



01-07-2018



30-06-2019



Retail Analysis Home

Product Overview

Chips Product Analysis

All Product Analysis

Product Category

All



Customer Category

All



Lifestage

All



01-07-2018



30-06-2019



Total Sales

\$1.93M

Total Product Solds

505K

CY Sales

\$956.67K

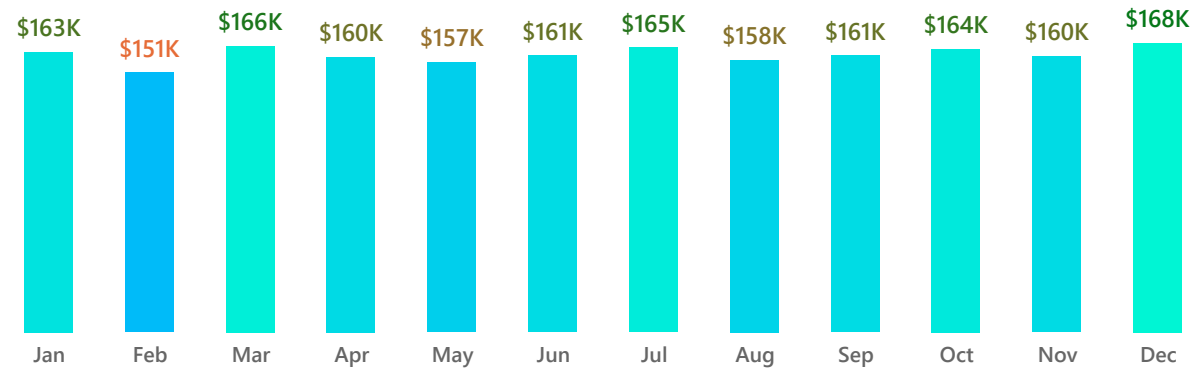
PY Sales

\$976.44K

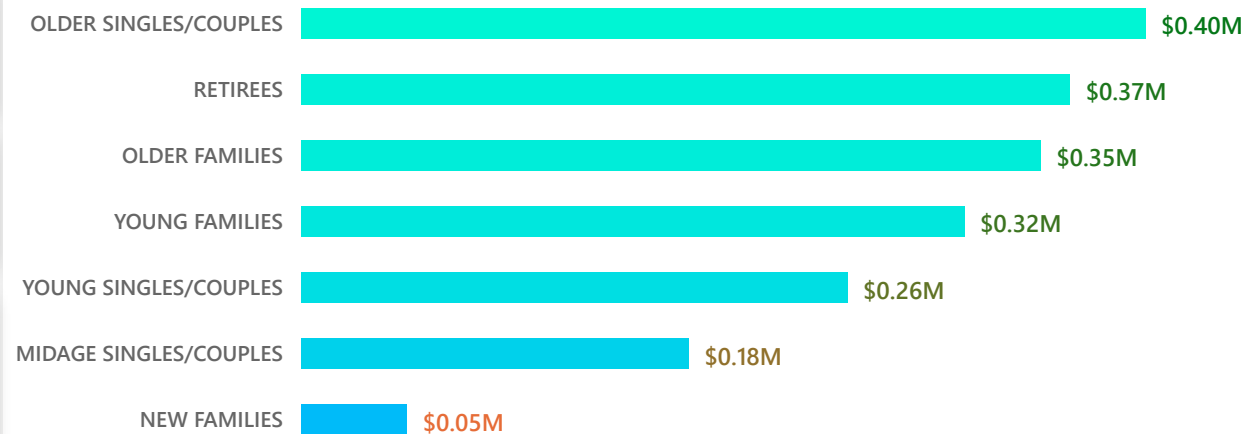
YoY Growth

-19.77K
-2.02%

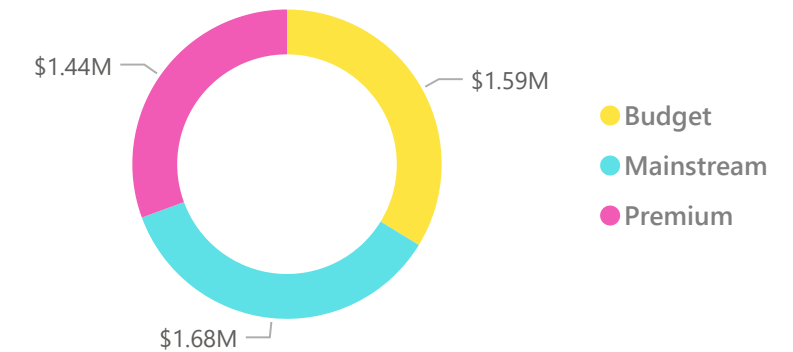
Sales Trend



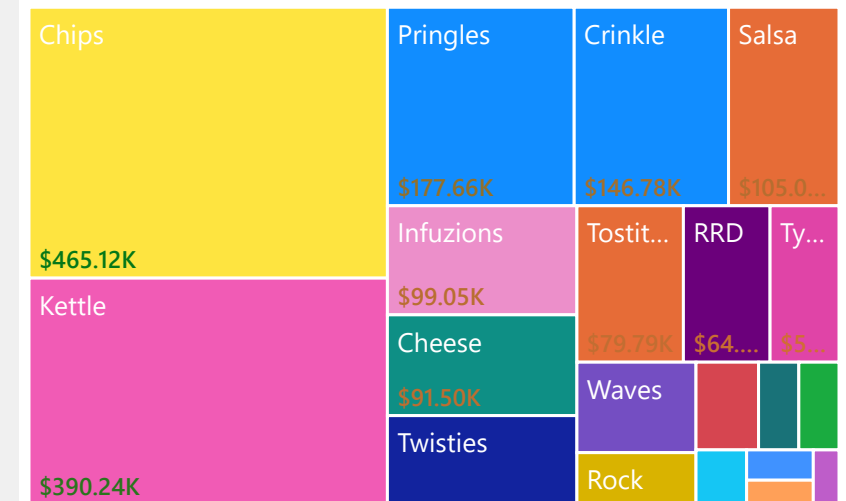
Sales by Lifestage



Sales by Customer Category



Sales by Category





01-07-2018



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Retail Analysis Home



Product Overview



