



crunchy corner

Crunchy Corner : A Fast Food Business

Crunchy Corner is one of the India largest Fast Foods restaurant chain and serving millions of customer daily across various cities in India with more than 1000 restaurant and have largest SKU in the industry. Due to rapid expansion and extensive focus on fast food chain, they want to understand how their business has progressed in the last 5 years.

The analysis is divided into three parts to focus on different parameters:

1. Financial Metrics
2. Optimization of Business
3. Financial Planning and Budget



crunchy corner

Navigate to the required page if you wish.

Project
Description

Performance
Analysis

Performance
Analysis ctd

Cost
Analysis

SKU Level
Turnover

Basic
Budgeting..

Mekko
Chart

Quadrant
Analysis

Pareto
Analysis

Pareto
Analysis 2

Final Pareto

GP & Vol

PVM
analysis

Variance
Analysis



Year
All

Month
All

Cluster Head
All

Channel
All

Category
All

Location
All

4230

No of SKUs sold

560.07M

Net Revenue

162.50M

Gross Profit

88.30M

Ebitda_A

61.13M

PAT_A

264.95K

A_Vol

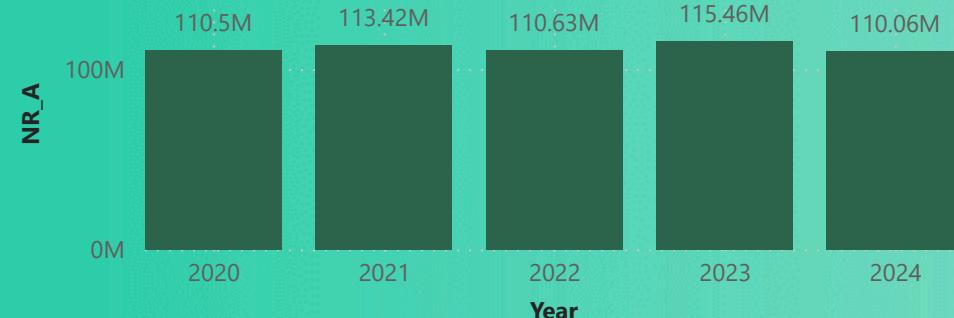
24.46%

YOY % NR

-0.05

YOY % NR YTD

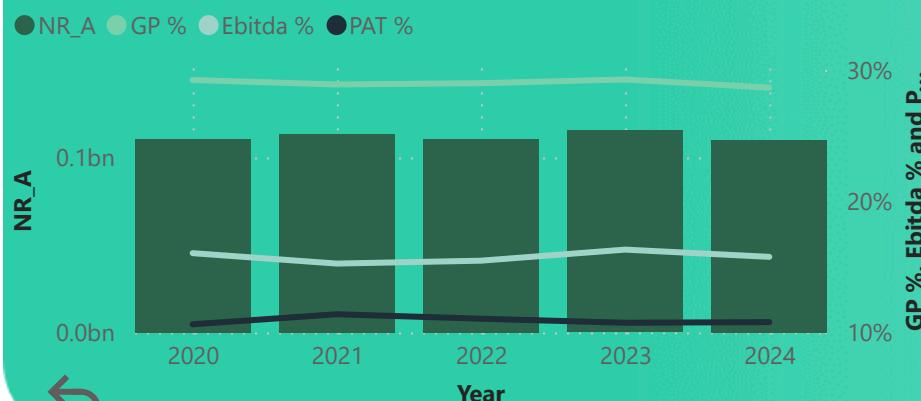
NR_A by Year



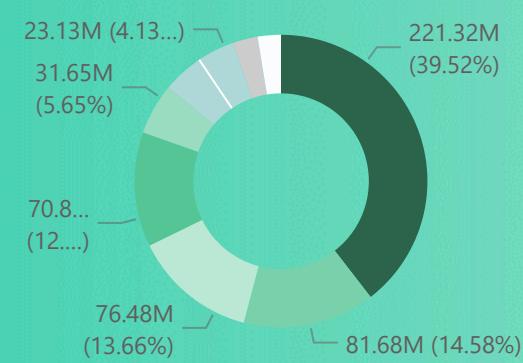
NR_A, GP_A, Ebitda_A and PAT_A by Year



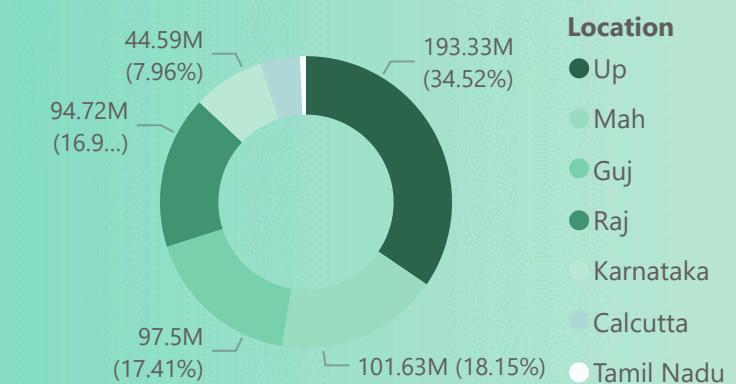
NR_A, GP %, Ebitda % and PAT % by Year



NR_A by Category



NR_A by Location

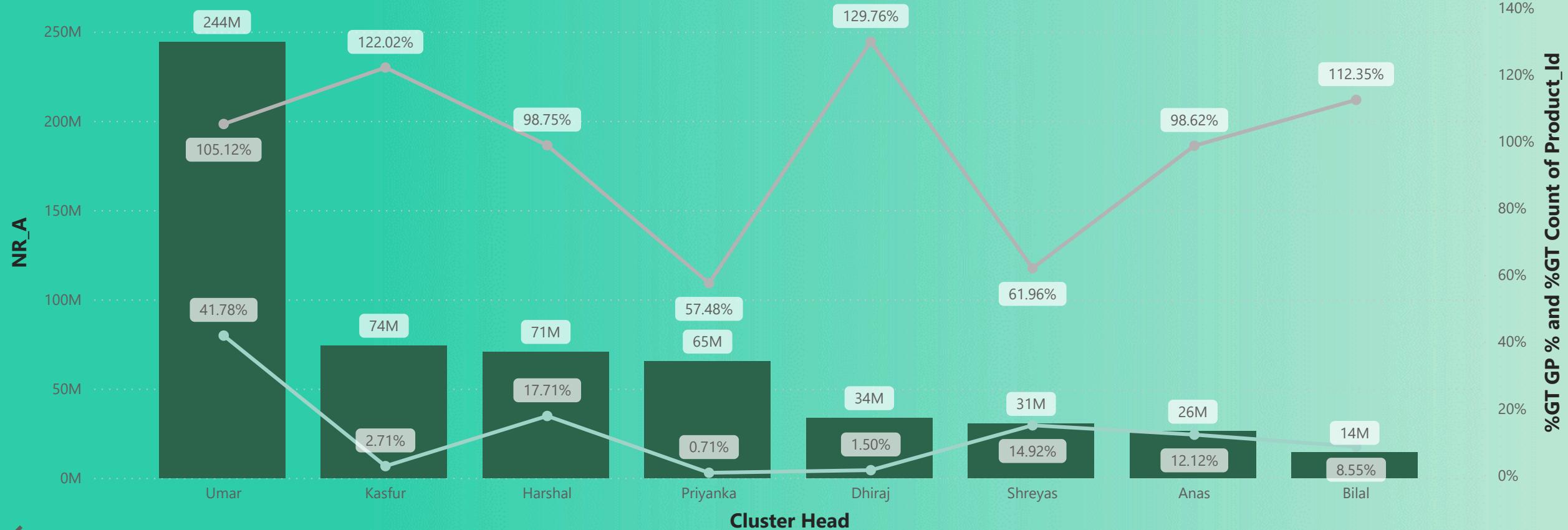


Year ▾ Month ▾ Cluster Head ▾ Channel ▾ Category ▾ Location ▾

All All All All All All

NR_A, %GT GP %, %GT Count of Product_Id and First Category by Cluster Head

● NR_A ● %GT GP % ● %GT Count of Product_Id



Year ▾ Month ▾ Cluster Head ▾ Channel ▾ Category ▾ Location ▾

278.62M

RM Cost

7.98M

Mkt Cost

113.68M

T & Disc

64.26M

Total F&V Cost

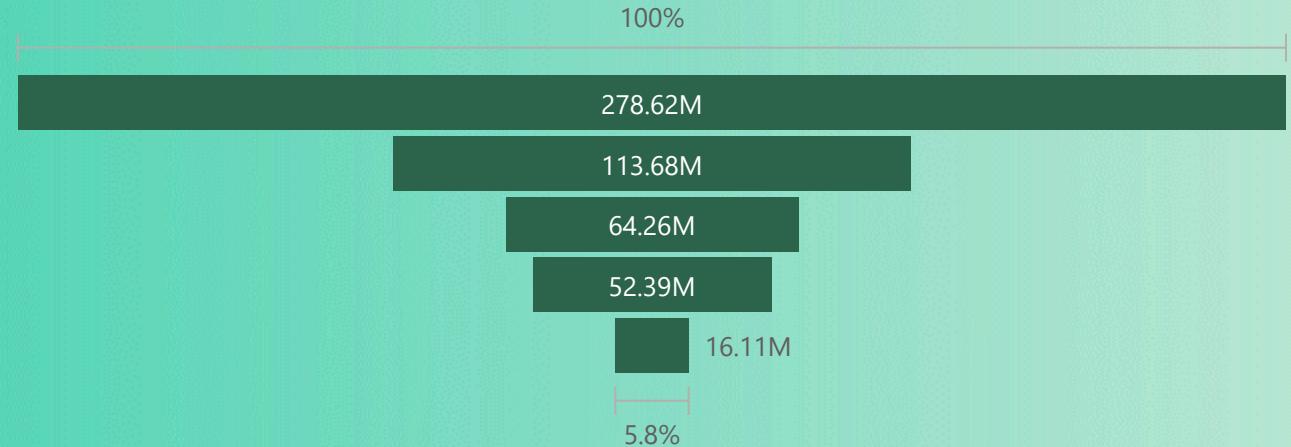
52.39M

Total S&D

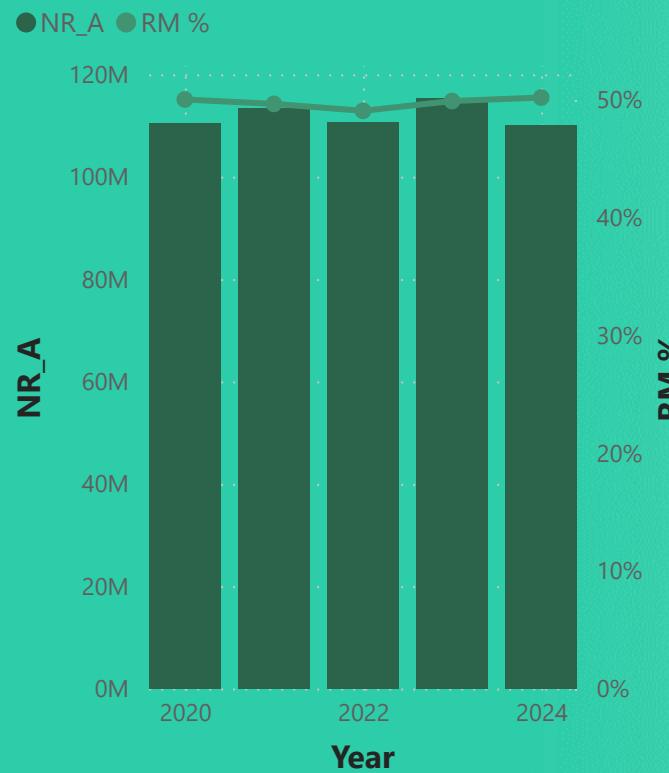
16.11M

Total G&A

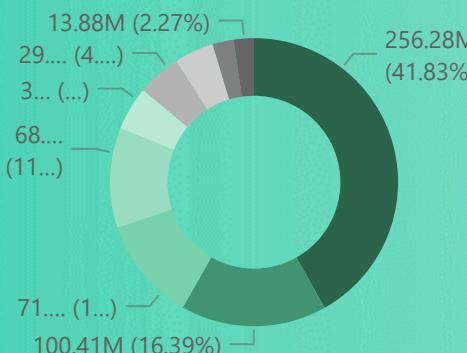
RM Cost, T & Disc, Total F&V Cost, Total S&D and Total G&A



