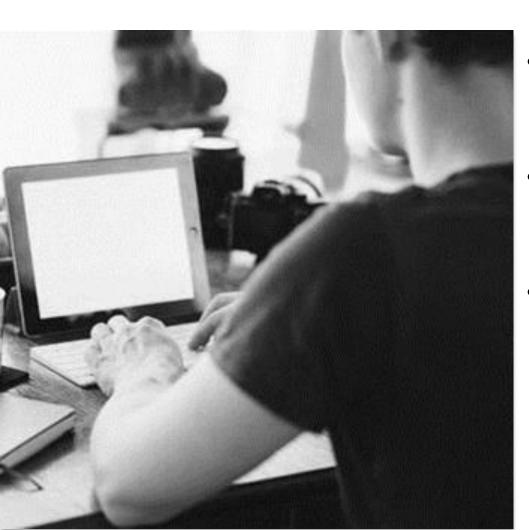
Today's webinar will begin momentarily...

Here are a few tips to improve your viewing experience



- Make sure your computer speakers are on and adjusted to the volume of your choice.
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- If you experience technical difficulties, please
 close your browser and log back in.





Kimberly Kissel Director of Education KKissel@CDAweb.net



Ask the speakers questions throughout this webinar using the Q&A function -- in your GoToWebinar Control Panel, type in any questions you have for the speaker in the Questions box under the Questions tab.



Thomas Baldwin Product Manager, Management Science Associates, Inc.

MSa? Management Science Associates, Inc.



InfoMetrics: Making the Reports Work for You

Warehouse-delivered Products

May 6, 2020





Agenda

- Overview
- Usage Top Ranked Reports
- Managing Reports
- Detail Review of Reports
- Summary

Standard Reports (included w/InfoMetrics participation)

Industry Overview

Distributor Overview

Product Performance

Customer Performance

Product Information

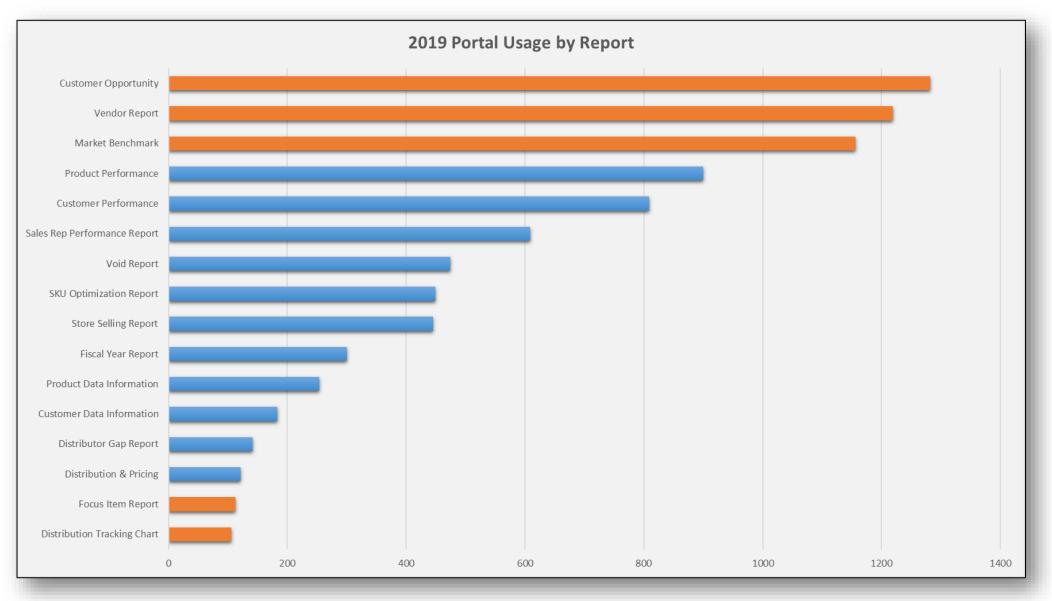
Customer Information

Category Management Reports

Void Opportunity **SKU Optimization** Sales Performance Market Benchmark **Customer Opportunity** Adhoc Report Vendor Report **Tracking Chart**

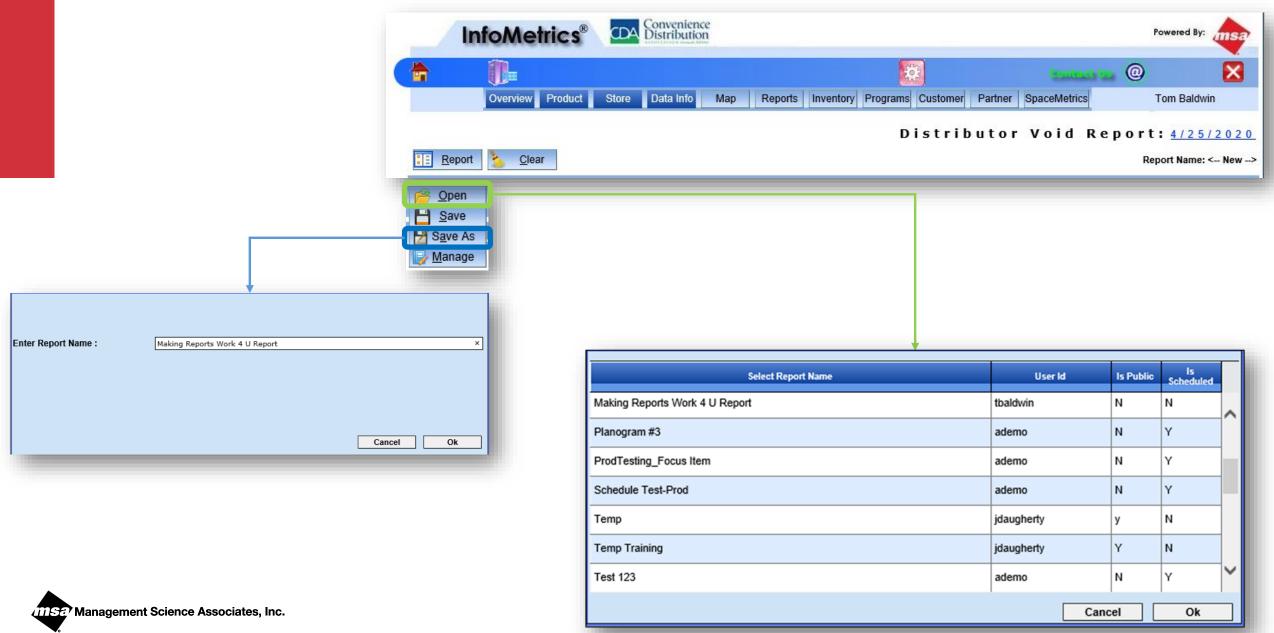
Focus Item Report Gap Report **Distribution & Pricing Fiscal Year Report** Margins & Deliveries **Inventory Performance Inventory Profitability** Safety Stock Report

