVG Basket

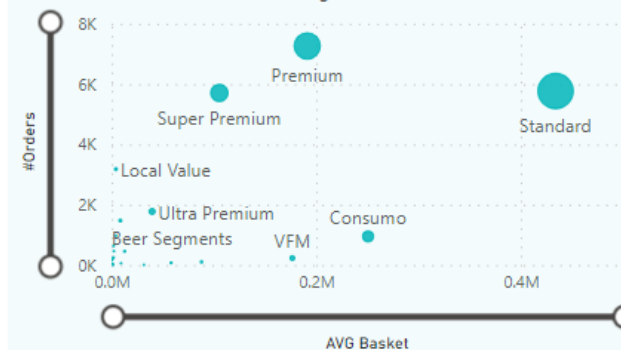
3,026

Buyers

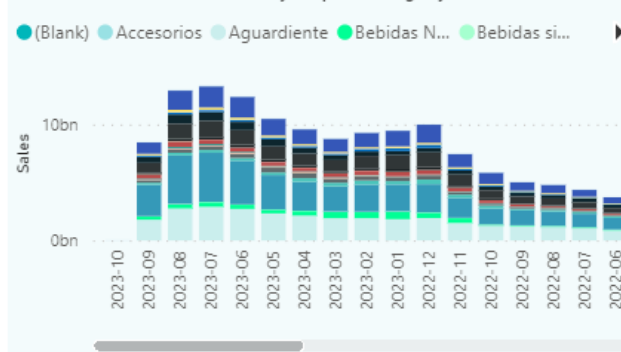
Super Category	Share	(Δ pp)	Sales	(Δ pp)	AVG Basket	(Δ pp)	Buyers	(Δ pp)
Cerveza	30.4%	5.7%	1,486,551K	13.7%	1,393K	120.0%	407	23.7%
Aguardiente	21.2%	-1.2%	1,036,473K	-12.7%	963K	103.6%	380	23.4%
Whisky	11.4%	-4.2%	555,721K	-32.9%	654K	77.5%	370	23.6%
Ron	9.5%	-2.4%	463,617K	-26.3%	563K	84.8%	320	24.6%
Tequila	6.5%	1.0%	319,935K	9.5%	563K	100.4%	294	26.9%
Licores	3.9%	-0.0%	189,148K	-8.8%	33K	71.9%	1,278	19.7%
Bebidas No Alcoholicas	3.9%	2.4%	188,815K	151.6%	275K	146.3%	287	55.9%
Cocteleria	2.3%	-0.2%	113,115K	-15.7%	286K	112.2%	207	19.6%
Cigarrillos	2.1%	-1.5%	103,076K	-46.5%	273K	48.3%	175	23.5%
Vino	1.8%	-0.3%	86,188K	-23.0%	333K	115.9%	151	12.5%
Vodka	1.6%	-0.0%	77,779K	-10.3%	193K	89.3%	183	18.9%
Otros Licores	1.4%	-0.8%	70,641K	-41.2%	213K	71.9%	181	54.7%

Brand	Share	(Δ pp)	Sales	(Δ pp)	AVG Basket	(Δ pp)	Buyers	(Δ pp)
Antioqueño	12.6%	1.5%	618,985K	4.9%	809K	120.4%	296	246.7%
Corona	9.5%	1.6%	466,890K	11.9%	555K	112.3%	345	221.2%
Poker	7.8%	3.7%	379,846K	78.3%	1,088K	218.6%	157	163.5%
Buchanan's	5.9%	-1.8%	286,897K	-28.9%	283K	65.7%	50	168.5%
Ron Viejo de Caldas	4.9%	-0.2%	239,212K	-10.4%	417K	104.3%	27	211.9%
Nectar	4.7%	-2.4%	229,346K	-38.8%	412K	117.2%	20	150.0%
Aguila	3.4%	0.1%	167,862K	-4.9%	494K	104.9%	73	171.3%
Budweiser	3.2%	-0.3%	155,295K	-14.6%	559K	141.6%	62	130.6%
Blanco del Valle	2.9%	2.7%	140,396K	1499.0%	1,190K	772.4%	40	0.0%
Ron Medellin	2.5%	-1.4%	121,672K	-40.4%	341K	93.3%	148	149.5%
Club Colombia	2.3%	-0.3%	111,715K	-16.5%	341K	112.3%	168	163.1%
Jimador	1.7%	-0.1%	83,976K	-14.6%	198K	73.9%	219	172.4%

Price Segment Mix



Sales by Super Category



Measure

☒ Value (N/A)☐ Volume (Mult.)

Category - Unit of ...

