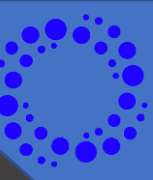


Business Reporting Suite

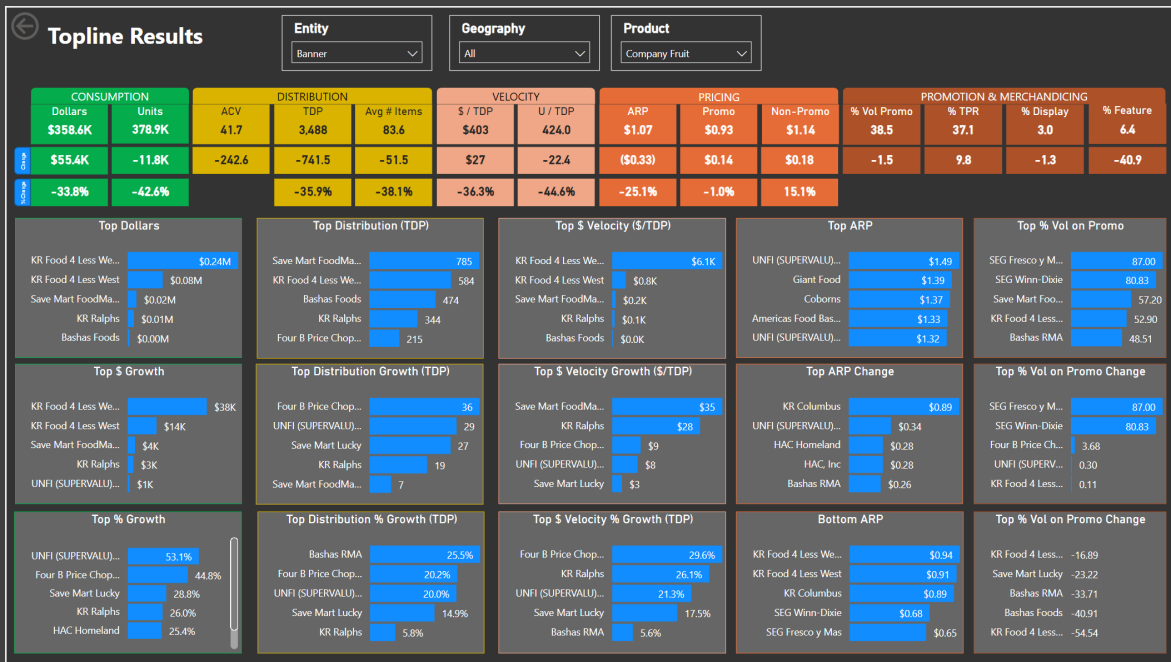
(Examples of Work)



Reporting Suite Components

- The Reporting Suite helps you measure, track, and gain insights on your business.
- Bespoke versions can be created for your business's specific needs.

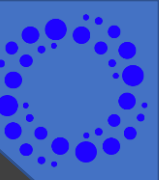
Power BI Dashboarding



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Excel Reporting

		BUSINESS ELEMENTS										
		High-level overview	Distribution	Share	Velocity	Pricing	Promotion	Item Analysis	Panel	Trends	Development	Share of Shelf
REPORTS	TOPLINE	✓	✓	✓	✓	✓	✓					
	ITEM RANKING		✓		✓	✓	✓	✓				
	DISTRIBUTION TRACKER	✓	✓					✓				
	SHARE BY MARKET	✓		✓								
	POST-PROMO ANALYSIS	✓			✓	✓	✓	✓	✓			
	METRIC TRENDS	✓	✓	✓	✓	✓	✓				✓	
	PANEL DASHBOARD	✓			✓	✓				✓		
	RETAILER SCORECARD	✓	✓	✓	✓	✓				✓		
	CDI-BDI										✓	
	FAIR SHARE ANALYSIS											✓