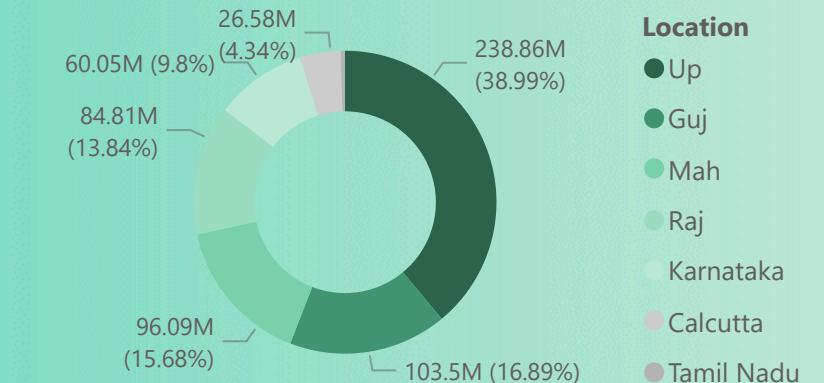
NR_A and RM % by Year



Total Expense by Category



Total Expense by Location

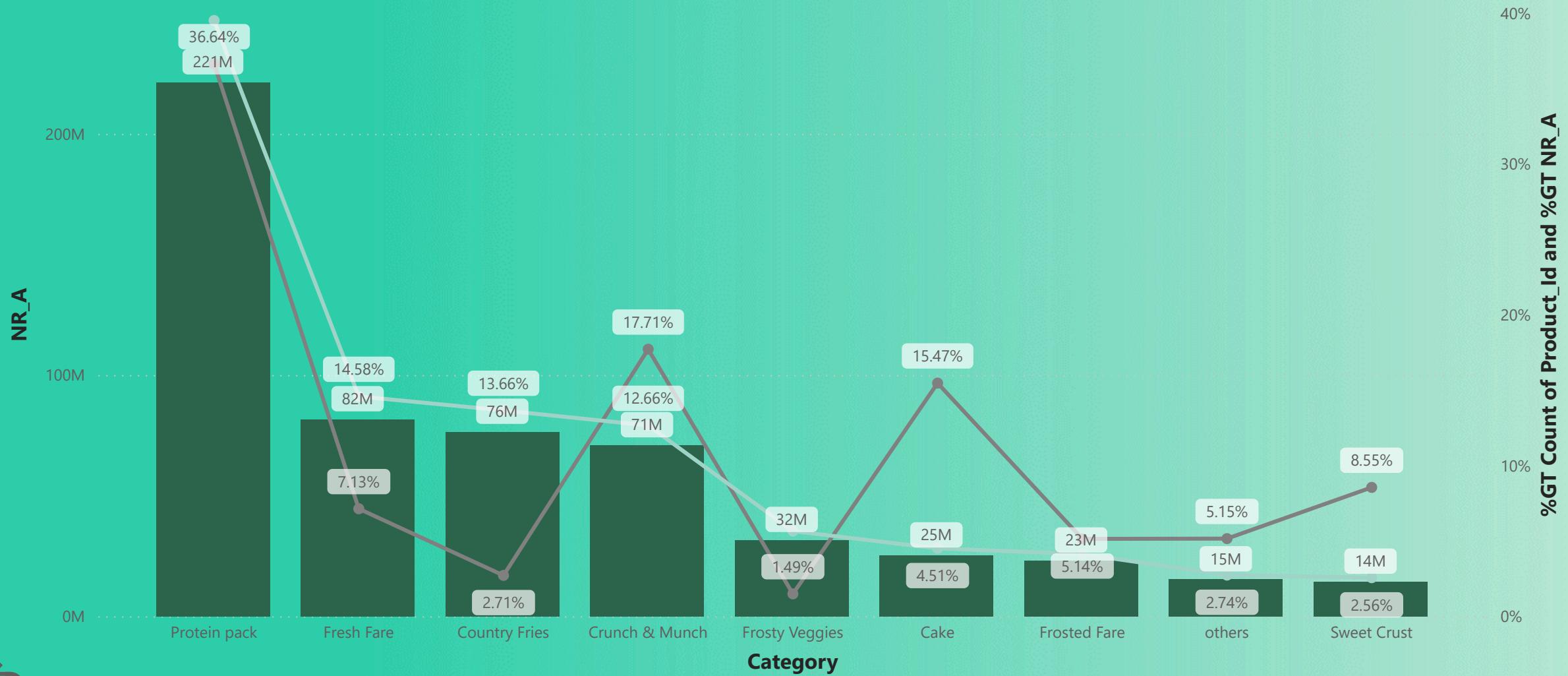


Year ▾ Month ▾ Cluster Head ▾ Channel ▾ Category ▾ Location ▾

All All All All All All All

SKU Level Turnover

● NR_A ● %GT Count of Product_Id ● %GT NR_A



Year
All

Month
All

Cluster Head
All

Channel
All

Category
All

Location
All

-12.36%

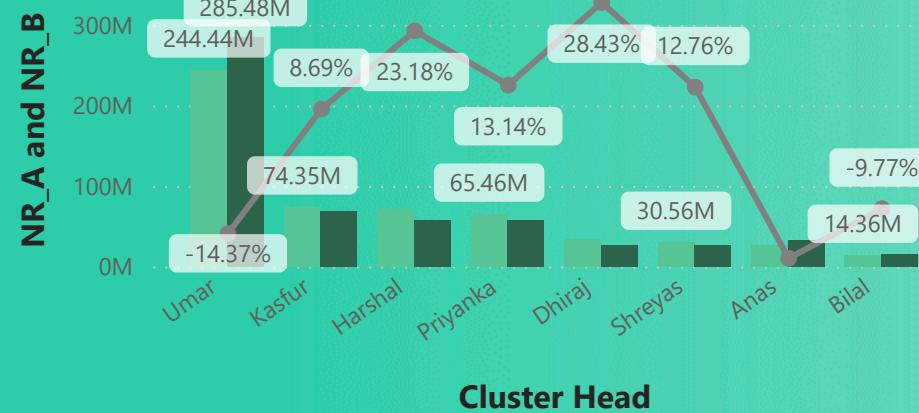
YoY NR % B

110.06M

NR_YTD

NR_A, NR_B and YoY NR % B by Cluster Head

NR_A ● NR_B ● YoY NR % B