Chips Product Analysis



All Product Analysis

Product Category

All

Customer Category

All

Lifestage

All

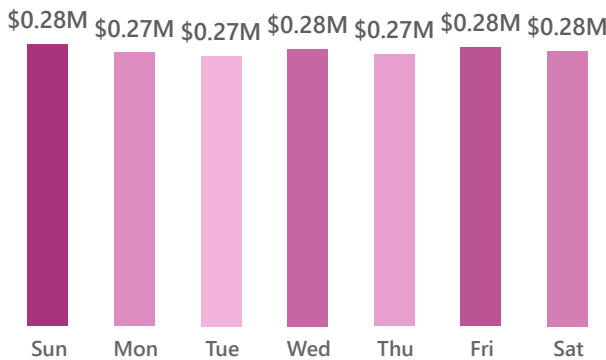
01-07-2018



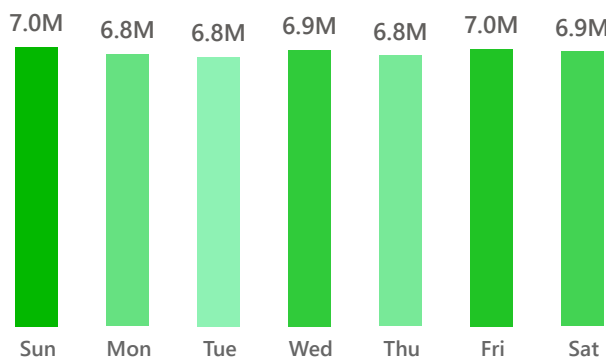
30-06-2019



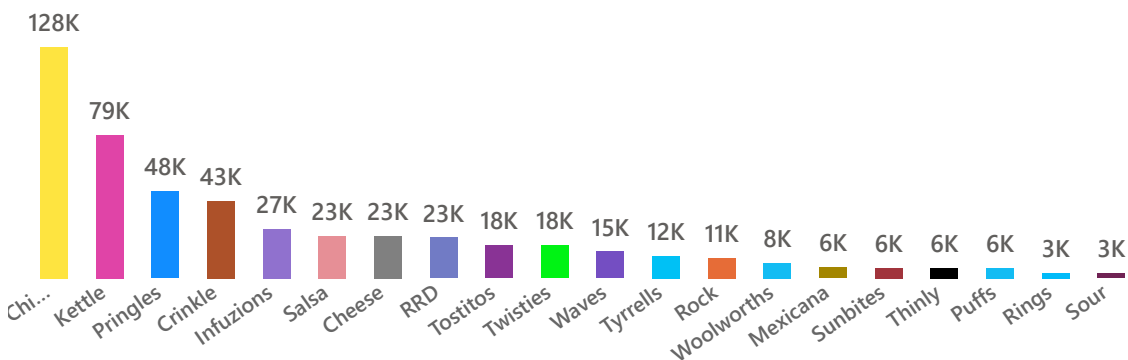
Total Sales by Day



Total Sales by Weight & Day



Total Sales by Category Quantity



Total Sales Weight

48.31 Ton

Total Product Solds

505K

CY Sales

23.94 Ton

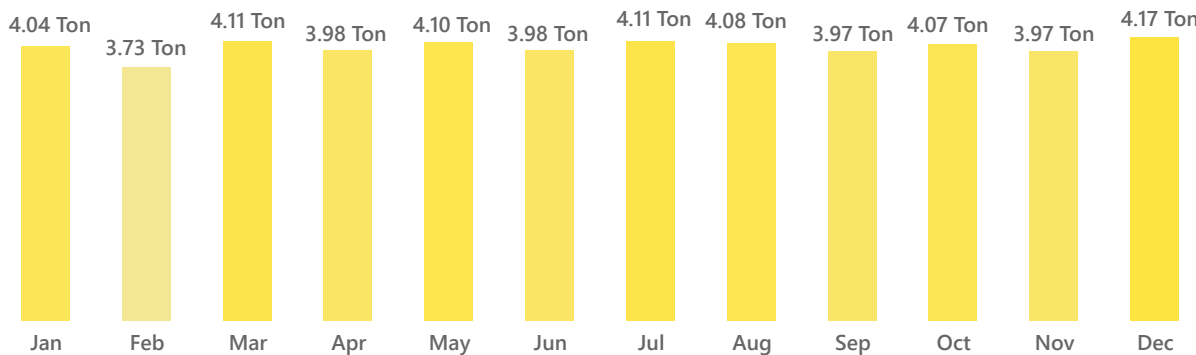
PY Sales

24.38 Ton

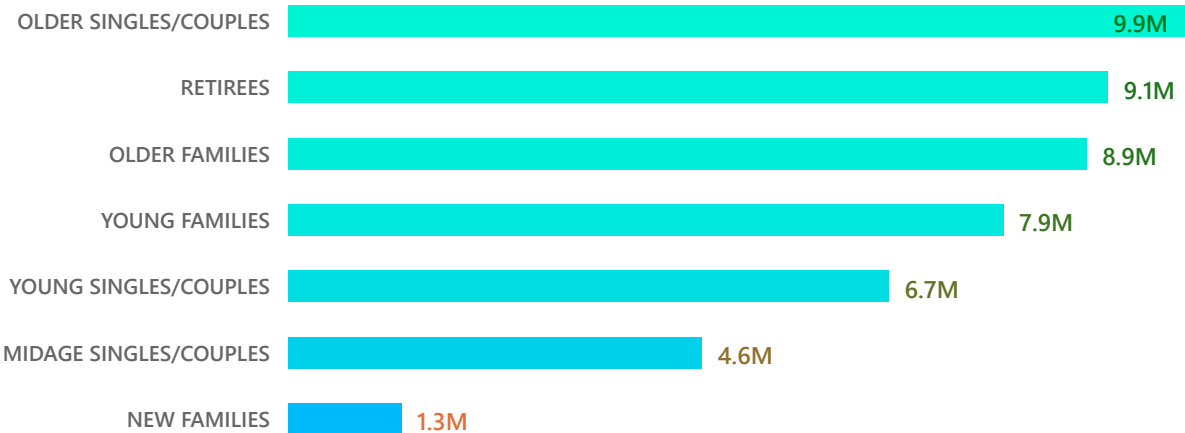
YoY P Salse Growth

-4.39 Quintal
-1.80%

Trend by Weight & Month



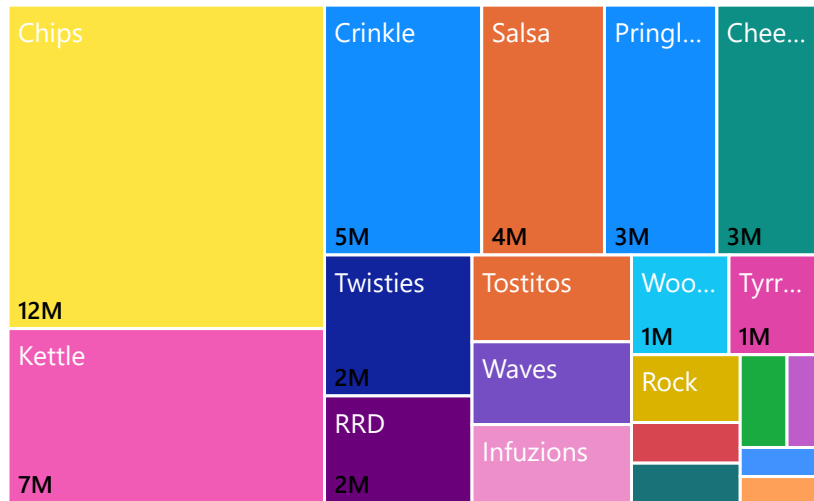
Total Sales by Weight & Lifestage