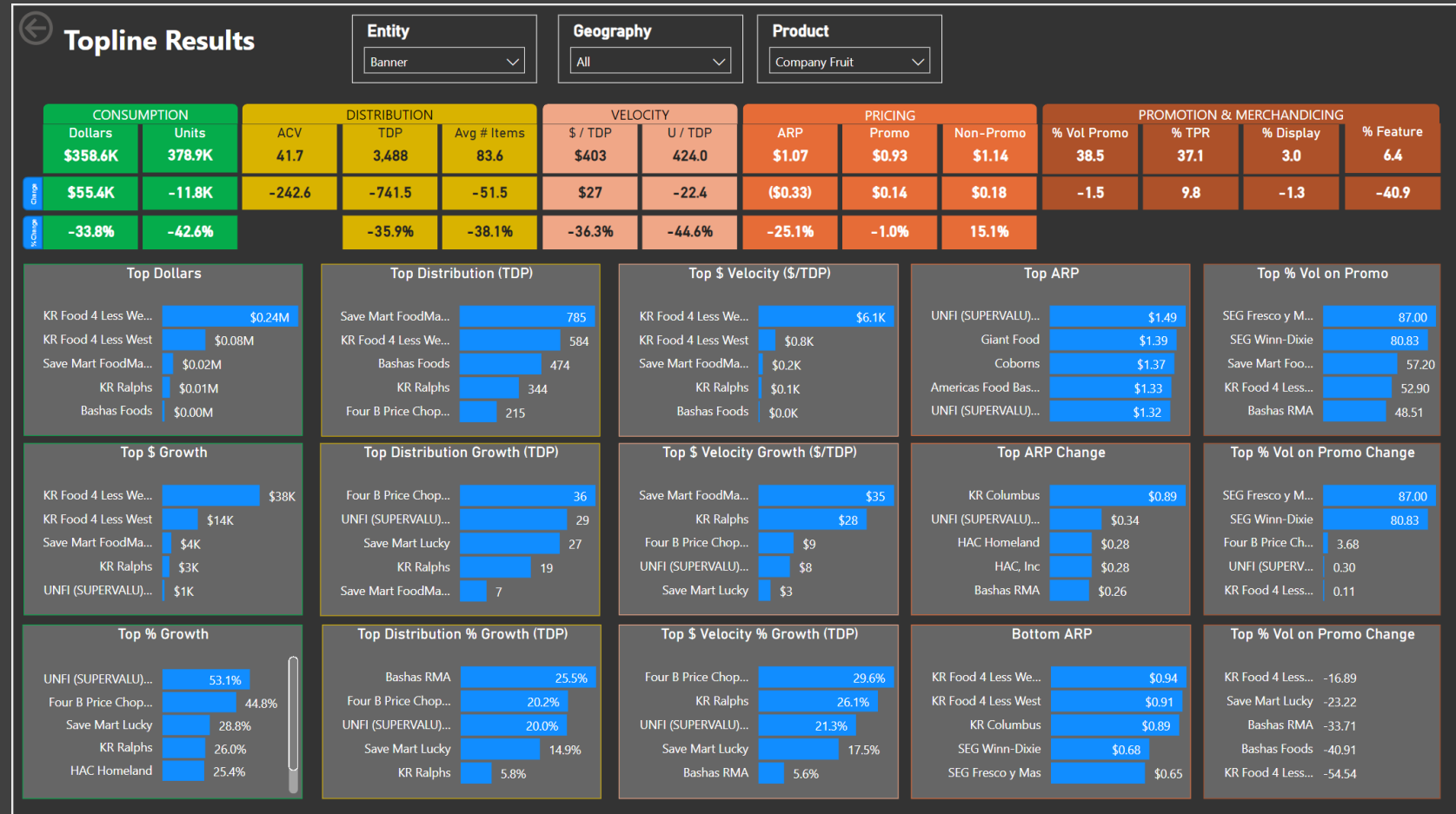


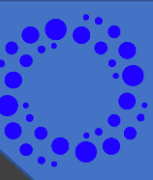
Power BI Dashboarding

Power BI is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immersive, and interactive insights. Your data might be an Excel spreadsheet, or a collection of cloud-based and on-premises hybrid data warehouses.

Benefits:

- Allows for analysis and sharing of big data.
- Access to the latest information in real time.
- Utilize multiple data sources.
- Excel integration by connecting queries, data models, and reports.
- Completely customizable for your business.





Topline Reporting

Topline Reporting gives recipients the ability to look at high-level performance across Categories and Brands while drilling down deeper into the metrics for source of performance.

RETAILER PERFORMANCE

COMPANY PERFORMANCE BY ACCOUNT
DATA ENDING X-X-XXXX

Select Category from the Drop-down List
VVVV

TOTAL PORTFOLIO CATEGORY	TOTAL PORTFOLIO CATEGORY												TOTAL COMPANY PORTFOLIO																						
	4 WEEKS				13 WEEKS				52 WEEKS				4 WEEKS			13 WEEKS			52 WEEKS			4 WEEKS			13 WEEKS										
	Dollars (in \$000's)	Dollars % Chg	\$ Share (of MULO)	\$ Share Pt Chg (of MULO)	Dollars (in \$000's)	Dollars % Chg	\$ Share (of MULO)	\$ Share Pt Chg (of MULO)	Dollars (in \$000's)	Dollars % Chg	\$ Share (of MULO)	\$ Share Pt Chg (of MULO)	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg		
MULO	\$120,657	9.6%	100.0%	-	\$376,413	9.9%	100.0%	-	\$1,456,815	2.3%	100.0%	-	18.2%	0.0	\$21,964	9.9%	100%	8,169	2.7%	18.5%	0.4	\$69,652	12.1%	100%	26,457	7.8%									
MASS CHANNEL	\$37,372	17.5%	31.0%	2.1	\$116,414	19.1%	30.9%	2.4	\$440,847	10.1%	30.3%	2.2	16.7%	(0.4)	\$6,231	14.9%	28.4%	2,617	15.6%	17.3%	0.1	\$20,139	19.7%	28.9%	8,506	19.8%									
RETAILER 1	\$36,503	17.2%	30.3%	1.9	\$113,670	18.6%	30.2%	2.2	\$431,455	9.8%	29.6%	2.0	16.5%	(0.4)	\$6,005	14.2%	27.3%	2,528	14.5%	17.1%	0.0	\$19,409	18.9%	27.9%	8,218	18.6%									
RETAILER 2	\$869	33.1%	0.7%	0.3	\$2,744	39.5%	0.7%	0.2	\$9,392	25.2%	0.6%	0.1	26.1%	0.7	\$227	36.3%	1.0%	90	36.5%	26.6%	0.7	\$730	43.5%	1.0%	288	65.9%									
FOOD CHANNEL	\$77,183	6.5%	64.0%	(1.9)	\$240,386	6.0%	63.9%	(2.1)	\$935,361	(1.1%)	64.2%	(2.1)	19.7%	0.3	\$15,184	8.2%	69.1%	5,457	(2.4)	19.9%	0.6	\$47,721	9.2%	68.5%	17,643	2.8%									
RETAILER 3	\$14,772	4.9%	11.8%	(0.5)	\$43,893	4.2%	11.7%	(0.6)	\$171,405	(2.4%)	11.8%	(0.6)	28.3%	(0.0)	\$4,035	4.9%	18.4%	1,599	(4.5%)	28.5%	0.3	\$12,526	5.1%	18.0%	5,175	4.0%									
RETAILER 4	\$6,746	17.0%	5.6%	0.4	\$20,659	13.1%	5.5%	0.2	\$77,526	1.6%	5.3%	(0.0)	27.9%	1.6	\$1,883	24.3%	8.6%	588	12.0%	28.7%	2.2	\$5,926	22.7%	8.5%	1,906	14.0%									
RETAILER 5	\$	0.0%	0.0%	-	\$	0.0%	0.0%	-	\$	0.0%	0.0%	-	0.0%	-	\$	0.0%	0.0%	-	0.0%	0.0%	-	\$	0.0%	0.0%	-	0.0%									
RETAILER 6	\$352	16.8%	0.3%	0.0	\$1,069	12.7%	0.3%	0.0	\$4,153	5.3%	0.3%	0.0	34.2%	(1.6)	\$121	11.7%	0.5%	33	8.7%	34.1%	(1.0)	\$365	9.6%	0.5%	100	4.9%									