127.10M

NR_YTD B

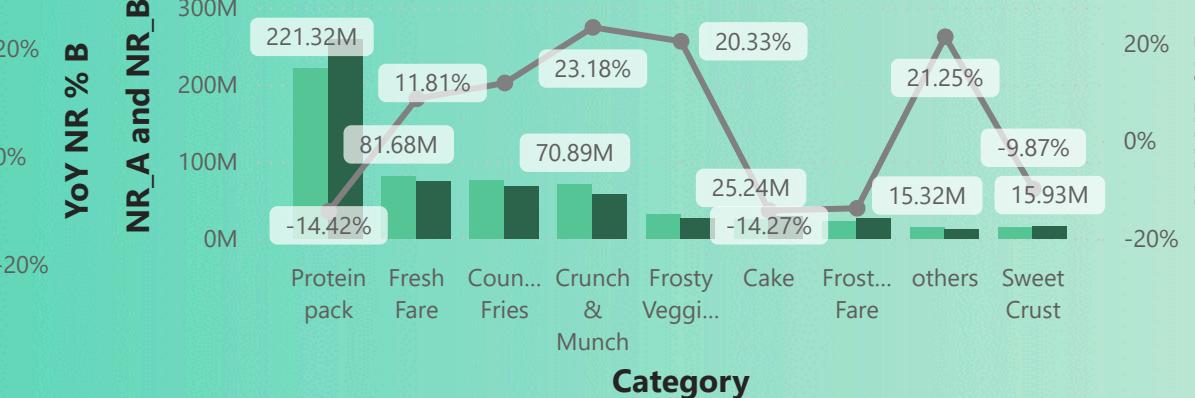
NR_A, NR_B and YoY NR % B by Year

NR_A ● NR_B ● YoY NR % B



NR_A, NR_B and YoY NR % B by Category

NR_A ● NR_B ● YoY NR % B



NR_A, NR_B and YoY NR % B by Location

NR_A ● NR_B ● YoY NR % B





Year

All

Month

All

Cluster Head

All

Channel

All

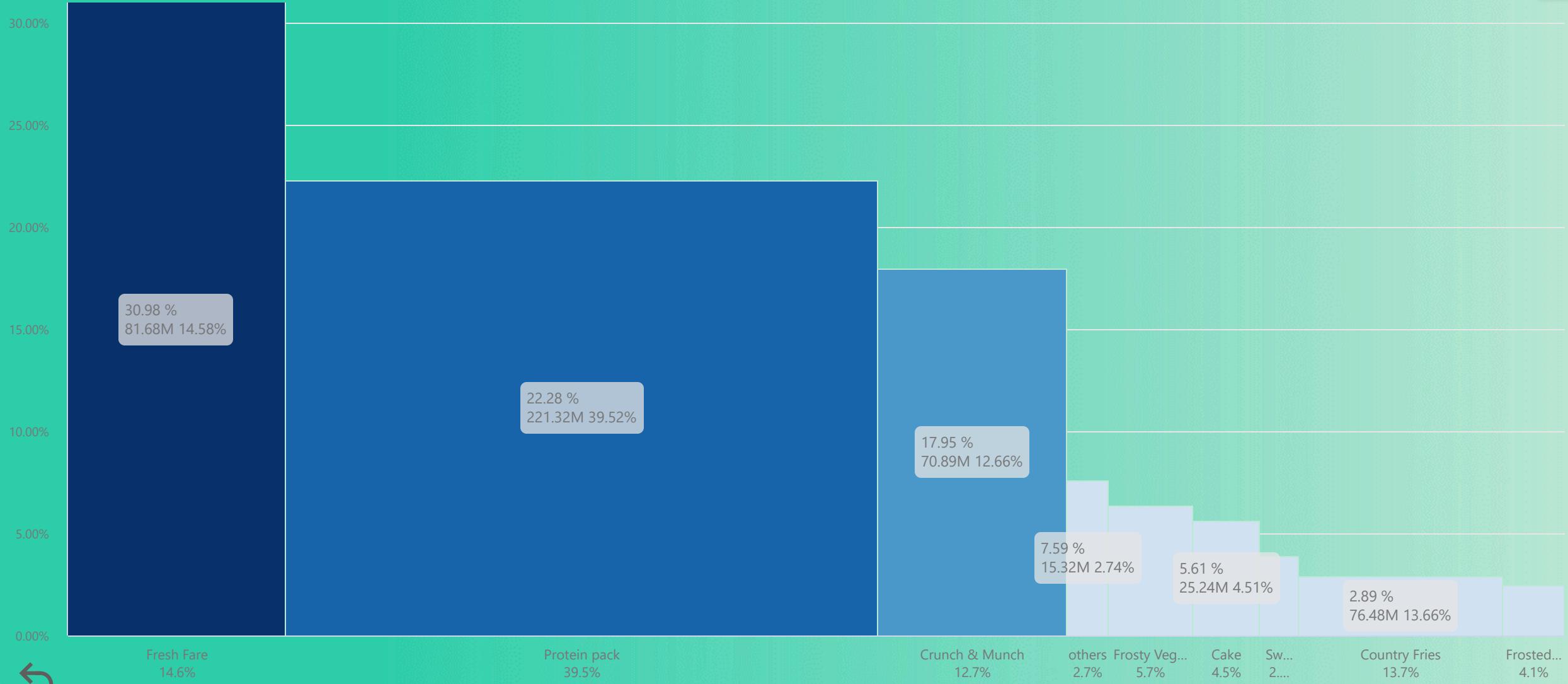
Category

All

Location

All

%GT Count of SKU Code and NR_A by Category



Fresh Fare
14.6%

Protein pack
39.5%

Crunch & Munch
12.7%

others
2.7%

Frosty Veg...
5.7%

Cake
4.5%

Sw...
2....