InfoMetrics Portal Reports



MANAGING REPORTS

Managing Reports – Save, Share and Schedule



Managing Reports – Save, Share and Schedule

	InfoMetrics®	CDA Con Dist	venience ribution							Powered By:
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	Overview Product	Store Da	a Info Map	Reports	Inventory	Programs	Customer	Partner	SpaceMetrics	Tom Baldwin
						D	istrib	utor	Void Re	eport: <u>4/25/2</u>

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Management Science Associates, Inc.				Enabled	Cancel Apply

Managing Reports– Save, Share and Schedule



Please find the attachment for your " Making Reports Work 4 U Report -- Wee

If you have any issues, please feel free to contact: Infometrics@accionlabs.com

Thank-you.

CDA InfoMetrics Administrator

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	2	Distributor: A-DEMO DISTRIBUTOR				
	3	Warehouse: All Warehouses				
	4	State: All States				
	5	Store(s): All Stores				
	6					
			Current 52 Wk	Current 52 Wk Dollars % Chg vs	Current 52 Wk	Current 52 Wk Units % Chg vs
	7	Total Categories	Dollars	YAGO	Units	YAGO
Ļ	8	Total Categories	\$142,806,622.34	58.2%	25,005,299	43.1%
· .	9	Category				
+	10	Cigarettes	\$116,113,989.93	52.5%	2,392,838	36.8%
+	262	Other Tobacco Products	\$14,211,348.43	164.8%	6,204,077	114.4%
+	969	Candy	\$4,101,034.47	80.3%	7,327,959	74.6%
		Packaged Beverages	\$1,588,584.57	43.9%	1,943,662	55.8%
+	2766	Alternative Snacks	\$1,113,730.60	172.4%	1,325,247	170.1%



