

OVERALL VIEW

QUATER

1

2

3

4

YEAR

2020

2021

TOTAL SALES

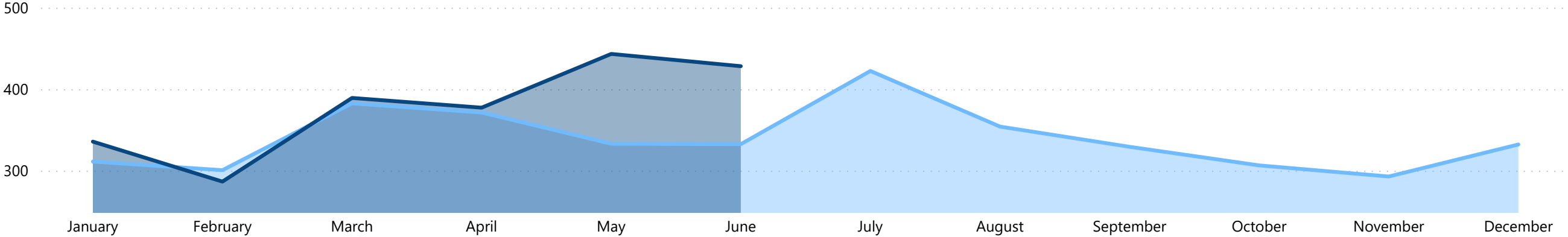
6329

% GROWTH

212%

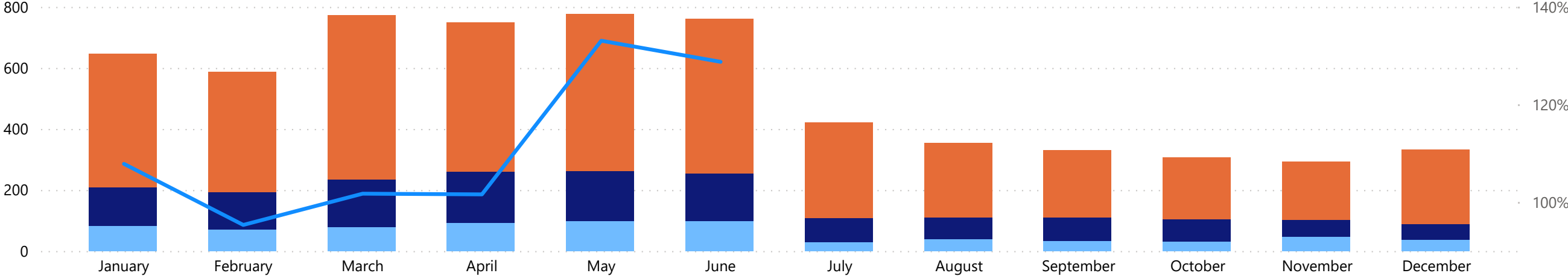
Total Sales by Month and Year

Year ● 2020 ● 2021



Total Sales and % Total Growth by Month and Brand

Brand ● PHÔ MAI ĂN LIỀN ● SỮA UỐNG ● VÁNG SỮA ● % Total Growth



CHANNEL

Revenue

Sales Qty

HY

1

2

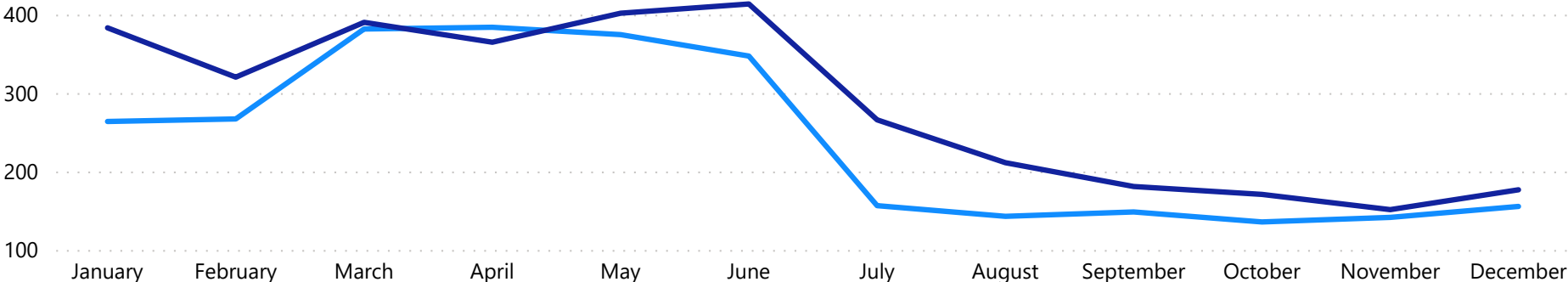
YEAR

2020

2021

SALES by CHANNEL

Measure_GT Measure_MT



GT

TOTAL SALES

2899

% GROWTH

218%

GT Sales & % Growth by Brand

Brand	Sales_GT	% Growth_GT
<input checked="" type="checkbox"/> SỮA UỐNG	656	219%
61098	656	219%
<input checked="" type="checkbox"/> VÁNG SỮA	2165	207%
61041	2165	207%
61018		0%
<input checked="" type="checkbox"/> PHÔ MAI ĂN LIỀN	78	0%
61053	39	0%
61053A		0%
61055	21	0%
61057	17	0%
Total	2899	218%