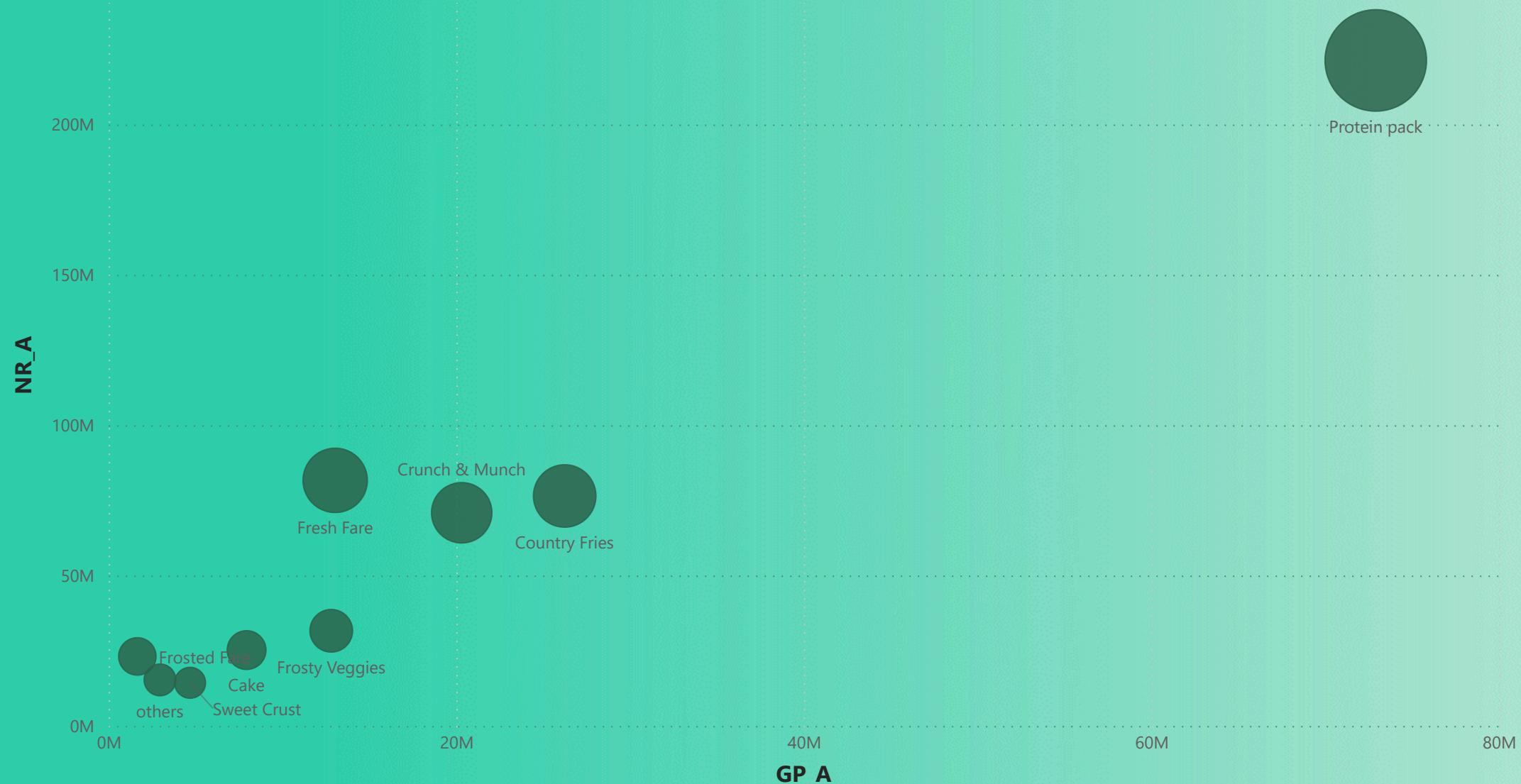
Country Fries
13.7%

Frosted...
4.1%

Year ▾ Month ▾ Cluster Head ▾ Channel ▾ Category ▾ Location ▾

All All All All All All

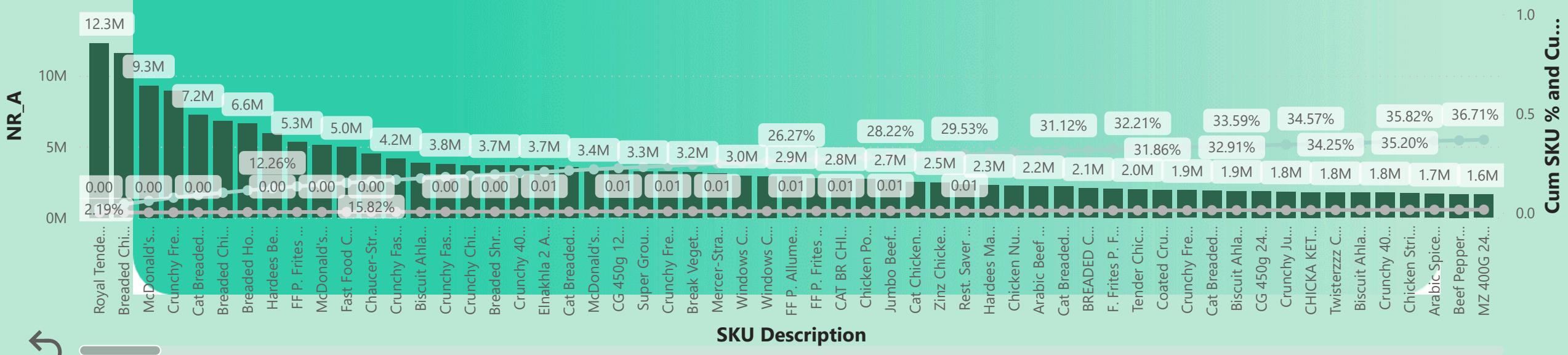
GP_A, NR_A and NR_A by Category



Year	Month	Cluster Head	Channel	Category	Location
All	All	All	All	All	All
SKU Description					
		NR_A	Rank	Cum_NR	Total SKU NR
			3424	56,02,79,264.08	56,00,69,128.78
3 WAY MIX VEG BKT 20*400 GM	1,523.57	3213	56,01,45,853.27	56,00,69,128.78	100.01% 0.79
4 Way potatoes Crunchy 20*400 gm 1 Arabic local color P15/B20/C40/PT25	23,202.47	1912	54,76,95,892.59	56,00,69,128.78	97.79% 0.47
4*12 . Vanilla Wafer Bar	-67.01	3827	56,02,72,054.94	56,00,69,128.78	100.04%
555 FRID SARD HOT&SPCY100*155G	-199.72	3959	56,02,56,571.41	56,00,69,128.78	100.03%
555 TUNA FLAK AFRITADA 50*155G	-76.89	3840	56,02,71,133.70	56,00,69,128.78	100.04%
555 TUNA FLAKES ADOBO 50*155G	-2.33	3519	56,02,79,176.63	56,00,69,128.78	100.04%
7 Way Mix Crunchy 400 gm local 8 -Retail- new	13,764.21	2273	55,42,63,776.29	56,00,69,128.78	98.96% 0.56
Total	56,00,69,128.78	1	1,22,87,808.63	56,00,69,128.78	2.19% 0.00