CUSTOMER OPPORTUNITY REPORT

-			Convenience							Class of Trade	Store Ty	pe Store Size Ir
	Info	Netrics [®]	CDA Convenience Distribution				Pe	owered By:	insa	HOTEL/GIFT	Chain	Small
							0			CONVENIENCE ST	Independent	Small
					203	Cont	ad 4. @		×	STREET VENDOR/	Independent	Large
	Overv	riew Product	Store Data Info Map Re	ports Inventory	Programs Custor	mer Partner SpaceMetri	ics T	om Baldv	/in	CONVENIENCE ST	Independent	Large
				C 11 4	tomer (Opportunity	Denorty	4/25	12020	WHOLESALER	Independent	Large
			Max.			Selling Brands Per Category		4723	12020	HOTEL/GIFT	Chain	Large
	All Wareh		Category: Candy		10p 10 3	Sening Brands Per Category				SUPERMARKET	Chain	Large
Comparati		- wauonal - Project	ted Convenience Store Database: C-N \$92,899.00		ease Potential:	3.4%			Generate	CONVENIENCE ST	Independent	
		Bill-to-Name		Current 13 Wk Sales	Annualized		014	04-1		CONVENIENCE ST	Independent	
Bill-to-ID 999999999	Ship-to-ID 930438	INDEPENDENT	Store Name BILLYS QUICK STOP	S4,387.72	Opportunity	Address 5808 E 6TH AVE	City	State NE	Zip 681	CONVENIENCE ST	Independent	
	946152	INDEPENDENT	SCOTTS GROC #1	\$3,495.09		318 E 2ND ST	TUNICA	IA	520	OTHER	Independent	
	966168	INDEPENDENT	FUEL DOC #3	\$7,837.06		9151 HIGHWAY 71	JEMISON	мо	631			
	900787	INDEPENDENT	ONE STOP FOOD MART	\$4,912.87		SOUTH WALNUT	PECOS	IL	624	SUPERMARKET	Chain	Large
99999999	924118	INDEPENDENT	<u>ON THE RUN #114</u>	\$3,489.10	\$1,122.36	1115 N WASHINGTON ST	HIGDEN	КY	405			
99999999	965319	INDEPENDENT	NELSON VALLEY BAPTIST CH	\$3,846.12	\$936.36	541 HIGHWAY 53 E	SNEADS FERRY	IA	527	Warehouse ID	Sales Rep ID	Sales Rep Name
99999999	918870	INDEPENDENT	SHARP C-STORE	\$4,791.46	\$919.54	US 23 BYPASS	LEOLA	IL	604	WH3	49	DENNIS
99999999	900720	INDEPENDENT	BREAKERS #105	\$5,758.36	\$881.28	1576 US HIGHWAY 259 N	PIEDMONT	IL	617:	WH3	49	DENNIS
99999999	900969	INDEPENDENT	PUCKETTS GROCERY	\$3,557.13	\$866.00	2135 ARGILLITE RD	WARNER ROBI	IL	626	WH3	9	FRANK
99999999	929398	INDEPENDENT	HILLTOP QUICK STOP	\$7,361.03	\$860.45	260 CEDAR ST	JOELTON	AR	721	WH3	49	DENNIS
99999999	900845	INDEPENDENT	JERRY & DEBBIE GROC.	\$4,065.73	\$842.84	4710 S SHERWOOD FOR	TYNER	IL	616	WH2	84	BOB
99999999	900837	INDEPENDENT	DIAMOND FOOD MART ARA 2	\$5,344.12	\$817.89	3200 HIGHWAY 24	GAINESBORO	IL	604	WH3	49	DENNIS
99999999	900597	INDEPENDENT	RED STAR BAR	\$5,127.51		1107 W MARKET ST	PAULS VALLEY	IL	617	WH3	27	PHIL
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				Cus	stomer (Opportunit	ty Repoi	t: <u>4/2</u>	0/2020					
/arehouse:	All Wareh	louses	Category: Candy	~	Item(s): Top 10	Selling Brands Per Catego	ory 🖸							
Comparative	e Market	= National - Proje	ted Convenience Store Database: C-	-Metrics [™])					Generate					
otal Sales P	Potential:		\$92,899.00	% Incre	ease Potential:	3.	.4%							
Bill-to-ID S	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity	Address	City	State	Zip					
	930438	INDEPENDENT	BILLYS QUICK STOP	\$4,387.72	. ,	5808 E 6TH AVE	PINEOLA	NE	681					
	946152		SCOTTS GROC #1	\$3,495.09		318 E 2ND ST 9151 HIGHWAY 71	TUNICA	IA	520					
	966168	INDEPENDEN	FUEL DOC #3 ONE STOP FOOD MART	\$7,837.06		SOUTH WALNUT	JEMISON	MO	631 624					
	924118	INDEPENDEN		¢ 1,0 12.01	01,150.01									
9999999 9	965319	INDEPENDEN [®]								Custome	r Opport	unity Rep	oort Deta	11
9999999 9	918870	INDEPENDEN [®]	Warehouse : All Wa	rehouses		Category	y:Candy			Store	Name : SCOTTS GR	OC #1		
	900720	INDEPENDEN												_
	900969	INDEPENDEN	SKUs			Brand Name		Current 13 V	/k Dollars	Dollar Share	Market Dollar Share	Dollar Share Gap	Void Opportunity	
	929398	INDEPENDEN												
	900837	INDEPENDEN	0000000018065,0000	00000020 REES	E'S PB CUP	KS 24/2.8 OZ			\$0.00	0.0%	2.0%	2.0%	\$313.85	;
99999999 9	900597	INDEPENDEN												+
<			0000000010710,0000	00000016 SNIC	KERS SHARE	SZ 24/3.29 OZ			\$0.00	0.0%	2.0%	2.0%	\$224.44	
			0000000007799,0000	00000017 M&M'	S PNUT SHAI	RE SZ 24/3.27 OZ	2		\$0.00	0.0%	1.0%	1.0%	\$182.39	Ţ
			0000000017919,0000	00000020 REES	E'S FASTBRI	EAK KS 18/3.5 OZ	2		\$0.00	0.0%	1.0%	1.0%	\$154.87	t
-		-	0000000014305,0000	00000014 REES	E'S PB BIG C	UP KS 16/2.8 OZ			\$0.00	0.0%	1.0%	1.0%	\$127.11	
			0000000007260,0000	00000016 HSY #	ALMOND KS	18/2.6 OZ			\$0.00	0.0%	1.0%	1.0%	\$125.28	
			0000000015953,0000	00000030 TWIX	CRML SHAR	E SZ 24/3.02 OZ			\$0.00	0.0%	1.0%	1.0%	\$117.20	1
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9999999 9	930438	INDEPENDENT		BILLYS QUICK STOP	\$4,387.72	\$1,573.2	6 5808 E 6TH AVE	PINEOLA	NE	681					
	946152	INDEPENDEN	_	SCOTTS GROC #1	\$3,495.09		0 318 E 2ND ST	TUNICA	IA	520					
	966168			FUEL DOC #3	\$7,837.06		2 9151 HIGHWAY 71	JEMISON	MO	631					
	900787			ONE STOP FOOD MART	\$4,912.87	\$1,196.0	7 SOUTH WALNUT	PECOS	IL	624					
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9999999 9	900845	INDEPENDEN													
	900837	INDEPENDEN		REESE'S PB CUP KS 2	24/2.8 OZ		\$0.00		0.0%		2.0%	2.0%	\$313.85	\$313.85	Candy
	900597	INDEPENDEN		SNICKERS SHARE SZ	24/2 20 07		\$0.00		0.0%		2.0%	2.0%	\$224.44	\$224.44	Candy
<				SNICKERS SHARE SZ	24/3.29 02		\$0.00		0.0%		2.0%	2.07	J224.44	J224.44	Canuy
			-	M&M'S PNUT SHARE S	SZ 24/3.27 OZ		\$0.00		0.0%		1.0%	1.0%	\$182.39	\$182.39	Candy
				REESE'S FASTBREAK	KS 18/3.5 OZ		\$0.00		0.0%		1.0%	1.0%	\$154.87	\$154.87	Candy
				REESE'S PB BIG CUP	KS 16/2.8 OZ		\$0.00		0.0%		1.0%	1.0%	\$127.11	\$127.11	Candy
				HSY ALMOND KS 18/2	.6 OZ		\$0.00		0.0%		1.0%	1.0%	\$125.28	\$125.28	Candy
				TWIX CRML SHARE S2	Z 24/3.02 OZ		\$0.00		0.0%		1.0%	1.0%	\$117.20	\$117.20	Candy
				KIT KAT KS 24/3 OZ			\$0.00		0.0%		1.0%	1.0%	\$113.97	\$113.97	Candy