All

Vendors (71)

All

Month

All

CPG

All

Segment

All

Category

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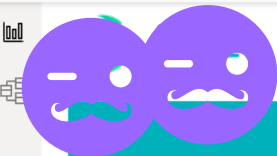
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VENDORS | Promos

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1,481,015,971

Sales

31,496

Orders [#]

47,022

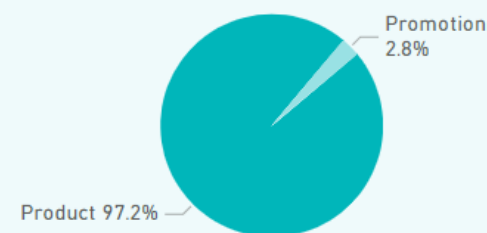
Average basket

1,051

Buyers in the Last 12 Weeks

Promo	Sales [K]	Orders [#]	AVG Price
Cerveza Poker 330 ml Lata x 24 und Precio Especial	91,700	29	53,898
3 Chivas 13 700ml lleva + Gratis Olmeca Reposado 700ml	24,751	58	387,007
Something Special 750ml + GRATIS 3 Latas de Budweiser 269ml	21,553	59	53,627
3 Buchanans 12 + Gratis 2 SixPack de Poker	17,433	22	379,072
3 Botellas Chivas 12 + GRATIS 1 Botella de Old Parr 12	15,967	22	349,500
5 Chivas 12 700ml Lleva GRATIS 1 Buchanan's 12 750ml + 2 Antioqueño Azul 750ml	13,980	6	582,500
4 botellas de Olmeca Reposado 700ml y Lleva GRATIS 1 botella de Jose Cuervo Especial 750ml	13,779	26	265,363
2 Chivas 13 700ml lleva + Gratis Olmeca Reposado 700ml	10,584	41	258,154
2 Buchanans 12 lleva Gratis Six Pack de Costeña Bacana	10,297	16	252,916
Whisky Chivas Extra 13 + Buchanans 12 + GRATIS Chivas Extra 13 750 ml	9,863	33	252,496
Por una Botella de Jagermeister 700ml GRATIS Coronita 210 MI	9,856	21	89,567
Whisky The Glenlivet Founders + Buchanans Master + GRATIS The Glenlivet Founders.	9,348	27	282,499
Compra 2 Pacas De Coca Cola 400 MI Y Lleva Gratis 5 Coca Colas Adicionales	9,134	12	52,800
Chivas 12 Años + Old Parr + GRATIS Chivas 12 Años 750 ml	8,997	33	230,557
1 carton de lucky por 1/2 mezclado + 1 carton de	7,000	21	170,000
Total	622,685	12,019	13,341

Sales by Product Type



Category	Active Promos [#]	Sales [K]
Whisky Super Premium	166	205,365
Cerveza Nacional	21	95,000
Whisky Premium	116	78,989
Tequila	274	51,221
Tequila Premium	74	41,313
Whisky	847	26,281
Cognac	158	14,943
Vodka	677	14,290
Whisky Estándar	37	13,146
Whisky Ultra Premium	6	10,260
Aperitivos	4	10,254
Aguardiente	20	9,703
Total	4276	622,685

Measure

☒ Value (N/A)☐ Volume (Mult.)

Category - Unit of ...

All

Vendors (71)

All

Month

All

CPG

All

Segment

All

Category

All

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Weeks Scope

Last 12 weeks

Last 4 weeks

Period

8/2/2023

-

10/24/2023

12,084

#Orders

12.9%

#Orders Vs LYSP

4,896,155,146

Sales (Local Currency)

-7.8%

Sales Vs LYSP

Sales Rep Performance

Type of User	#Users	#Orders	% Change vs. Prev. Year	% of Total Orders	Change vs. Prev. Year (pp)	Sales (Local Currency)	% Change vs. Prev. Year	% of Total Sales	Change vs. Prev. Year (pp)
Business	355	1,972	11.3%	16.3%	-4.5%	474,925,491	1112.5%	9.7%	8.9%
Sales Rep	149	10,112	50.3%	83.7%	4.5%	4,421,229,655	-7.2%	90.3%	-8.9%

Outlet Activity

Outlet	Segment	#Orders	% Change vs. Prev. Year	% of Total Orders	Change vs. Prev. Year (pp)	Sales (Local Currency)	% Change vs. Prev. Year2	% of Total Sales	Change vs. Prev. Year (pp)
casa de banquete	On-trade	10	25.0%	0.1%	-0.0%	239,360,546	134.0%	4.9%	2.3%
The Roof	On-trade	7	-	0.1%	0.1%	145,815,425	-	3.0%	3.0%
KEOPS BOGOTA	On-trade	4	-75.0%	0.0%	-0.2%	141,533,756	37.7%	2.9%	0.2%
KEOPS VIP	On-trade	4	-69.2%	0.0%	-0.2%	117,592,740	27.6%	2.4%	0.0%

Brand Sales

Brand	Sub Brand	#Orders	% Change vs. Prev. Year	% of Total Orders	Change vs. Prev. Year (pp)	Sales (Local Currency)	% Change vs. Prev. Year	% of Total Sales	Change vs. Prev. Year (pp)
100 Pipers		1	-	0.0%	0.0%	6,839	-	0.0%	0.0%
1800 Tequila		1	-	0.0%	0.0%	1,206	-	0.0%	0.0%
1890		1	-	0.0%	0.0%	11	-	0.0%	0.0%
19 Crimes		2	-	0.0%	0.0%	3,691	-	0.0%	0.0%

Measure

☒ Value (N/A)☐ Volume (Mult.)

Category - Unit of ...

All

Vendors (71)

All

Month

All

CPG

All

Segment

All

Category

All

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