

Retail KPI Dashboard Showing Sales Revenue

Date

All

Month

All

Year

All

Category

Grocery

Household

Total Revenue

\$358.26M

Units Sold

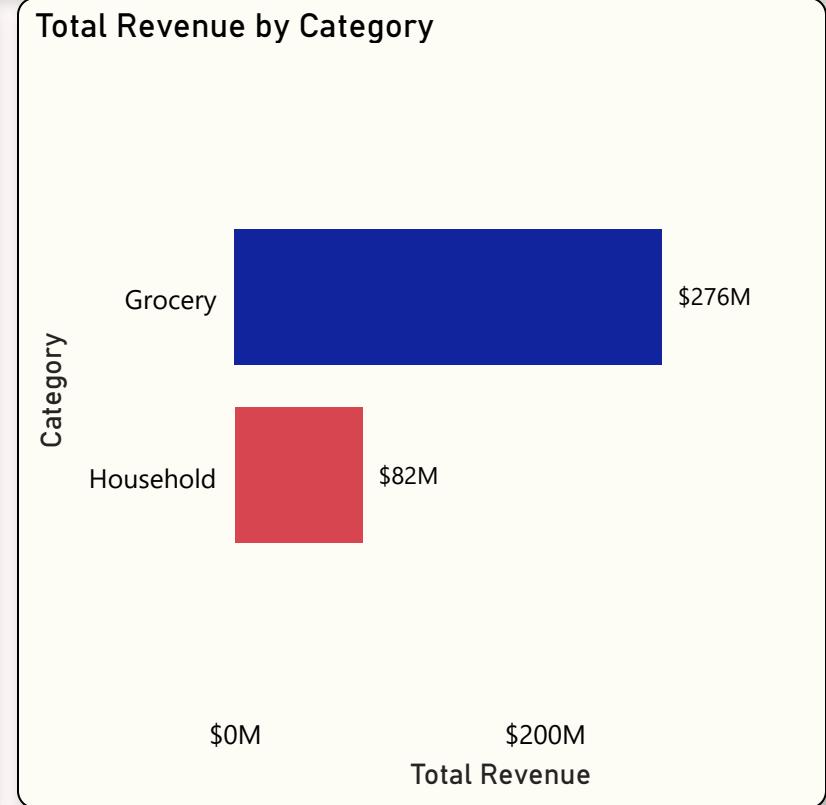
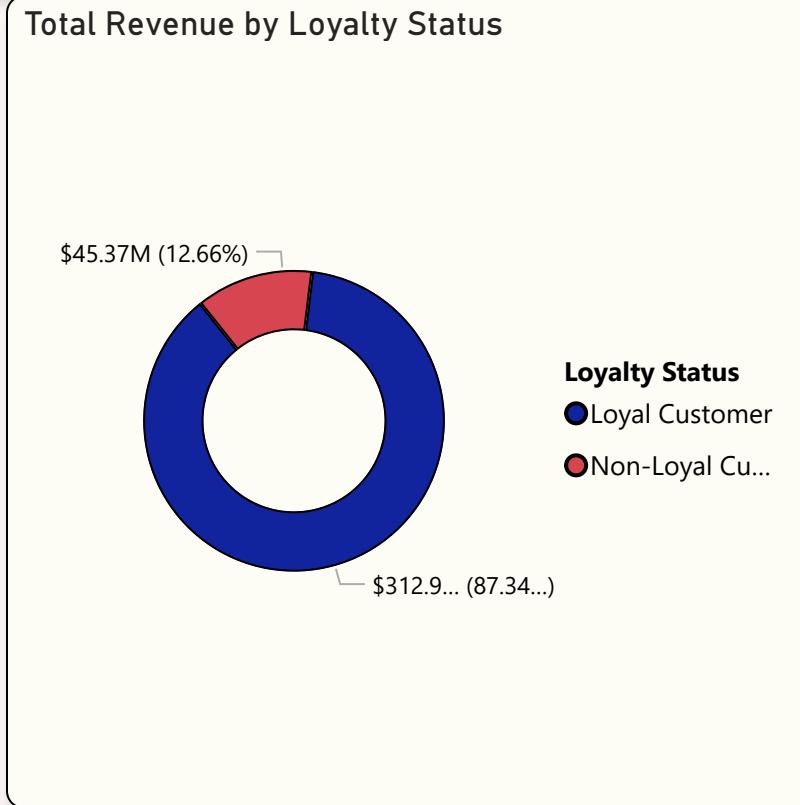
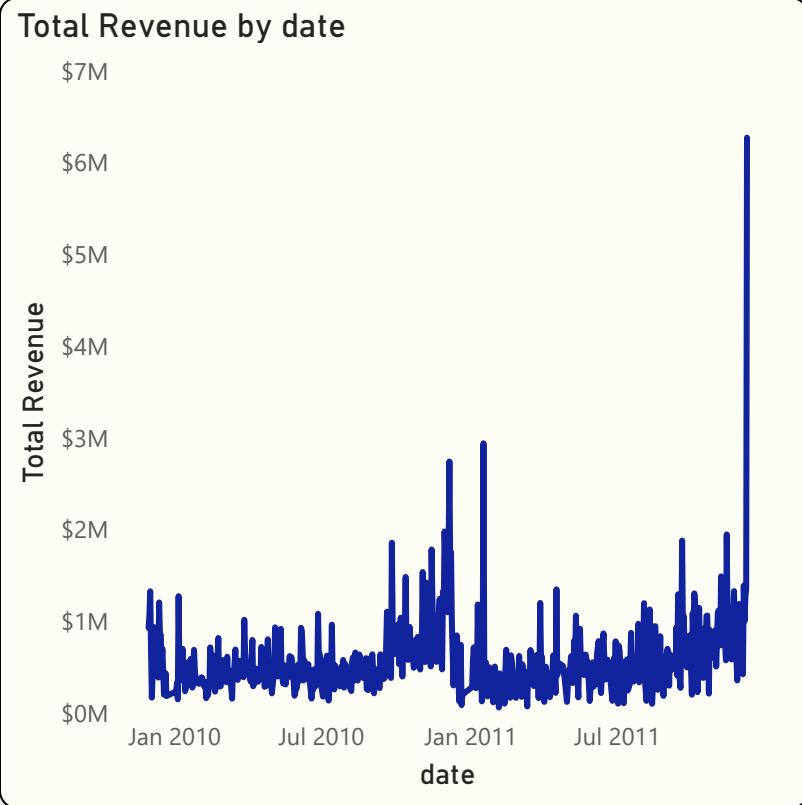
12M