Infol	Netrics [®]	CDA Convenience				Powered By:				
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99999999 965319	INDEPENDENT	NELSON VALLEY BA		Brand Name	SKUs	Category	Sub Category	Manufacturer	Brand Family	Brand ID
99999999 918870	INDEPENDENT	SHARP C-STORE		HSY ALMOND KS 18/2.6 OZ	305300,1524008,408880	Candy	Chocolate Bars/P	HERSHEY COMPANY	HERSHEY ALMOND	37194
99999999 900720	INDEPENDENT	BREAKERS #105			, , ,	-				
99999999 900969	INDEPENDENT	PUCKETTS GROCER	~	M&M'S PNUT SHARE SZ	412429,1527001,323972,305409	Candy	Chocolate Bars/P	MARS WRIGLEY CONFE	M&M'S	70319
99999999 929398	INDEPENDENT	HILLTOP QUICK STO		REESE'S FASTBREAK KS	254243,1528231,300962	Candy	Chocolate Bars/P	HERSHEY COMPANY	REESE'S	70299
99999999 900845 99999999 900837	INDEPENDENT	JERRY & DEBBIE GR	✓	REESE'S PB BIG CUP KS	314393,1558147,545004,314393	Candy	Chocolate Bars/P	HERSHEY COMPANY	REESE'S	34769
99999999 900597	INDEPENDENT	RED STAR BAR		REESE'S PB CUP KS 24/2	357558,1526805,422220	Candy	Chocolate Bars/P	HERSHEY COMPANY	REESE'S	50741
<			•	SNICKERS SHARE SZ 24/	1515451,643007	Candy	Chocolate Bars/P	MARS WRIGLEY CONFE	SNICKERS	40103
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				Brand Name	SKUs	Category	Sub Category	Manufacturer	Brand Family	Brand ID
				M&M'S PNUT SHARE SZ	412429,1527001,323972,305409	Candy	Chocolate Bars/	MARS WRIGLEY CONF	M&M'S	70319
				REESE'S PB BIG CUP K	314393,1558147,545004,314393	Candy	Chocolate Bars/	HERSHEY COMPANY	REESE'S	34769
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Comparison Comparison Comparison Comparison Scotts GROC #1 S3,495.09 S1,253. Total Sales Potentia: \$92,299.00 * Increase Potentia: \$9999999 946152 NDEPENDENT SCOTTS GROC #1 \$3,495.09 \$1,253. P09999999 \$90438 NDEPENDENT Bite-Manne Store Name Control 13/W Sale Automation \$9999999 966168 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 99999999 \$90438 INDEPENDENT Store Name Control 13/W Sale \$1,199.0 99999999 906168 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.0 99999999 \$90787 INDEPENDENT CNE STOP FOOD MART \$4,912.87 \$1,199.0 99999999 \$90787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.0 9999999 \$24118 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.0 9999999 \$24118 INDEPENDENT INDEPENDENT NUE PENDENT S1,492.0 \$11,190.0 99999999 \$2007				Cust	omer O <mark>l</mark> é	6 Bill-to-ID		Ship-to-	D Bill-to-l	Name	Store Nar	me	Current 13	Wk Sales	Annualized (Opportunity
States Potential: S32,899 00 % Increase Potential: 9999999 Bit b-D Stor Name Convol 12 W. Sales Annoulind 99999999 994132 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 996168 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 900787 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 9999999 Stor Name Convol 12 W. Sales \$1,996.70 BUT WALLEY RAULINT PEDENDENT ONE STOP FOOD MART \$4,912.87 \$1,199. 9999999 Stor Name ONE STOP FOOD MART \$4,912.87 \$1,196.7 Stor WH WALLEY RAULINT PEDNONT ONE STOP FOOD MART \$4,912.87 \$1,199.1 9999999 Stor Name Stor Stor Stor Stor Stor Stor Stor Stor	Warehouse: All Wareh	louses	Category: Candy	✓ Ite	m(s): Top 10 Sell	7 99999999		930438	INDEPEN	IDENT I	BILLYS QI	UICK STOP		\$4,387.72		\$1,573.2
States Potential: S32,899 00 % Increase Potential: 9999999 Bit b-D Stor Name Convol 12 W. Sales Annoulind 99999999 994132 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 996168 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 900787 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 9999999 Stor Name Convol 12 W. Sales \$1,996.70 BUT WALLEY RAULINT PEDENDENT ONE STOP FOOD MART \$4,912.87 \$1,199. 9999999 Stor Name ONE STOP FOOD MART \$4,912.87 \$1,196.7 Stor WH WALLEY RAULINT PEDNONT ONE STOP FOOD MART \$4,912.87 \$1,199.1 9999999 Stor Name Stor Stor Stor Stor Stor Stor Stor Stor	(Comparative Market	= National - Projected	d Convenience Store Database: C-M	letrics [™])		0000000										
9999999 930438 INDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573.26 \$1 99999999 966188 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.7 99999999 966168 INDEPENDENT SCOTTS GROCE #1 \$3,495.09 \$1,253.20 \$10 999999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 951.16 units wark / 1 PEMISON NO \$241 99999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 \$1,199	Total Sales Potential:					0 99999999		946152	INDEPER	IDENT :	SCOTISG	SROC #1		\$3,495.09		\$1,253.2
9999999 930438 INDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573.26 \$1 99999999 966188 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.7 99999999 966168 INDEPENDENT SCOTTS GROCE #1 \$3,495.09 \$1,253.20 \$10 999999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 951.16 units wark / 1 PEMISON NO \$241 99999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 \$1,199	Bill-to-ID Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity											
99999999 \$6616 INDEPENDENT FUEL DOC.#3 \$7,837.06 \$1,199.42 915T HIGHWAY 71 JEMISON MO B31 9999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,196.07 SOUTH WALNUT PECOS IL 624 9999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.81 1115 WASHINGTON ST HIGDEN K7 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,481.12 \$939.86 \$41 HIGHWAY 53 E SNEADS FERRY IA 527 9999999 918870 INDEPENDENT SHARP C-STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 9999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$808.12 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 900845 INDEPENDENT HILTOP QUICK STOP \$7,357.13 \$860.42 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERKY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD	99999999 930438	INDEPENDENT	BILLYS QUICK STOP			9 99999999		966168	INDEPEN	IDENT I	FUEL DOC	; #3		\$7,837.06		\$1,199.4