Total Sales by Weight & Customer Category



Total Sales by Weight & Category



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Product Overview

Chips Product Analysis

All Product Analysis

Product Category

All

Customer Category

All

Lifestage

All

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Retail Strategy and Analytics | Chips Sales Analysis

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Total Sales

\$465.12K

Total Product Solds

128K

Total Weight

12.26 Ton

CY Sales

\$229.10K

6.05 Ton

PY Sales

\$236.02K

6.21 Ton

YoY Growth

-6.93K

-1.63 Quintal

-2.93%

-2.63%

Chips Sales Trend by Month

Month	Sales (\$K)
Jan	\$39K
Feb	\$36K
Mar	\$40K
Apr	\$38K
May	\$37K
Jun	\$39K
Jul	\$40K
Aug	\$37K
Sep	\$39K
Oct	\$40K
Nov	\$39K
Dec	\$41K

Chips Sales Trend by Day

Day	Sales (\$K)
Sun	\$67.3K
Mon	\$66.1K
Tue	\$65.6K
Wed	\$66.3K
Thu	\$65.9K
Fri	\$67.8K
Sat	\$66.0K

Chips Sales by Customer Lifestage

Lifestage	Sales (\$K)
OLDER SINGLES/...	\$97K
RETIREEES	\$87K
OLDER FAMILIES	\$85K
YOUNG FAMILIES	\$77K
YOUNG SINGLES/...	\$63K
MIDAGE SINGLES/...	\$45K
NEW FAMILIES	\$12K

Chips Sales by Weight & Category Lifestage & Growth

Lifestage	Sales (M)	Growth (%)
OLDER SINGLES/...	2.5M	-6.15%
RETIREEES	2.3M	-2.08%
OLDER FAMILIES	2.2M	-1.01%
YOUNG FAMILIES	2.0M	-2.78%
YOUNG SINGLES/...	1.7M	-2.60%
MIDAGE SINGLES/...	1.2M	-1.01%
NEW FAMILIES	0.3M	5.91%