ASP

30.08

Promotion Impact %

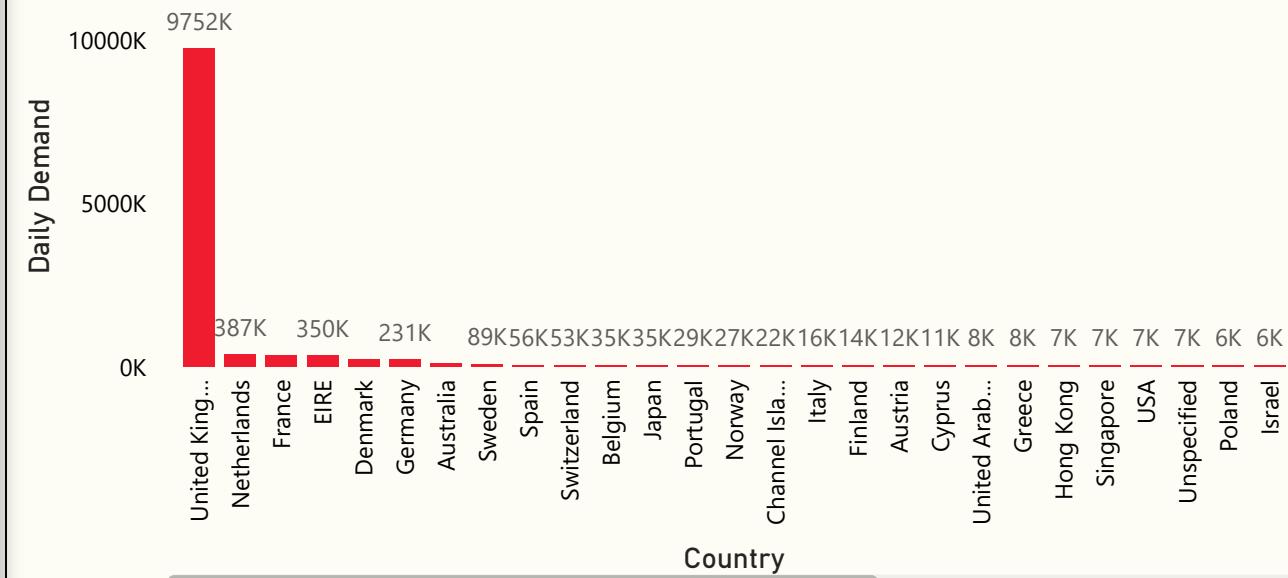
-16.23



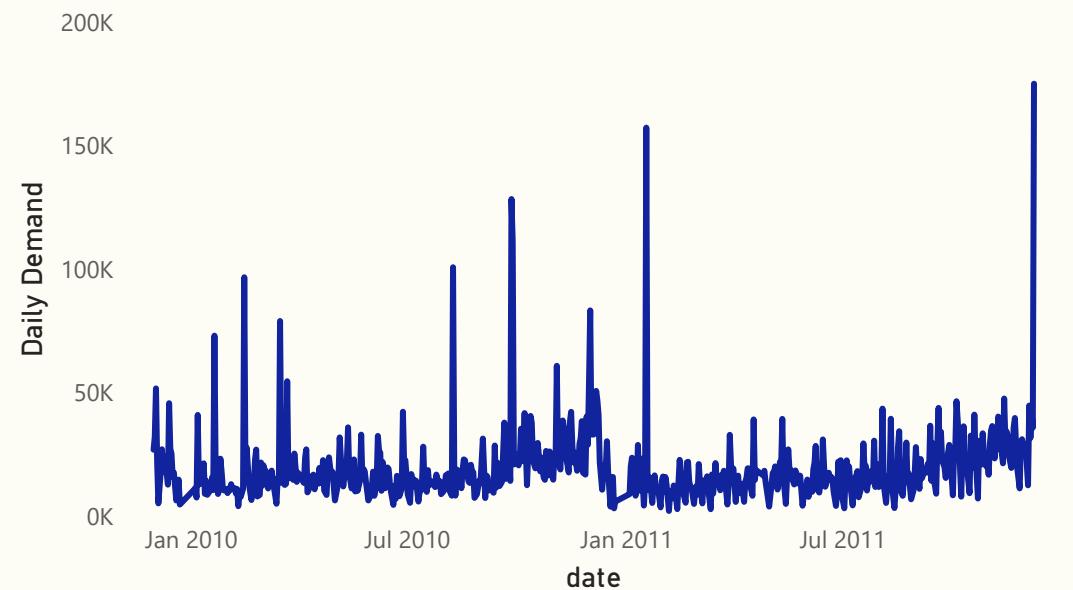
Total Revenue by Country



Daily Demand by Country



Daily Demand by date



Demand Forecasting

Year	Quarter	Month	Day	Category	Avg Daily Demand	Recommended Stock	Stock days
2009	Qtr 4	December	1	Grocery	22,189.00	155,323.00	7
2009	Qtr 4	December	1	Household	4,645.00	97,545.00	21
2009	Qtr 4	December	2	Grocery	26,749.00	187,243.00	7
2009	Qtr 4	December	2	Household	5,413.00	113,673.00	21
2009	Qtr 4	December	3	Grocery	28,258.00	197,806.00	7
2009	Qtr 4	December	3	Household	23,387.00	491,127.00	21
2009	Qtr 4	December	4	Grocery	15,533.00	108,731.00	7
2009	Qtr 4	December	4	Household	5,898.00	123,858.00	21
2009	Qtr 4	December	5	Grocery	4,402.00	30,814.00	7
2009	Qtr 4	December	5	Household	717.00	15,057.00	21
2009	Qtr 4	December	6	Grocery	9,945.00	69,615.00	7
2009	Qtr 4	December	6	Household	1,740.00	36,540.00	21
Total					19,720.69	276,089.71	14