99999999 \$6616 INDEPENDENT FUEL DOC.#3 \$7,837.06 \$1,199.42 915T HIGHWAY 71 JEMISON MO B31 9999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,196.07 SOUTH WALNUT PECOS IL 624 9999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.81 1115 WASHINGTON ST HIGDEN K7 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,481.12 \$939.86 \$41 HIGHWAY 53 E SNEADS FERRY IA 527 9999999 918870 INDEPENDENT SHARP C-STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 9999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$808.12 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 900845 INDEPENDENT HILTOP QUICK STOP \$7,357.13 \$860.42 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERKY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD	99999999 946152	INDEPENDENT	SCOTTS GROC #1	\$3,495.09	\$1,253.20 3'1	0 99999999		900787	INDEPEN		ONE STOP	P FOOD MART		\$4 912 87		\$1 196 0
999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.36 1115 N WASHINGTON ST HIGDEN KY 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,84612 \$993.63 \$1116 N WASHINGTON ST HIGDEN KY 405 9999999 965319 INDEPENDENT SHARP C.STORE \$4,791.46 \$991.54 US 23 BYPASS LEOLA IL 604 9999999 90720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 90050 INDEPENDENT PUCKETTS GROCERY \$3,557.13 \$866.00 2135 ARGILLITE RD WARNER ROBI IL 626 9999999 90384 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$806.45 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERRY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD FOR TYNER IL 616 9999999 900537 INDEPENDENT RED STAR BAR \$5,127.51 \$7847.37 100	99999999 966168	INDEPENDENT	FUEL DOC #3	\$7,837.06			JEMISON							01,012.01		01,100.0
9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,846.12 \$9936.3 \$41 HIGHWAY 53 E SNEADS FERRY IA \$27 99999999 918870 INDEPENDENT SHARP C.STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 99999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 53 P PIEDMONT IL 617 99999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 53 P PIEDMONT IL 617 99999999 900720 INDEPENDENT PLICKETTS GROCERY \$3,357.13 \$866.00 2135 ARGILLITE RD WARNER ROBI IL 626 99999999 902837 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$864.24 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,341.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 617 Sectors Sectors Sectors Sector	99999999 900787	INDEPENDENT	ONE STOP FOOD MART	\$4,912.87	\$1,196.07 SO	UTH WALNUT	PECOS	IL 624	-		- T					
9999999918870INDEPENDENTSHARP C-STORE\$4,791.46\$919.54US 23 BYPASSLEOLAIL6049999999900720INDEPENDENTBREAKERS #105\$5,758.36\$881.281576 US HIGHWAY 259 NPIEDMONTIL6179999999900669INDEPENDENTPUCKETTS GROCERY\$3,557.13\$866.002135 ARGILLITE RDWARNER ROBIIL6269999999923386INDEPENDENTHILLTOP QUICK STOP\$7,361.03\$860.45260 CEDAR STJOELTONAR72199999999900845INDEPENDENTJERRY & DEBBIE GROC.\$4,065.73\$842.844710 S HERWOOD FORTYNERIL61699999999900837INDEPENDENTDIAMOND FOOD MART ARA 2\$5,344.12\$817.893200 HIGHWAY 24GAINESBOROIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL6179999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107	99999999 924118	INDEPENDENT	ON THE RUN #114	\$3,489.10	\$1,122.36 111	5 N WASHINGTON ST	HIGDEN	KY 405								
9999999 900720 INDEPENDENT BREAKERS #105 \$\$5,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$7,758.36 \$\$6,758.36 \$\$7,7578.36 \$\$7,7578.37 \$\$7,7578.37 \$\$7,758.37 \$\$7,758.37	99999999 965319	INDEPENDENT	NELSON VALLEY BAPTIST CH	\$3,846.12	\$936.36 541	HIGHWAY 53 E	SNEADS FERRY	IA 527								
99999999900969INDEPENDENTPUCKETTS GROCERY\$3,557.13\$866.002135 ARGILLITE RDWARNER ROBIIL6269999999929388INDEPENDENTHILLTOP QUICK STOP\$7,361.03\$866.45260 CEDAR STJOELTONAR7219999999900845INDEPENDENTJERRY & DEBBIE GROC.\$4,065.73\$842.844710 S SHERWOOD FORT/NERIL6169999999900837INDEPENDENTDIAMOND FOOD MART ARA 2\$5,344.12\$817.893200 HIGHWAY 24GAINESBOROIL6049999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL617L to F First Prev Net Last	99999999 918870	INDEPENDENT	SHARP C-STORE	\$4,791.46	\$919.54 US	23 BYPASS	LEOLA	IL 604								
99999999 929398 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$860.45 260 CEDAR ST JOELTON AR 721 99999999 900845 INDEPENDENT JERRY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 1107 W MARKET ST PAULS VALLEY IL 617 VIIII VIIII VIIIII VIIII VIIIII VIIII VIII VIIII VI	99999999 900720	INDEPENDENT	BREAKERS #105	\$5,758.36	\$881.28 157	6 US HIGHWAY 259 N	PIEDMONT	IL 617.								
99999999 900845 INDEPENDENT JERRY & DEBBIE GROC. S4,065.73 S842.84 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 107 W MARKET ST PAULS VALLEY IL 617 VICK VICK VICK VICK VICK VICK VICK VICK	99999999 900969	INDEPENDENT	PUCKETTS GROCERY	\$3,557.13	\$866.00 213	5 ARGILLITE RD	WARNER ROBI	IL 626								
99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$764.73 1107 W MARKET ST PAULS VALLEY IL 617 VICTOR VICTOR VI	99999999 929398	INDEPENDENT	HILLTOP QUICK STOP	\$7,361.03	\$860.45 260	CEDAR ST	JOELTON	AR 721								
99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 1107 W MARKET ST PAULS VALLEY IL 617	99999999 900845	INDEPENDENT	JERRY & DEBBIE GROC.	\$4,065.73	\$842.84 471	0 S SHERWOOD FOR	TYNER	IL 616								
1 of 7 First Prev Next Last	99999999 900837	INDEPENDENT	DIAMOND FOOD MART ARA 2	\$5,344.12	\$817.89 320	00 HIGHWAY 24	GAINESBORO	IL 604								
1 of 7 First Prev Next Last		INDEPENDENT	RED STAR BAR	-					·							
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							Exp MS	ort To 🔁								