BRAND PERFORMANCE BY RETAILER

BRAND PERFORMANCE BY ACCOUNT
DATA ENDING X-XX-XXXX

Select Category and Market

Category	4 WEEKS												13 WEEKS																					
	Consumption (Dollars)				Consumption (Units)				Share at Retailer				Consumption (Dollars)				Consumption (Units)				Share at Retailer													
	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	Dollars % Chg	Units (in 000's)	Units % Chg	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg	\$ Share	\$ Share Pt Chg	Dollars (in \$000's)	Dollars % Chg	% Share of Cacique Business	Units (in 000's)	Units % Chg						
1 - CORE CATEGORIES (C,M,CR)	100%		\$69,876	\$5,410	8.5%	18,683	1.6%	100%		\$220,092	\$19,232	8.6%	60,018	8.5%																				
Total Company	28.9%	0.4	\$55,647	\$1,869	3.3%	7,630	0.6%	28.9%	0.4	\$65,753	\$6,948	11.8%	24,704	8.2%																				
Company Break-out 1	17.7%	0.9	\$12,219	\$1,391	14.8%	9,466	6.2%	17.8%	1.0	\$39,138	\$5,424	16.1%	17,991	10.6%																				
Company Break-out 2	12.1%	(0.1)	\$6,246	\$19	0.2%	2,186	(2.1%)	11.9%	(0.4)	\$16,289	\$1,468	9.0%	6,981	2.7%																				
Company Break-out 3	0.1%	0.0	\$52	\$13	14.4%	38	8.9%	0.2%	0.0	\$347	\$51	17.1%	132	8.6%																				

Benefits:

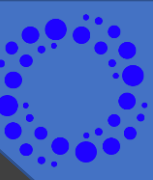
- Dynamic selections allow users to filter on various Category/Market groupings.
- Metrics columns can be expanded to gain deeper insights into consumption, Distribution, Velocity, Pricing, and Promo/Merchandising areas.

METRIC EXPANSION COLUMNS

Share of Category	\$ Share	\$ Share Pt Chg	Consumption													
			(Dollars)							(Units)						
			Dollars (in \$000's)	Dollars Chg	Dollars % Chg	Base Dollars (in 000's)	Base Dollars % Chg	Incr. Dollars (in 000's)	Incr. Dollars % Chg	Units (in 000's)	Units % Chg	Base Units (in 000's)	Base Units % Chg	Incr. Units (in 000's)	Incr. Units % Chg	

Distribution				Velocity			PRICING					
ACV % Max	ACV % Max Pt Chg	TDPs	TDP % Chg	Dollars per TDP	Dollars per TDP % Chg	ARP	ARP Chg	Non-Promo Price	Non-Promo Price Chg	Promo Price	Promo Price Chg	

Promo & Merchandising							
ON PROMO % Vol	ON PROMO % Vol (Chg)	TPR % Vol	TPR % Vol (Chg)	DISPLAY % Vol	DISPLAY % Vol (Chg)	FEATURE % Vol	FEATURE % Vol (Chg)




Distribution Tracker

Identify the breadth of where your product is distributed through ACV and Stores Selling.

Benefits help you Identify:

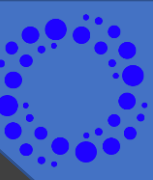
- Breadth of product distribution by retailer/banner.
- Where are your items gaining or losing distribution and by how much.
- New Item launches.

DISTRIBUTION TRACKER												
COMPANY DISTRIBUTION BY ACCOUNT												
DATA ENDING 02-20-22												
Latest 52 Weeks Ending 02-20-22												
ACV Weighted Distribution												
Current												
<div style="text-align: center;">  Click in the cell above to select Time, Metric, and Periodicity </div>												
MULO	MASS			FOOD								
	TOTAL MASS CHANNEL	WALMART CORP	TARGET	TOTAL FOOD CHANNEL	KROGER CORP	FOOD 4 LESS (West)	FOOD 4 LESS (Mid-West)	ALBERTSON CORP	ACME	DENVER DIVISION		
CATEGORY 1	Total Category 1	63	68	68	100	79	99	100	100	89	100	100
	Item 1	47	56	56	86	57	86	100	-	88	96	100
	Item 2	13	24	24	23	10	23	100	-	5	-	-
	Item 3	3	-	-	7	4	7	100	-	0	-	-
	Item 4	12	38	38	-	-	-	-	-	-	-	-
	Item 5	1	-	-	3	1	3	98	-	-	-	-
CATEGORY 2	Total Category 2	29	11	11	86	47	86	79	100	16	-	-
	Item 1	26	8	8	82	45	82	77	90	15	-	-
	Item 2	9	3	3	35	15	35	-	53	5	-	-
	Item 3	18	7	7	79	30	79	77	100	3	-	-
	Item 4	11	-	-	69	22	69	61	90	6	-	-
	Item 5	0	-	-	-	1	-	-	-	-	-	-
CATEGORY 3	Total Category 2	61	82	82	100	65	100	100	100	90	7	100
	Item 1	2	-	-	4	4	4	100	-	0	-	-
	Item 2	0	-	-	0	0	0	2	-	-	-	-
	Item 3	2	0	0	4	4	4	100	-	0	-	-
	Item 4	0	-	-	-	0	-	-	-	-	-	-
	Item 5	58	82	82	99	60	99	100	100	88	7	99

Home

Back to Data-Origins.com

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Share by Market

Does your Brand or your Competitor have the dollar share of a particular market?