Month

All

Country

All

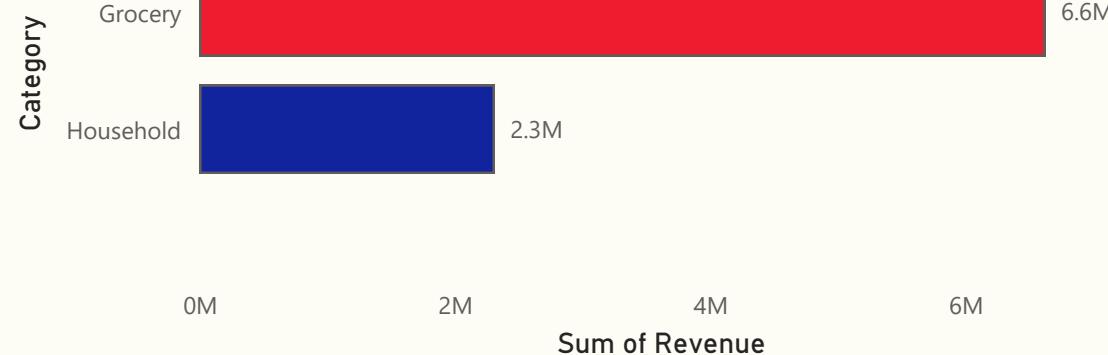
Category

Grocery **Household**

Year

All

Sum of Revenue by Category

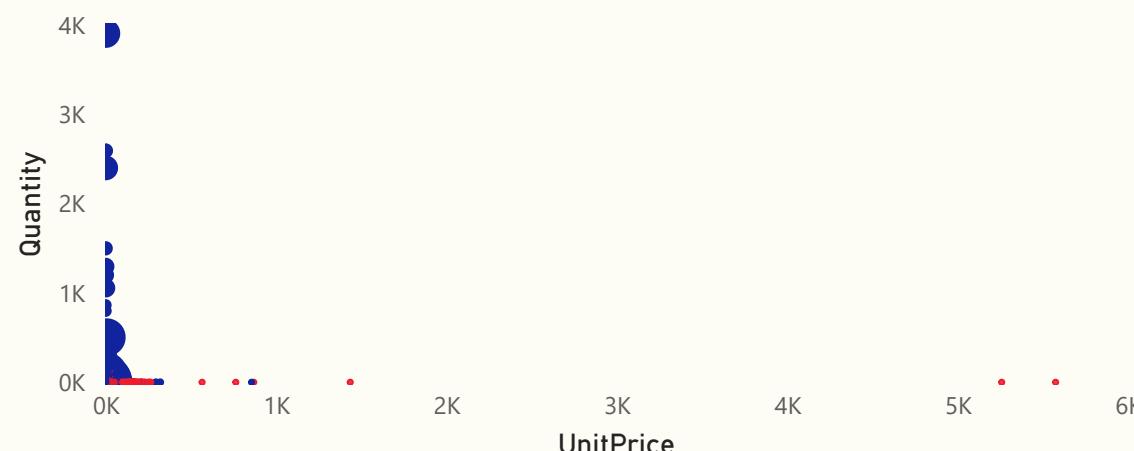


Revenue Before Discount and Total Revenue by Year, Quarter, Month and Day



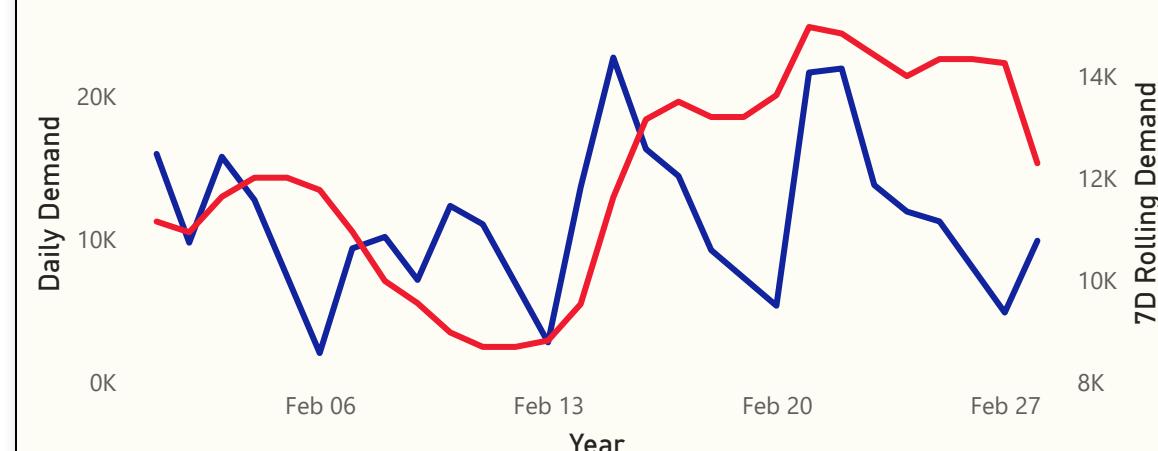
Sum of Revenue by Loyalty Status, UnitPrice and Quantity

Loyalty Status • Loyal Customer • Non-Loyal Customer



Daily Demand and 7D Rolling Demand by Year, Quarter, Month and Day

• Daily Demand • 7D Rolling Demand



Time-Based Sales Performance Overview

Year	Month	Day	Sum of Quantity	Total Revenue	Return %
2009	December	1	26834	\$928,681.40	0.03
2009	December	2	32162	\$1,067,901.54	0.01
2009	December	3	51645	\$1,326,810.25	0.01
2009	December	4	21431	\$689,552.05	0.01
2009	December	5	5119	\$167,167.24	0.00
2009	December	6	11685	\$425,071.44	0.02
2009	December	7	18219	\$748,788.38	0.01
2009	December	8	27012	\$935,951.74	0.10
2009	December	9	18020	\$672,745.02	0.01
2009	December	10	24155	\$744,233.65	0.03
Total			11911299	\$358,262,755.65	0.02

Total Revenue by Loyalty Status



Total Revenue by Country