NR_A, Cum SKU % and Cum % NR by SKU Description

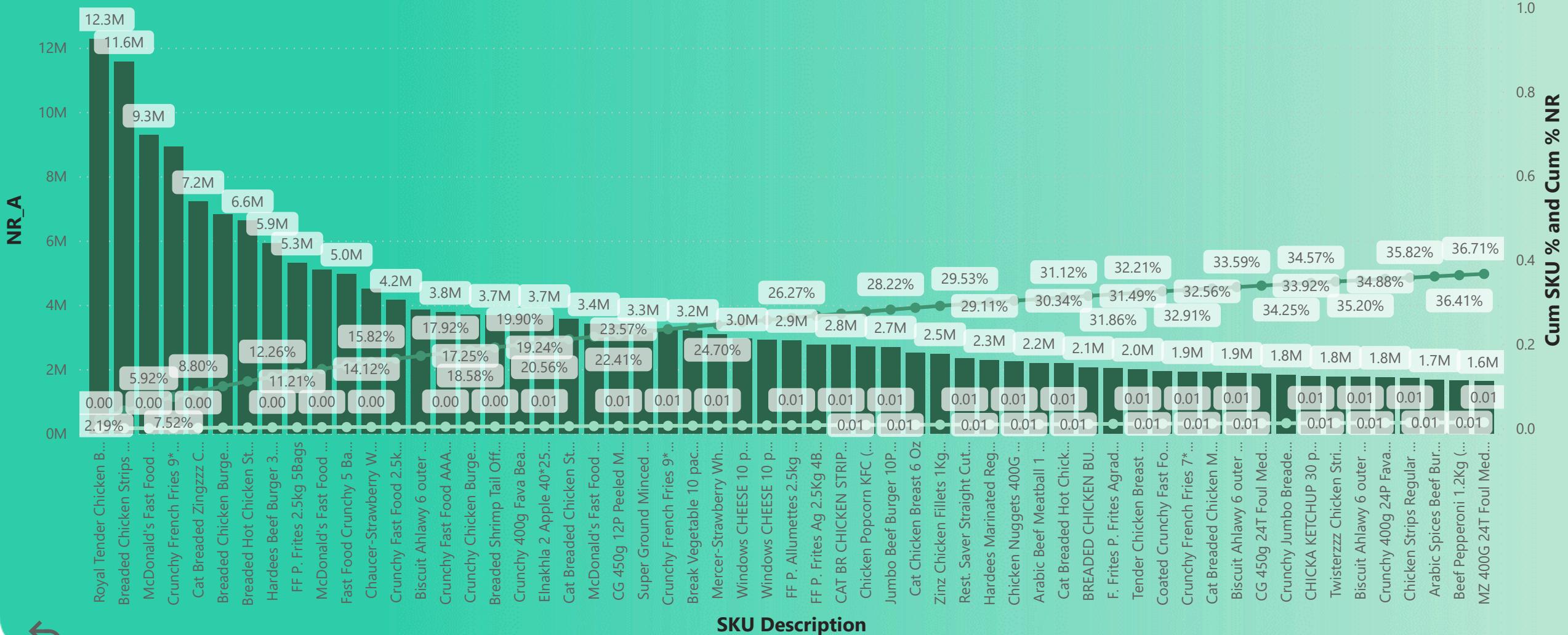
● NR_A ● Cum SKU % ● Cum % NR

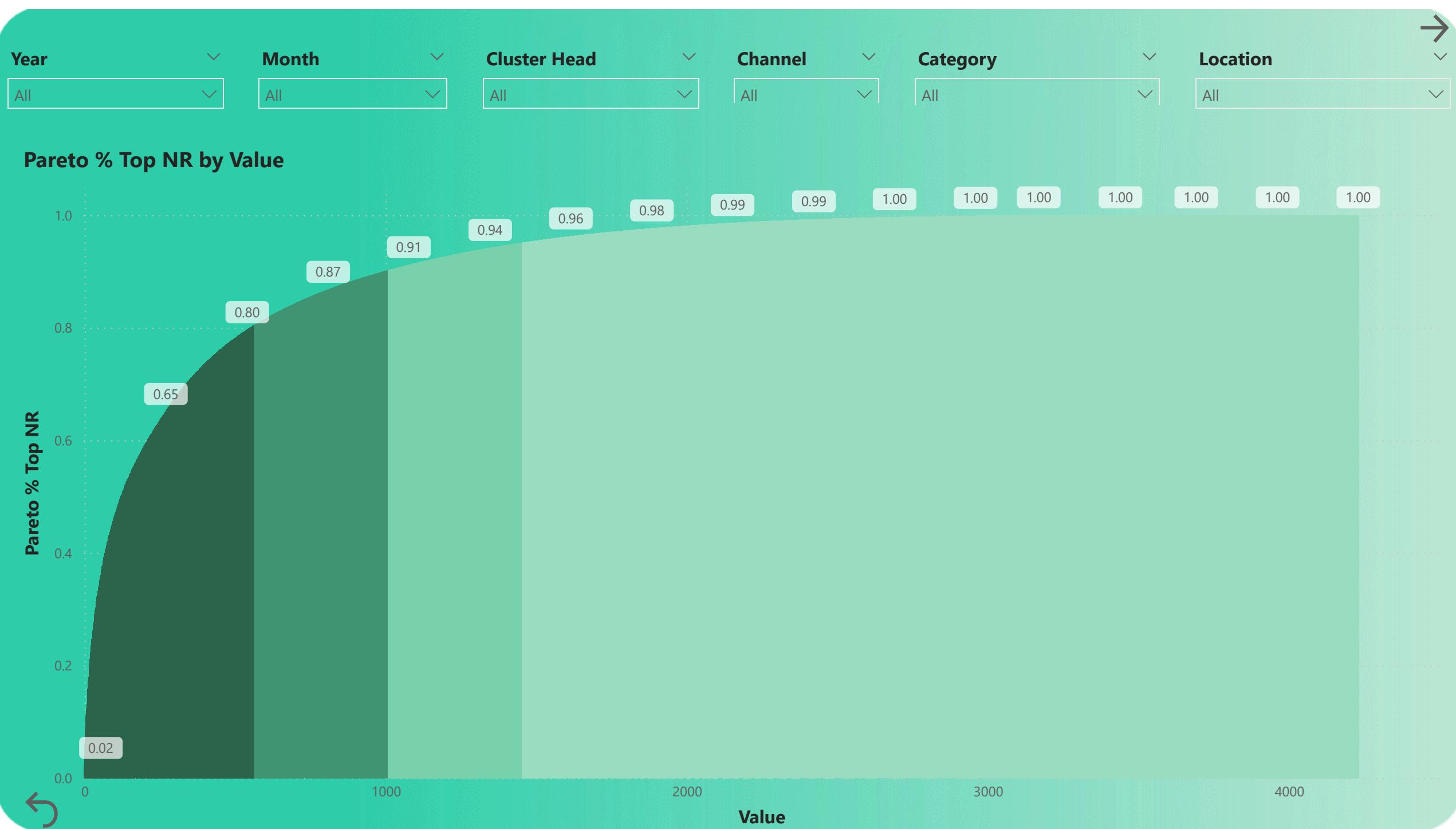


Year	Month	Cluster Head	Channel	Category	Location
All	All	All	All	All	All

NR_A, Cum SKU % and Cum % NR by SKU Description

● NR_A ● Cum SKU % ● Cum % NR





Year