Answer: Top 6 customers have an annualized opportunity > \$1,000

VENDOR REPORT

Vendor Report

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Overview Product Store	Data Info Mar	Reports In	ventory Programs	Customer Par	tner SpaceMetri	cs To	om Baldwin
					Vendor	Report:	<u>4 / 1 8 / 2 0</u>
Warehouses All Warehouses	✓ Store(s)	: All Stores		Q Vendor	(s): All Vendors		
Show Reported Quantity							
Vendor	Current 52 Wk Dollars	Current 52 Wk Dollars % Chg vs YAGO	Current 52 Wk Units	Current 52 Wk Units % Chg vs YAGO	Current 13 Wk Dollars	Current 13 Wk Dollars % Chg vs YAGO	Current 13 Wk
PHILIP MORRIS	\$26,534,389.37	562.3%	505,641	444.4%	\$4,941,970.21	23.4%	9
■ R J REYNOLDS TOBACCO CO	\$22,531,080.43	-9.9%	582,453	-4.3%	\$5,278,617.58	-41.8%	12
R.J. REYNOLDS CIGTS	\$10,888,311.23	550.0%	213,792	463.2%	\$2,162,900.31	29.1%	4
IORILLARD INC.	\$5,029,440.49	511.9%	87,894	412.1%	\$905,077.54	10.1%	1
■ US TOBACCO CO	\$2,865,778.65	359.7%	1,053,025	442.3%	\$597,270.48	-4.2%	232
U.S. FLUE-CURED TOBACCO	\$2,032,006.60	N/A	205,436	N/A	\$390,901.50	272.5%	49
PHILIP MORRIS PROMOTIONAL	\$1,931,246.33	397.9%	46,856	261.7%	\$350,241.83	-9.7%	-
IIGGETT VECTOR -QUALITY	\$1,922,983.09	629.3%	44,214	505.4%	\$333,010.44	26.3%	-
I LORILLARD	\$1,714,484.15	-52.4%	34,076	-54.7%	\$287,530.98	-75.2%	
COMMONWEALTH BRANDS, INC.	\$1,619,672.42	482.1%	43,437	368.3%	\$338,416.59	21.6%	1
AMERICAN SNUFF COMPANY	\$1,537,194.07	421.4%	769,406	366.1%	\$303,720.15	3.0%	15
HERSHEY CHOCOLATE CO	\$1,373,271.71	444.0%	1,951,045	434.3%	\$264,244.09	4.7%	372
AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29	547.9%	298,288	428.3%	\$212,401.91	29.1%	53
<			1			1	>

Vendor Report

InfoMetrics®	Convenience Distribution					Power	ed By:					
h ()-					Contracts U	@	X					
Overview Product Sto	ore Data Info Map		/1	nfoMetrics [®]	CDA Conve Distri	nience					Por	wered By:
/arehouse: All Warehouses	✓ Store(s):			() -					02	Goole	aus @	X
Show Reported Quantity				Overview Product	Store Data	nfo Map	Reports II	nventory Programs	Customer Part	tner SpaceMetric	_	om Baldwin
Vendor	Current 52 Wk Dollars										_	
PHILIP MORRIS	\$26,534,389.37	_								Vendor	Report:	4/18/202
R J REYNOLDS TOBACCO CO	\$22,531,080.43	Wa	arehouse:	All Warehouses	~	Store(s):	All Stores		Q Vendor	r(s): All Vendors		
R.J. REYNOLDS CIGTS	\$10,888,311.23		Ohan Da									
LORILLARD INC.	\$5,029,440.49		Show Re	ported Quantity								
US TOBACCO CO	\$2,865,778.65				1		0 15010	1			0 11011	1
U.S. FLUE-CURED TOBACCO	\$2,032,006.60			Vendor		rent 52 Wk Dollars	Current 52 Wk Dollars % Chg vs	Current 52 Wk Units	Current 52 Wk Units % Chg vs YAGO	Current 13 Wk Dollars	Current 13 Wk Dollars % Chg vs	Current 13 Wk U
PHILIP MORRIS PROMOTIONAL	\$1,931,246.33			NOLDS TOBACCO CO		2.531.080.43	YAGO -9.9%	582,453	-4.3%	\$5,278,617.58	YAGO -41.8%	124.
LIGGETT VECTOR -QUALITY	\$1,922,983.09		_ reorder	Brand Family	-	.,001,000.10	-0.070	002,100	1.070	00,210,011.00	-11.070	,
LORILLARD	\$1,714,484.15			-								
COMMONWEALTH BRANDS, INC.	\$1,619,672.42			- CAMEL	S	7,547,580.97	17.9%	160,287	16.1%	\$1,522,787.31	-42.6%	31,
AMERICAN SNUFF COMPANY	\$1,537,194.07			- WORTH	S	3,343,736.76	419.8%	90,788	314.8%	\$575,045.45	-10.6%	15,
HERSHEY CHOCOLATE CO	\$1,373,271.71			WINSTON	s	3,121,907.57	35.6%	65,977	29.2%	\$552,302.57	-43.8%	11,
AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29			DORAL	S	2,947,354.83	24.9%	68,041	17.7%	\$506,586.10	-50.0%	11,
(- PALL MALL	s	2.524.593.21	-46.1%	57,776	-48.5%	\$1,319,470.56	0.2%	30,
						,433,659.62	-43.0%	30,298	-45.0%	\$244,512.64	-70.0%	5,
: N/A - indicates zero or insignificant data in p	prior year for calculation.											
				5		\$397,449.71	-68.2%	8,310	-69.4%	\$264,290.73	-15.0%	5,
						\$389,131.68	-5.8%	10,368	-14.2%	\$65,611.07	-60.5%	1,
				- MISTY		\$350,730.47	-83.5%	8,649	-84.3%	\$132,900.41	-77.0%	3,
			3	- CAMEL SNUS		\$130,678.95	185.7%	66,768	185.9%	\$17,523.00	-27.2%	5,
			H	- VANTAGE		\$66,912.65	-47.1%	1,152	-48.9%	\$11,900.59	-70.3%	:
			<			RE4 440 40	04.40/	4.400	0.4.00/	E40 343 40	07.00/	>

1 of 43 First Prev Next Last

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Export All 🔁

Note: N/A - indicates zero or insignificant data in prior year for calculation.