Benefits:

- Identify leading share and share change by brand by market.
- Dynamically toggle between different Categories, Time, and Periodicity.
- Calls out size of prize.
- Quantifies how many markets your brand and your competition leads.
- Develops an actionable target list of brands to focus on by market.

DOLLAR SHARE BY MARKET

Dollar Share Current	Albany, NY - Multi Outlet	Atlanta, GA - Multi Outlet	Baltimore, MD/Washington D.C. - Multi Outlet	Birmingham/Montgomery, AL - Multi Outlet	Boise, ID - Multi Outlet	Boston, MA - Multi Outlet	Buffalo/Rochester, NY - Multi Outlet	Charlotte, NC - Multi Outlet	Chicago, IL - Multi Outlet	Cincinnati/Dayton, OH - Multi Outlet	Cleveland, OH - Multi Outlet	Columbus, OH - Multi Outlet	Dallas/Ft. Worth, TX - Multi Outlet	Denver, CO - Multi Outlet
CATEGORY	\$38,377	\$506,957	\$486,162	\$319,794	\$74,826	\$617,855	\$36,396	\$507,319	\$1,889,735	\$102,099	\$65,132	\$96,875	\$2,672,517	\$663,971
TOTAL BRAND	17.3%	11.8%	24.5%	9.7%	61.0%	8.6%	8.8%	11.1%	3.5%	41.1%	1.3%	30.7%	42.2%	42.8%
SUB-BRAND	0.5%	7.9%	6.8%	8.1%	38.2%	0.4%	3.8%	3.0%	0.1%	8.5%		5.5%	32.9%	28.7%
SUB-BRAND	16.7%	3.9%	17.6%	1.6%	22.7%	8.1%	5.0%	8.1%	3.4%	32.5%	1.3%	25.2%	9.3%	14.1%
Competitive Brand 1	39.7%	3.5%	19.0%	0.4%		64.0%	34.5%	4.5%			3.5%			
Competitive Brand 2	32.2%	21.8%	15.2%	31.5%	14.5%	3.7%	55.6%	19.4%	5.3%	30.1%	19.5%	32.7%	8.5%	16.3%
Competitive Brand 3					8.0%			0.1%	0.5%			0.3%	6.0%	4.7%
Competitive Brand 4		2.7%	0.3%	5.9%	5.5%			3.1%	61.2%	16.5%	59.1%	17.0%	4.2%	5.8%
Competitive Brand 5													9.1%	0.1%
Competitive Brand 6		44.0%	2.6%	31.1%						0.0%		0.0%	0.6%	1.2%
Competitive Brand 7		16.2%	3.0%	18.3%	5.9%		0.8%	13.9%	14.9%				5.6%	12.4%
Competitive Brand 8			9.4%	2.4%		0.0%		7.2%	8.9%	12.3%	14.6%	18.5%	10.8%	13.6%

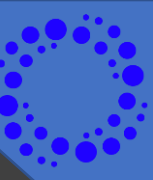
ACTIONABLE CHASE LISTS BY REGION AND MARKET

WEST REGION										EAST REGION												
Mkts										Mkts												
Winning					10					Winning					12							
Opportunity					2					Opportunity					39							
\$ Rank			Mkt Leader	Gap	Brand #2	Shr	Brand #3	Shr	Brand #4	Shr	\$ Rank			Mkt Leader	Gap	Brand #2	Shr	Brand #3	Shr	Brand #4	Shr	
1	\$ 5,082,211	Los Angeles, CA - Multi Outlet	Company	43.4							1	\$ 4,094,342	New York, NY - Multi Outlet	Competitive Brand 1		Competitive Brand 2	80.7%	Competitive Brand 3	8.7%	Competitive Brand 4	2.9%	
2	\$ 1,182,817	Phoenix/Tucson, AZ - Multi Outlet	Company	4.8							2	\$ 2,672,517	Dallas/Ft. Worth, TX - Multi Outlet	Company	31.4							
3	\$ 732,448	San Francisco/Oakland, CA - Multi Outlet	Competitive Brand 1	(16.5)	Competitive Brand 2	49.4%	Company	32.9%	Competitive Brand 3	2.9%	3	\$ 2,270,477	Houston, TX - Multi Outlet	Competitive Brand 1	(32.0)	Competitive Brand 2	48.5%	Company	8.2	Competitive Brand 4	8.2%	
4	\$ 663,571	Denver, CO - Multi Outlet	Company	26.5							4	\$ 1,889,735	Chicago, IL - Multi Outlet	Competitive Brand 1		Competitive Brand 2	61.3%	Competitive Brand 3	14.9%	Competitive Brand 4	8.9%	
5	\$ 503,315	San Diego, CA - Multi Outlet	Company	40.0							5	\$ 1,477,796	Miami/Ft. Lauderdale, FL - Multi Outlet	Competitive Brand 1		Competitive Brand 2	39.0%	Competitive Brand 3	22.5%	Competitive Brand 4	15.1%	
6	\$ 440,903	Sacramento, CA - Multi Outlet	Competitive Brand 1	(6.1)	Competitive Brand 2	42.3%	Company	36.2%	Competitive Brand 3	6.6%	6	\$ 1,023,123	West Texas/New Mexico - Multi Outlet	Company	13.6							
7	\$ 317,727	Portland, OR - Multi Outlet	Company	56.5							7	\$ 617,855	Boston, MA - Multi Outlet	Competitive Brand 1	(55.4)	Competitive Brand 2	64.0%	Competitive Brand 3	16.3%	Total Cacique Cheese	8.6%	
8	\$ 312,024	Salt Lake City, UT - Multi Outlet	Company	24.6							8	\$ 608,511	Orlando, FL - Multi Outlet	Competitive Brand 1		Competitive Brand 2	32.2%	Competitive Brand 3	26.6%	Competitive Brand 4	15.7%	

Home

Back to Data-Origins.com

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Post Promotion Analysis

Assess performance of your promotions and ROI.