Sales by Customer Category

Category	Sales (\$K)
Budget	\$384.10K
Mainstream	\$403.49K
Premium	\$348.33K

Day	Total Sales	Total Product QTY	Weight	YoY Sales Growth	YoY Weight Growth %	YoY Weight Growth in Ton
Fri	\$67,831.80	18565	1.79 Ton	1,92,221.40	-0.62%	-0.06 Quintal
Sun	\$67,290.00	18533	1.77 Ton	1,94,590.20	-5.85%	-0.53 Quintal
Mon	\$66,117.85	18210	1.75 Ton	1,86,215.75	-9.44%	-0.87 Quintal
Sat	\$66,009.80	18137	1.75 Ton	1,94,542.35	-1.53%	-0.13 Quintal
Wed	\$66,308.90	18124	1.74 Ton	1,90,426.15	-1.56%	-0.14 Quintal
Thu	\$65,948.15	18075	1.73 Ton	1,91,899.55	-1.55%	-0.14 Quintal
Tue	\$65,616.60	17985	1.73 Ton	1,90,165.30	2.67%	0.23 Quintal
Total	\$4,65,123.10	127629	12.26 Ton	-6,926.20	-2.63%	-1.63 Quintal

Total Sales & Forecasting for next 15 Days

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All Product Analysis

Product Category

All

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Lifestage

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Total Weight

48.31 Ton

CY Sales

\$956.67K

23.94 Ton

PY Sales

\$976.4...

24.38 Ton

YoY Growth

-19.77K

-4.39 Quintal

-2.02%

-1.80%

Total Sales Trend by Month

Month	Total Sales
Jan	\$163K
Feb	\$151K
Mar	\$166K
Apr	\$160K
May	\$157K
Jun	\$161K
Jul	\$165K
Aug	\$158K
Sep	\$161K
Oct	\$164K
Nov	\$160K
Dec	\$168K

Total Sales Trend by Day

Day	Total Sales
Sun	\$0.3M
Mon	\$0.3M
Tue	\$0.3M
Wed	\$0.3M
Thu	\$0.3M
Fri	\$0.3M
Sat	\$0.3M

Total Sales by Customer Lifestage

Lifestage	Total Sales
OLDER SINGLES/...	\$0.40M
RETIREEES	\$0.37M
OLDER FAMILIES	\$0.35M
YOUNG FAMILIES	\$0.32M
YOUNG SINGLES/...	\$0.26M
MIDAGE SINGLES/...	\$0.18M
NEW FAMILIES	\$0.05M

Total Sales by Weight & Category Lifestage & Growth

Lifestage	Total Sales	YoY Sales Growth
OLDER SINGLES/...	9.9M	-3.18%
RETIREEES	9.1M	-1.84%
OLDER FAMILIES	8.9M	-1.83%
YOUNG FAMILIES	7.9M	-0.96%
YOUNG SINGLES/...	6.7M	-1.99%
MIDAGE SINGLES/...	4.6M	-1.21%
NEW FAMILIES	1.3M	3.38%

Sales by Customer Category

Category	Sales
Budget	\$1.59M
Mainstream	\$1.68M
Premium	\$1.44M

Day	Total Sales	Total Product QTY	Weight	YoY Sales Growth	YoY Weight Growth %	YoY Weight Growth in Ton
Mon	\$2,74,315.95	71781	6.85 Ton	7,79,341.25	-9.90%	-3.57 Quintal
Sun	\$2,82,579.10	73762	7.03 Ton	8,12,140.20	-4.00%	-1.44 Quintal
Tue	\$2,70,644.00	70666	6.77 Ton	7,96,265.90	2.75%	0.92 Quintal
Thu	\$2,72,565.65	71218	6.82 Ton	8,03,355.15	-1.17%	-0.40 Quintal
Wed	\$2,77,876.40	72415	6.95 Ton	7,96,424.35	0.22%	0.07 Quintal
Fri	\$2,79,521.30	72870	6.98 Ton	8,05,950.50	0.15%	0.05 Quintal
Sat	\$2,75,612.60	72012	6.91 Ton	8,13,741.95	-0.09%	-0.03 Quintal
Total	\$19,33,115.00	504724	48.31 Ton	-19,767.30	-1.80%	-4.39 Quintal

Total Sales & Forecasting for next 15 Days

Date	Total Sales
Jul 2018	\$5.5K
Sep 2018	\$5.2K
Nov 2018	\$5.5K
Jan 2019	\$5.8K
Mar 2019	\$5.5K
May 2019	\$5.2K
Jul 2019	\$5.5K

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