Vendor Report Detail

InfoMetrics [®]	CDA Convenience Distribution		Pow	rered By:					
Overview Product	Store Data Info Map					Vendor	Report	Details:	4/18/2020
		Distributor: A-DEMO DISTRIBUTOR	Ware	house: All Warehous	585	✓ Store(s):	All Stores		<u> </u>
Warehouse: All Warehouses	Store(s):	Vendor: R J REYNOLDS TOBACCO CO		J: CAMEL					
Show Reported Quantity		Brands 🍸	sки 🝸	UPC	Current 52 Wk Dollars	Current 52 Wk Dollars % Chg vs YAGO	Current 52 Wk Units	Current 52 Wk Units % Chg vs YAGO	Current 13 Wk Dollars
Vendor R J REYNOLDS TOBACCO CO	Current 52 Wk Dollars \$22,531,080.43	CAMEL LT BX CTN	100354	00012300000079	\$1,206,297.37	426.8%	25,566	379.0%	\$0.0
Brand Family	07.547.500.07	CAMEL MTH LT BX \$2.50 OFF 2PK CTN	199216	00012300198769	\$771,165.53	0.0%	16,240	0.0%	\$0.0
CAMEL	\$7,547,580.97 \$3,343,736.76	CAMEL FILTER BX CTN	106807	00012300000031	\$598,428.89	396.4%	12,677	351.5%	\$0.0
WINSTON DORAL	\$3,121,907.57 \$2,947,354.83	CAMEL BLUE BX CTN	100123	00012300000079	\$437,941.40	0.0%	9,130	0.0%	\$334,464.5
PALL MALL	\$2,524,593.21 \$1,433,659.62	CAMEL WIDES FILTER BX CTN	108159	00012300707992	\$403,825.98	348.1%	8,559	307.6%	\$0.0
- SALEM	\$397,449.71	CAMEL CRUSH BX CTN	135418	00012300197410	\$303,719.72	270.6%	6,449	237.6%	\$0.0
- MISTY	\$350,730.47	CAMEL BX \$2.25 OFF 2PK CTN	199166	00012300195102	\$255,549.21	0.0%	5,383	0.0%	\$0.0
+ CAMEL SNUS + VANTAGE	\$130,678.95 \$66,912.65	CAMEL FILTER BX CTN	103838	00012300000031	\$215,699.61	0.0%	4,493	0.0%	\$165,239.5
	854 446 40	CAMEL FILTER CTN	100248	00012300000024	\$204,721.97	261.7%	4,340	229.5%	\$0.0
Note: N/A - indicates zero or insignificant dat	ta in prior year for calculation	CAMEL LT BX \$2.50 OFF 3PK CTN	135020	00012300198547	\$181,630.58	-14.1%	4,231	-14.0%	\$0.0
Note. N/A - indicates zero or insignificant dat	a în prior year for calculation.	CAMEL LT CTN	100420	00012300000048	\$172,486.74	236.8%	3,657	206.8%	\$0.0
		CAMEL LT BX \$2.25 OFF 5/2PK CTN	172650	00012300198479	\$159,102.42	0.0%	3,318	0.0%	\$77,137.2
		CAMEL WIDES 85 BOX CTN	105825	00012300707992	\$133,060.85	0.0%	2,774	0.0%	\$96,912.7
		CAMEL REG 85 BOX MEN CTN	196170	00012300000932	\$132,769.66	0.0%	2,785	0.0%	\$54,923.1
		CAMEL WIDES LT BX CTN	108126	00012300708999	\$127,377.41	309.6%	2,701	272.5%	\$0.0
		C 1 of 18 First Prev <u>Next</u> Last	ı 	·	· · · · ·			I I	>
		Note: N/A - indicates zero or insignificant data in pri	or year for calculation	l.				Export To MS Excel	

Vendor Report

InfoMetrics® 🚥	Convenience Distribution					Powered By:		
h ()-				22 22	Contact Us	o 🔀		
Overview Product Store	Data Info Map	Reports In	ventory Programs	Customer Pa	artner SpaceMetrics	Tom Baldwin		
					Vendor Repo	-		
Warehouse: All Warehouses	V Store(s)	All Stores		Q Vend	or(s): All Vendors	<u> </u>		
	+ 51010(3)	Air Stores						
Show Reported Quantity								
Vendor	Current 52 Wk Dollars	Current 52 Wk Dollars % Chg vs YAGO	Current 52 Wk Units	Current 52 Wk Units % Chg vs YAGO	Gurrent 13 Wk Current Dollars Wk Dollars W	Chg vs Current 13 Wk Units		
PHILIP MORRIS	\$26,534,389.37	562.3%	505,641	444.49	Vendor Selection		10	
■ R J REYNOLDS TOBACCO CO	\$22,531,080.43	-9.9%	582,453	-4.39		lin		
■ R.J. REYNOLDS CIGTS	\$10,888,311.23	550.0%	213,792	463.2%			ncel Clear Apply	Search
LORILLARD INC.	\$5,029,440.49	511.9%	87,894	412.19	Filtered Vendors:	Cui	Selected Vendors:	Jouron
■ US TOBACCO CO	\$2,865,778.65	359.7%	1,053,025	442.39	PHILIP MORRIS			
U.S. FLUE-CURED TOBACCO	\$2,032,006.60	N/A	205,436	N//	PHILIP MORRIS INC PHILIP MORRIS PROMOTIO	NAL		
PHILIP MORRIS PROMOTIONAL	\$1,931,246.33	397.9%	46,856	261.79				
LIGGETT VECTOR -QUALITY	\$1,922,983.09	629.3%	44,214	505.4%				
	\$1,714,484.15	-52.4%	34,076	-54.79			>	
COMMONWEALTH BRANDS, INC.	\$1,619,672.42	482.1%	43,437	368.39			<	
AMERICAN SNUFF COMPANY	\$1,537,194.07	421.4%	769,406	366.19				
HERSHEY CHOCOLATE CO	\$1,373,271.71	444.0%	1,951,045	434.39				
AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29	547.9%	298,288	428.39				
<	1		İ				1 March 1	
					1 of 43 Fi	<mark>rst Prev <u>Next</u> Last</mark>		
Note: N/A - indicates zero or insignificant data in prior	year for calculation.				Export All 돈	Export To MS Excel		