Benefits help you Identify:

- All sales promo performance metrics.
- Return on investment after entering in your marketing expenses.
- User selects only 4 key parameters from drop downs to drive results.
- Designed for syndicated and shipment data.

SALES SECTION

Company Post-Promo Tool

Retailer: RETAILER A

Product Line: PRODUCT / PRODUCT GROUPING

(W/E) Start Date: 2/5/2023

(W/E) End Date: 2/19/2023

Promo Duration: 3 Wks

Promo Name: 2 for \$3

Instructions:

NOTE: Unless indicated in the instructions below, all boxes of data auto-calculate.

- 1) Select Retailer from Drop-down
- 2) Select Product Line from Drop-down
- 3) Select Start and End dates from Drop-down
- 4) Manually input any necessary expenses into the dark blue boxes to the right.
- 5) If applicable, select display from light blue drop-down.
 - a) If applicable, enter count of displays in dark blue box.

Color Code Legend

Drop-down / Manual Entry	Calculated Expense/Cost Item
Data/Calculated Field	Negative Result
	Positive Result

EXPENSE / ROI SECTION

Expense / Display Inputs

List / BAR, Bag, Cup	\$	1.10			
Wsl Cost / Bar	\$	0.50			
Unit Count		1			

	AD EXP	\$	-		
	Other EXP	\$	-		

Select Display vvv

16 ct Power Panel Display Shipper

	Fixed Trade	Non-working:	23%	\$	0.25
	Variable Trade	Working Trade:	0%	\$	-
	Trade	Off invoice, MCB, etc.			
	TTL Trade Rate		23.0%	\$	0.25

	SHIPPERS / DISPLAYS	Cost	10.91	# Displays	
--	---------------------	------	-------	------------	--

PRODUCT / PRODUCT GROUPING

SALES VOLUME (UNITS)

TTL Units	279,787				
Non-Promo	80,211	Base	151,182		
On Promo	199,576	Incremental	128,604		
		Subsidized Base	70,972		

PRICING

Non Promo ARP	\$	1.91	Promo ARP	\$	1.60
---------------	----	------	-----------	----	------

RETAILER MARGIN

Everyday	55.6%	Promo	47.1%
----------	-------	-------	-------

PERFORMANCE - ACTUAL

% Promoted	71.3%	% ARP Discount	16%
Effectiveness	64.4%	Incr. Lift %	85.1%

PERFORMANCE - PLANNED (Linked to Planner)

Planned Price	\$	1.50	Planned Lift %	
---------------	----	------	----------------	--

PROMO COVERAGE / MERCH QUALITY

ACV Any Merch	72
ACV Display	1
ACV Feature	

PRODUCT / PRODUCT GROUPING

TRADE / EXPENSES

	Per Unit		Total		
Trade Exp / Scan	\$	0.25	Trade Exp	\$	50,493
Shippers / Displays Exp	\$	-	Shippers / Displays Exp	\$	-
AD Exp	\$	-	AD Exp	\$	-
Other Exp	\$	-	Other Exp	\$	-
TTL Exp	\$	0.25	TTL Exp	\$	50,493

PROMO SPECIFIC

	Per Unit		Total		
Net / Bar	\$	0.85	NSV \$	\$	169,041
Cost / Bar	\$	0.50	COGS	\$	99,788
GP / Bar	\$	0.35	Gross Profit \$	\$	69,253
			Gross Margin %		41%

PROMO ROI

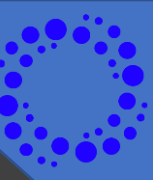
GSV \$	\$	219,534	
TTL Exp (Trade + COGS)	\$	150,281	
ROI \$	\$	69,253	
ROI	1.46	ROI %	46%

Home

Back to Data-Origins.com

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Metric Trends

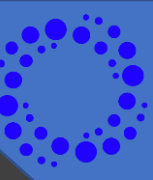
Displays a trend of key metrics by Month or Week.

Benefits:

- Comparison of your performance vs. competition over time.
- Visual reporting helps develop correlative insights.
- Dynamically toggle between Metric, Category, Geography, and Periodicity.