MT

TOTAL SALES

3431

% GROWTH

206%

MT Sales & % Growth by Brand

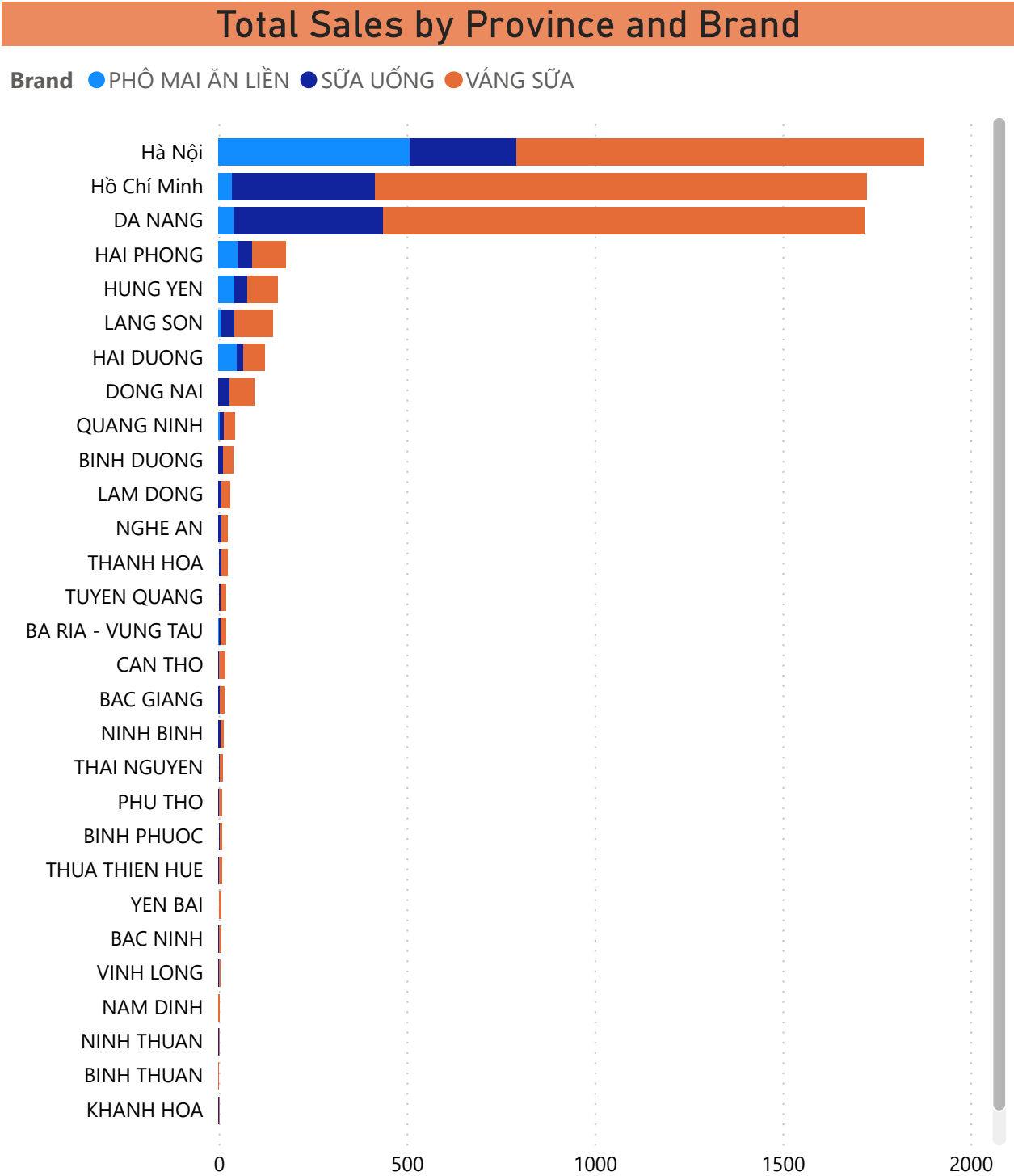
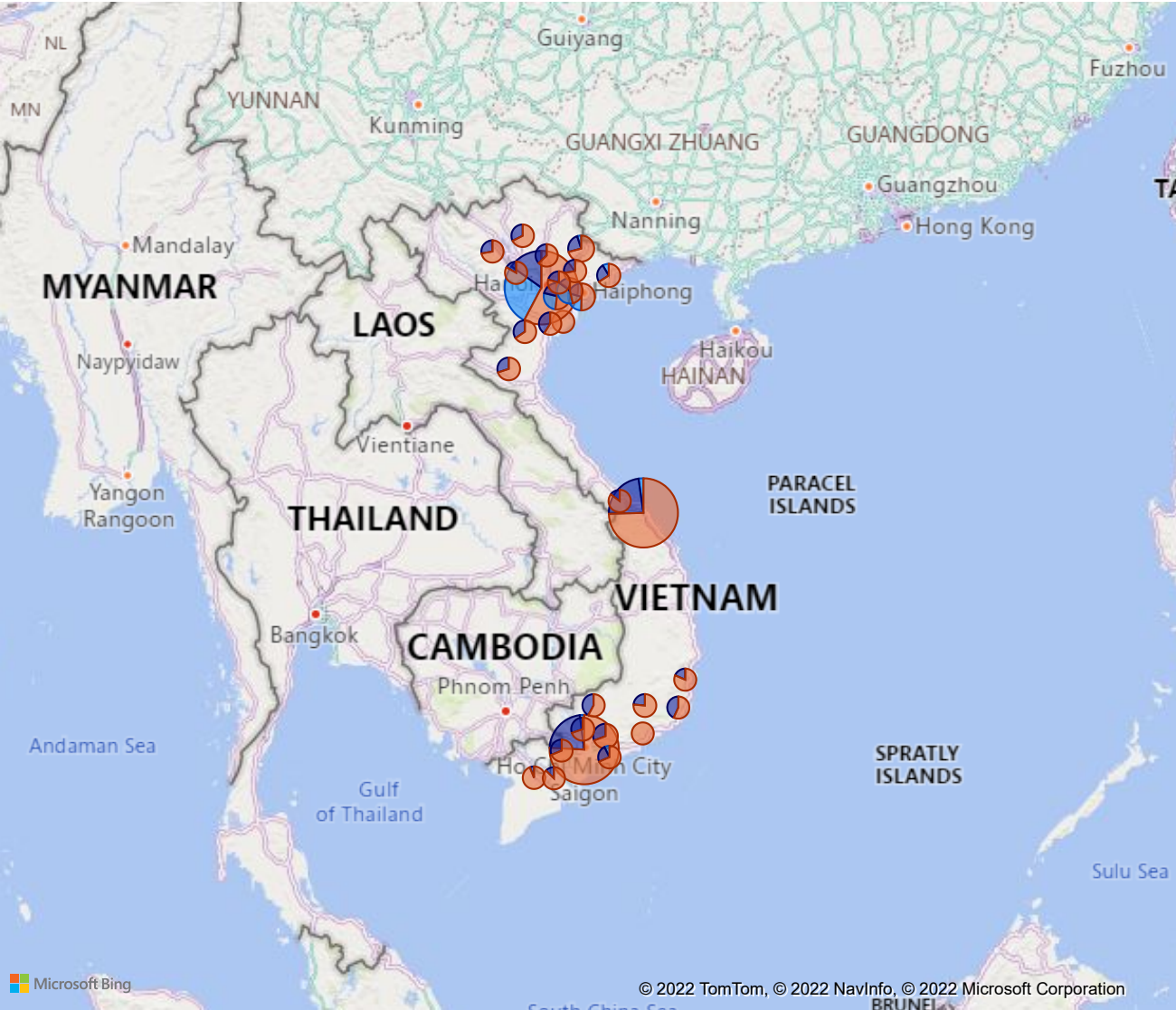
Brand	Sales_MT	% Growth_MT
<input checked="" type="checkbox"/> VÁNG SỮA	2128	196%
61018	2128	196%
61041		
<input checked="" type="checkbox"/> PHÔ MAI ĂN LIỀN	659	206%
61053A	107	39%
61057	217	166%
61055	217	287%
61053	119	12759%
62224		
Total	3431	206%

GEOGRAPHY

HY		YEAR	
1	2	2020	2021

Total Sales by Dim Province and Brand

Brand ● PHÔ MAI ĂN LIỀN ● SỮA UỐNG ● VÁNG SỮA



SALES & GROWTH by PROVINCE		
Province	Total Sales	% Total Growth
Hà Nội	1877	211%
Hồ Chí Minh	1724	234%
DA NANG	1717	179%
HAI PHONG	178	164%
HUNG YEN	157	182%
LANG SON	145	11372%
HAI DUONG	124	194%
DONG NAI	95	221%
QUANG NINH	44	266%
BINH DUONG	38	283%
LAM DONG	30	199%
NGHE AN	24	217%
THANH HOA	24	145%
TUYEN QUANG	20	242%
BA RIA - VUNG TAU	19	160%
CAN THO	18	191%
BAC GIANG	16	79%
NINH BINH	12	133%
THAI NGUYEN	11	498%
PHU THO	10	125%
BINH PHUOC	10	221%
THUA THIEN HUE	9	86%
YEN BAI	8	189%
BAC NINH	7	275%
VINH LONG	5	
NAM DINH	3	
NINH THUAN	2	
Total	6329	212%