All

Month
All

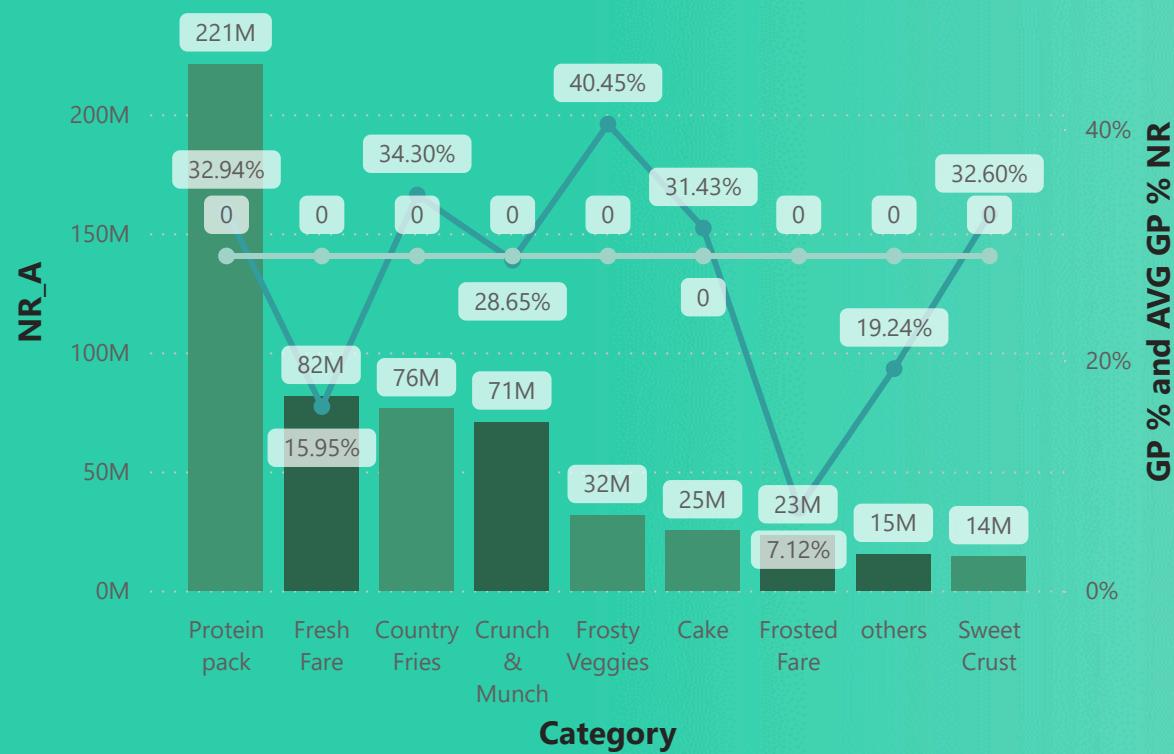
Cluster Head
All

Channel
All

Location
All

NR_A, GP % and AVG GP % NR by Category

● NR_A ● GP % ● AVG GP % NR



A_Vol, GP % and AVG GP % NR by Category

● A_Vol ● GP % ● AVG GP % NR





Year ▼

All ▼

Month ▼

All ▼

Cluster Head ▼

All ▼

Channel ▼

All ▼