TREND OUT PERFORMANCE METRICS BY COMPETITIVE BRAND

Dollar Sales % Change vs YA	W/E 03-21-21	W/E 04-18-21	W/E 05-16-21	W/E 06-13-21	W/E 07-11-21	W/E 08-08-21	W/E 09-05-21	W/E 10-03-21	W/E 10-31-21	W/E 11-28-21	W/E 12-26-21	W/E 01-23-22	W/E 02-20-22
Total Category	-9.0%	-5.9%	-7.9%	-1.4%	3.4%	6.6%	9.8%	9.9%	10.5%	11.5%	11.8%	11.3%	10.5%
Total Company Brand	-4.9%	-7.6%	-5.0%	-1.0%	4.8%	4.8%	9.6%	11.0%	11.6%	10.5%	12.9%	6.8%	9.2%
Company Sub-brand 1	-5.9%	-9.8%	-7.3%	-5.6%	1.6%	0.8%	8.0%	8.7%	9.2%	8.0%	11.1%	2.7%	4.1%
Company Sub-brand 2	-1.1%	-1.3%	0.2%	8.6%	10.8%	13.4%	13.4%	17.1%	16.7%	16.3%	16.2%	14.6%	19.7%
Competitive Brand 1	-12.2%	10.8%	-5.0%	-3.5%	1.8%	7.6%	9.4%	11.7%	14.4%	14.3%	13.5%	16.1%	13.3%
Competitive Brand 2	5.5%	14.6%	9.1%	30.6%	29.0%	46.1%	42.1%	39.9%	44.5%	45.6%	50.3%	52.7%	49.7%
Competitive Brand 3	-16.3%	-22.3%	-28.0%	-24.7%	-18.3%	-15.2%	-12.6%	-12.3%	-12.7%	-10.8%	-13.1%	-7.2%	-10.6%
Competitive Brand 4	-6.9%	-19.2%	-12.3%	-6.4%	3.1%	1.3%	5.6%	6.2%	4.6%	6.0%	0.7%	4.1%	6.0%
Competitive Brand 5	-8.8%	-4.8%	3.2%	19.8%	15.9%	19.8%	24.1%	22.6%	14.0%	16.2%	15.9%	16.9%	13.7%
Competitive Brand 6	-14.4%	-16.1%	-19.4%	-18.3%	-12.8%	-7.9%	-2.8%	-4.1%	-3.4%	-3.6%	-3.3%	-2.2%	-3.5%
Competitive Brand 7	13.1%	19.6%	16.3%	18.8%	16.3%	20.1%	19.1%	18.6%	23.3%	24.0%	26.9%	19.2%	12.0%
Competitive Brand 8	-11.9%	8.0%	-19.4%	7.2%	6.3%	8.0%	9.4%	7.2%	17.1%	20.8%	21.7%	14.9%	24.8%
Competitive Brand 9	-10.1%	14.9%	11.5%	15.1%	21.6%	27.3%	31.1%	29.5%	30.1%	25.6%	30.2%	19.2%	13.4%
Competitive Brand 10	3.8%	9.9%	12.9%	24.9%	32.0%	50.7%	68.9%	43.6%	41.9%	55.1%	58.2%	71.7%	53.9%
Competitive Brand 11	-17.3%	-0.1%	10.6%	-4.3%	0.5%	1.7%	5.7%	-2.1%	-14.2%	-10.6%	-12.3%	-5.0%	-14.1%
Competitive Brand 12	-42.1%	-30.3%	-28.4%	-6.5%	10.9%	-1.0%	4.2%	-6.5%	-4.9%	10.9%	24.0%	14.3%	-0.4%
Competitive Brand 13	-5.0%	-6.9%	-2.7%	7.4%	25.3%	20.2%	25.9%	23.8%	21.2%	25.2%	31.2%	29.8%	26.8%
Competitive Brand 14	-1.2%	-35.5%	24.3%	-37.4%	-23.0%	-21.9%	-38.9%	-27.9%	-23.8%	-28.7%	-15.3%	5.9%	4.5%
Competitive Brand 15	-20.5%	-10.2%	-13.8%	-9.7%	-10.2%	-2.0%	-3.7%	2.6%	-15.4%	3.0%	-2.0%	-12.7%	5.6%
Competitive Brand 16	-3.8%	-26.2%	-20.2%	-14.6%	-11.2%	-14.7%	-6.2%	-1.9%	4.5%	6.8%	4.4%	8.4%	1.0%
Competitive Brand 17	3.1%	30.3%	-13.3%	20.3%	29.8%	18.6%	3.0%	6.7%	0.0%	-11.7%	-10.5%	-12.2%	-17.7%
Competitive Brand 18	-20.2%	-10.6%	16.5%	18.9%	2.9%	0.9%	-3.1%	-8.5%	13.1%	11.8%	-11.0%	4.3%	-11.2%



Panel Metrics Dashboard

View your company's panel metrics on one page.

Benefits:

- Identify where your Household penetration and if it's coming from first time or 2x buyers and which panel metrics might be driving growth.
- Index performance against each category.
- Dynamically toggle between Category, Geography, and Time.

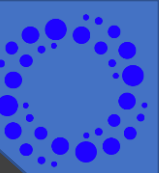
PANEL METRICS DASHBOARD

		% HH Buying		% HH Buying 1x		% HH Buying 2x		
		Current	Chg	Current	Chg	Current	Chg	
Total US	(QUICK VIEW)							
	CATEGORY VS. COMPANY							
	TOTAL CATEGORY 1	10.0	(0.3)	4.2	(0.3)	5.8	(0.0)	
	COMPANY CATEGORY 1	5.8	(0.1)	2.8	(0.1)	3.0	0.0	
	TOTAL CATEGORY 2	7.3	0.4	3.3	0.1	4.0	0.2	
	COMPANY CATEGORY 2	3.2	0.3	1.6	0.2	1.6	0.1	
	TOTAL CATEGORY 3	3.9	(0.7)	1.8	(0.6)	2.0	(0.1)	
	COMPANY CATEGORY 3	2.9	(0.2)	1.6	(0.3)	1.3	0.1	
TOTAL CATEGORY 4	1.8	0.2	1.0	0.2	0.8	0.0		
COMPANY CATEGORY 4	1.1	0.1	0.6	0.1	0.5	0.0		

MAKE SELECTION FROM DROP DOWN BELOW

Dollars per Buyer

		Purchase Cycle - HH Avg (in Days)		Product Trips		Trips per Buyer		Dollars per Buyer		Dollars per Trip		Volume Sales per		\$ Opp of 1 More Pt of Penetration			
		Current	Chg	Current	Chg	Current	Chg	Current	Chg	Current	Chg	Current	Chg	Current	Chg		
Total US	(QUICK VIEW)																
	CATEGORY VS. COMPANY																
	TOTAL CATEGORY 1	26.3	0.8	41,911	14	3.3	0.2	\$16.15	\$ 1.91	\$ 4.87	\$ 0.33	3.8	0.2	1.2	0.0	\$ 6,142,077	\$ 459,284
	COMPANY CATEGORY 1	27.6	2.0	19,126	3	2.6	0.1	\$10.21	\$ 1.01	\$ 3.92	\$ 0.30	2.6	0.1	1.0	0.0	\$ 4,954,509	\$ 414,272
	TOTAL CATEGORY 2	26.9	1.0	26,777	14	2.9	(0.0)	\$17.46	\$ 0.59	\$ 6.02	\$ 0.22	3.4	(0.0)	1.2	(0.0)	\$ 7,605,447	\$ 330,437
	COMPANY CATEGORY 2	27.5	1.2	9,669	3	2.4	(0.2)	\$11.63	\$(0.31)	\$ 4.83	\$ 0.20	2.4	(0.2)	1.0	(0.0)	\$ 6,101,171	\$ 300,741
	TOTAL CATEGORY 3	29.7	1.5	13,186	3	2.7	0.4	\$ 7.78	\$ 1.79	\$ 2.88	\$ 0.23	2.6	0.4	1.0	0.0	\$ 3,632,198	\$ 320,213
	COMPANY CATEGORY 3	30.5	2.1	7,757	6	2.1	0.3	\$ 4.87	\$ 1.00	\$ 2.31	\$ 0.22	1.9	0.3	0.9	0.0	\$ 2,919,679	\$ 302,241
TOTAL CATEGORY 4	28.1	2.3	4,920	-1	2.2	(0.3)	\$ 9.13	\$(0.63)	\$ 4.15	\$ 0.28	2.6	(0.4)	1.2	0.0	\$ 5,239,881	\$ 387,140	
COMPANY CATEGORY 4	24.6	(2.4)	2,719	1	2.0	(0.3)	\$ 7.70	\$(0.73)	\$ 3.81	\$ 0.15	2.2	(0.2)	1.1	0.0	\$ 4,806,178	\$ 224,570	



Retailer Scorecard

Review the performance of your retailers on one page.

Benefits:

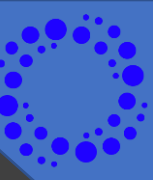
- Have meaningful discussions with your retailers.
- Touch on all the key metrics.
- Dynamic drop-downs let users select their respective Time, Retailer, and Category.

RETAILER SCORECARD							
Retail, Panel & Promo sections updated to 1-1-23							
Time Selection	Latest 13 Weeks			<--- Select from drop-down menus here			
Retailer Selection	RETAILER A			<--- Select from drop-down menus here			
Company Category	CATEGORY 1			<--- Select from drop-down menus here			
SHIPMENT FW52-2022	Net Sales	MTD	QTD	YTD			
	Current	\$30.5K	\$30.5K	\$211.8K			
	Variance vs. YA	-33.4%	-9.4%	+8.5%			
	Variance vs. Plan	-47.8%	-2.8%	-15.0%			
RETAIL	Total Category Dollars	CACIQUE					
		Dollars	Base \$	Incr. \$	\$ Share	% ACV	\$/TDP
	\$80.6M +8.7%	\$27.4M +10.3%	\$25.4M +8.4%	\$2.0M +2.3%	34.0% +0.8 Pts	77.2 +3.3 Pts	\$355 +20.2%
PANEL	Total Category % HHs Buying	CACIQUE					
		% HH Buying	% 1x Buyers	% 2x Buyers	\$/Buyer	\$ Per Trip	Trips/HH
	12.9 -0.1 Pts	5.8 -0.1 Pts	2.1 -0.1 Pts	3.6 +0.0 Pts	\$21.06 +\$1.19	\$4.38 -\$0.21	4.8 +0.5 trips
PROMO / MERCH		ARP	Promo ARP	% Vol; Promo	% Vol; TPR	% Vol; Display	% Vol; Feature
	Category 1	\$3.74 +\$0.20	\$3.18 +\$0.11	36.9 -0.5 Pts	23.5 -2.2 Pts	4.9 +1.2 Pts	8.5 +0.4 Pts
	Category 2	\$1.51 +\$0.09	\$1.33 +\$0.05	34.7 +11.7 Pts	27.0 +11.6 Pts	3.5 +0.8 Pts	4.2 -0.7 Pts
	Category 3	\$3.42 +\$0.08	\$3.01 +\$0.09	32.5 +0.8 Pts	24.3 -0.7 Pts	3.6 +2.1 Pts	4.6 -0.6 Pts

Home

Back to Data-Origins.com

All data and figures are provided for example purposes only.



CDI - BDI

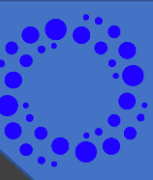
Assess both Category Development and your Brand's Development by market.

Benefits:

- Understand how well a category will perform within a given market segment, comparative to its performance in the market defined by a population.
- Identify how your brand is performing within a specific group of consumers, compared to the average performance among all consumers.
- Quickly identify opportunity markets for actionable insights.