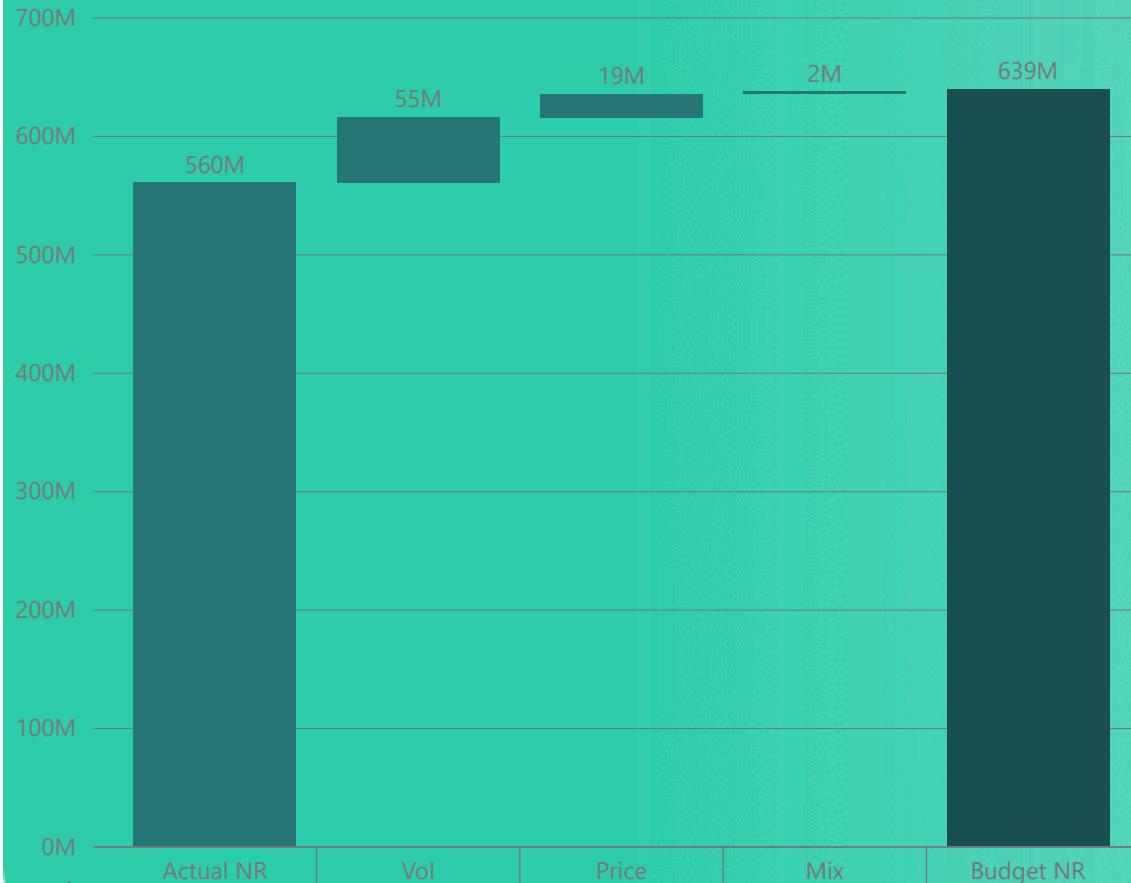
Category ▼

All ▼

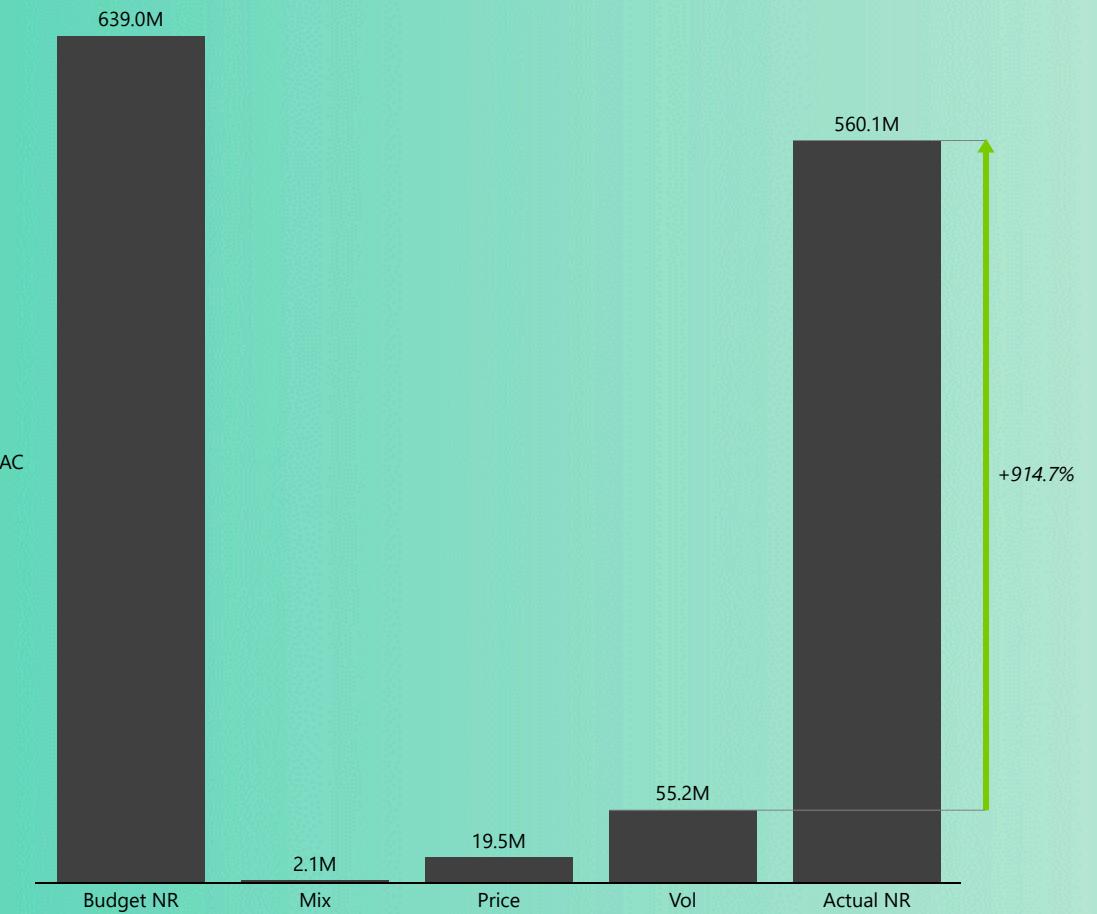
Location ▼

All ▼

Nr Pvm by Factors



Nr Pvm by Factors



zebra bi



Year ▾ Month ▾ Cluster Head ▾ Channel ▾ Category ▾ Location ▾

All All All All All All All

More Meet Miss

GP Var %

NR Var %

YoY NR % B and GP_var % by Category