CATEAGORY DEVELOPMENT / BRAND DEVELOPMENT			
CATEGORY 1			
Category (CDI)	Markets with Opportunity: 7	Markets with Opportunity: 9	
	Company Brand 1 (BDI)	Company Brand 2 (BDI)	
New England - Multi Outlet	147.6	Los Angeles, CA - Multi Outlet	443.9
Des Moines, IA - Multi Outlet	138.8	San Diego, CA - Multi Outlet	311.3
Wichita, KS - Multi Outlet	137.6	Phoenix/Tucson, AZ - Multi Outlet	249.2
Grand Rapids, MI - Multi Outlet	136.6	Dallas/Ft. Worth, TX - Multi Outlet	245.7
Denver, CO - Multi Outlet	133.4	Portland, OR - Multi Outlet	223.5
Roanoke, VA - Multi Outlet	128.4	Seattle/Tacoma, WA - Multi Outlet	213.2
Albany, NY - Multi Outlet	127.4	Las Vegas, NV - Multi Outlet	199.0
Syracuse, NY - Multi Outlet	125.0	Denver, CO - Multi Outlet	166.6
Cincinnati/Dayton, OH - Multi Outlet	124.1	Houston, TX - Multi Outlet	157.4
Orlando, FL - Multi Outlet	122.4	Sacramento, CA - Multi Outlet	139.2
Omaha, NE - Multi Outlet	122.1	West Texas/New Mexico - Multi Outlet	133.0
Richmond/Norfolk, VA - Multi Outlet	121.4	Boise, ID - Multi Outlet	127.6
Knoxville, TN - Multi Outlet	119.7	Salt Lake City, UT - Multi Outlet	125.3
Tulsa, OK - Multi Outlet	119.6	San Francisco/Oakland, CA - Multi Outlet	110.8
Salt Lake City, UT - Multi Outlet	119.5	Spokane, WA - Multi Outlet	108.9
Spokane, WA - Multi Outlet	119.1	Raleigh/Greensboro, NC - Multi Outlet	106.8
Toledo, OH - Multi Outlet	117.7	Charlotte, NC - Multi Outlet	98.8
Tampa/St. Petersburg, FL - Multi Outlet	117.5	Columbus, OH - Multi Outlet	95.9
Phoenix/Tucson, AZ - Multi Outlet	117.2	New England - Multi Outlet	92.1
Raleigh/Greensboro, NC - Multi Outlet	117.1	Cincinnati/Dayton, OH - Multi Outlet	91.1
Charlotte, NC - Multi Outlet	116.9	Omaha, NE - Multi Outlet	85.8
Nashville, TN - Multi Outlet	116.6	Kansas City, KS - Multi Outlet	83.1
Indianapolis, IN - Multi Outlet	115.7	Richmond/Norfolk, VA - Multi Outlet	82.9
Jacksonville, FL - Multi Outlet	115.2	Indianapolis, IN - Multi Outlet	77.0
South Carolina - Multi Outlet	115.1	Minneapolis/St. Paul, MN - Multi Outlet	73.4
Buffalo/Rochester, NY - Multi Outlet	114.8	Des Moines, IA - Multi Outlet	68.6
Oklahoma City, OK - Multi Outlet	114.3	Chicago, IL - Multi Outlet	62.4
Portland, OR - Multi Outlet	113.9	Louisville, KY - Multi Outlet	60.5
West Texas/New Mexico - Multi Outlet	113.2	Nashville, TN - Multi Outlet	57.5
Columbus, OH - Multi Outlet	113.1	Boston, MA - Multi Outlet	52.1
Louisville, KY - Multi Outlet	112.6	Baltimore, MD/Washington D.C. - Multi Outlet	49.9
Boise, ID - Multi Outlet	111.8	Roanoke, VA - Multi Outlet	49.8
Dallas/Ft. Worth, TX - Multi Outlet	109.7	Tulsa, OK - Multi Outlet	48.0
		Los Angeles, CA - Multi Outlet	526.0
		Dallas/Ft. Worth, TX - Multi Outlet	515.9
		Phoenix/Tucson, AZ - Multi Outlet	212.3
		Las Vegas, NV - Multi Outlet	210.9
		San Diego, CA - Multi Outlet	197.2
		West Texas/New Mexico - Multi Outlet	196.3
		Denver, CO - Multi Outlet	180.3
		Salt Lake City, UT - Multi Outlet	166.3
		Houston, TX - Multi Outlet	163.8
		Boise, ID - Multi Outlet	150.2
		Omaha, NE - Multi Outlet	142.9
		Tulsa, OK - Multi Outlet	139.7
		Oklahoma City, OK - Multi Outlet	132.1
		Little Rock, AR - Multi Outlet	122.2
		Portland, OR - Multi Outlet	112.5
		Wichita, KS - Multi Outlet	107.2
		Sacramento, CA - Multi Outlet	102.1
		Seattle/Tacoma, WA - Multi Outlet	84.9
		Nashville, TN - Multi Outlet	72.9
		San Francisco/Oakland, CA - Multi Outlet	60.3
		Kansas City, KS - Multi Outlet	54.6
		New Orleans, LA/Mobile, AL - Multi Outlet	50.3
		Raleigh/Greensboro, NC - Multi Outlet	47.2
		Richmond/Norfolk, VA - Multi Outlet	43.0
		Spokane, WA - Multi Outlet	38.6
		Memphis, TN - Multi Outlet	38.5
		Mississippi - Multi Outlet	33.4
		Atlanta, GA - Multi Outlet	27.4
		Birmingham/Montgomery, AL - Multi Outlet	25.3
		Miami/Ft. Lauderdale, FL - Multi Outlet	24.8
		Tampa/St. Petersburg, FL - Multi Outlet	22.3
		Orlando, FL - Multi Outlet	22.3
		Minneapolis/St. Paul, MN - Multi Outlet	21.1

- Strong Dev. Index > 120
- Avg. Dev. Index Range ≥ 80 & ≤ 120
- Weak Dev. Index < 80
- Opportunity Markets
- Index of 100



Fair Share Analysis

Does your brand have the necessary shelf space for the dollar share it's generating.

Benefits:

- Quickly identify which brands are over or under-spaced.
- Use as a defensive tool to identify competitive brand over-space conditions.