Vendor Report

InfoMetrics® 🚥	Convenience Distribution					Pow	rered By:
h ()-			<u> i</u>		Genter		×
Overview Product Store	Data Info Map R	eports Inventory	Programs Cu	ustomer Partne	r SpaceMetrics	Τοι	n Baldwin
				v	endor R	eport:	4/25/202
Varehouse: All Warehouses	Store(s): All Sto	res		Vendor(s)	PHILIP MORRIS	PHILIP MORRIS IN	C,PHILIP MORI
Show Reported Quantity							
		1.50.110				0 440.00	
Vendor	Current 52 Wk Dollars	ent 52 Wk 5 % Chg vs Current /AGO	52 Wk Units	rent 52 Wk Units Chg vs YAGO	Current 13 Wk Dollars	Current 13 Wk Dollars % Chg vs YAGO	Current 13 Wk Un
PHILIP MORRIS INC	\$37,829,098.17	1.0%	775,153	-8.4%	\$7,496,405.32	-46.5%	150,7
PHILIP MORRIS	\$26,534,389.37	562.3%	505,641	444.4%	\$4,941,970.21	23.4%	91,2
PHILIP MORRIS PROMOTIONAL	\$1,931,246.33	397.9%	46,856	261.7%	\$350,241.83	-9.7%	7,3
<					1 of 1	First Prev	> Next La
lote: N/A - indicates zero or insignificant data in prior y	ear for calculation.				Export All		ort To 🔁



MARKET BENCHMARK REPORT

-- Select --

Alternative Snacks Candy Cigarettes Edible Grocery Health & Beauty Non-Edible Grocery Other Tobacco Packaged Sweet Snacks Salty Snacks

Info	Metrics [®]	CDA Convenie Distribut	on					Powered	d By: msa
b ()	•				\$		Gostarb U	. @	×
Ove	rview Product S	tore Data Info	Map F	Reports Inventory P	rograms Customer	Partner Spa	ceMetrics	Tom Ba	aldwin
					Market Bo	enchma	ark Re	port: 4/	25/202
PRODUCT FILTER	1								
ategory: Ca	andy	~	Sub Category	Chocolate Bars/Packs	~	Manufacturer	All Manufact	urers	~
STORE FILTER									
/arehouse: Al	l Warehouses	~	State	All States	~	Stores	All Stores		
	~								
uration: 52 Week		0	D-t-b 0	Matrice TM N					Constant
-	t = National - Projected		re Dalabase: C	-		Charac			Generate
SKUs		Brand Name		Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg YAGO
526805,357558,42		JP KS 24/2.8 OZ		RSHEY COMPANY	REESE'S	378	<u>247</u>	\$83,839.06	1
515451,643007	SNICKERS SHA	ARE SZ 24/3.29 OZ	MA	RS WRIGLEY CONF	SNICKERS	<u>214</u>	<u>411</u>	\$33,438.80	
527001,305409,32	M&M'S PNUT S	HARE SZ 24/3.27 C	<u>Z</u> M4	RS WRIGLEY CONF	M&M'S	<u>299</u>	326	\$33,123.93	1:
	SNICKERS ORI	G STD 48/1.86 OZ	MA	RS WRIGLEY CONF	SNICKERS				
528231,254243,30	REESE'S FAST	BREAK KS 18/3.5 C	Z HE	RSHEY COMPANY	REESE'S	<u>256</u>	<u>369</u>	\$28,932.92	3
586072,369025,68	TWIX CRML SH	ARE SZ 24/3.02 OZ	MA	RS WRIGLEY CONF	TWIX	<u>144</u>	<u>481</u>	\$20,454.00	4
524008,305300,40	HSY ALMOND R	KS 18/2.6 OZ	HE	RSHEY COMPANY	HERSHEY ALMOND	<u>278</u>	<u>347</u>	\$21,404.37	1
558147,314393,31	REESE'S PB BI	G CUP KS 16/2.8 O	Z HE	RSHEY COMPANY	REESE'S	<u>278</u>	<u>347</u>	\$38,284.77	5
	KIT KAT KS 24/3	<u>3 OZ</u>	HE	RSHEY COMPANY	KIT KAT	288	337	\$30,632.78	1
526789,358713,42		(SKS 24/3 07	HE	RSHEY COMPANY	REESE'S	<u>125</u>	<u>500</u>	\$9,879.46	2
	REESE'S STICK	13 N3 24/3 02							
524719,357533,46		<u>F STD 48/1.74 OZ</u>	MA	RS WRIGLEY CONF	M&M'S	<u>356</u>	<u>269</u>	\$32,482.97	3/
526789,358713,42 524719,357533,46 526003,309468,40			MA	RS WRIGLEY CONF	M&M'S	<u>356</u>	269 1 of 2	\$32,482.97 First Prev	3 Next La

		a (Metrics®	Store Data Info		Inventory Programs	Customer Partner	Contact Us SpaceMetrics	Powered By:			
		PRODUCT FILT	ER			Marl	ket Benchi	mark Repo	ort: <u>4/25/20</u>	20		
			Candy	× 5	Sub Category: Chocolat	e Bars/Packs	✓ Manufact	urer: All Manufacturers	; `			
		STORE FILTER										
		Warehouse:	All Warehouses	~	State: All State	25	✓ St	ores: All Stores				
		Duration: 52 Wee	k 🗸									
		(Comparative Mar	ket = National - Project	ed Convenience Store	Database: C-Metrics™)			Genera			
		SKUs		Brand Name	Manufa		d Family Stores Selling		Dollars C YAG	hg Vs O		
		1526805,357558,42	Z <u>REESE'S PB</u>	CUP KS 24/2.8 OZ	HERSHEY CO	OMPANY REESE'S	37	7 <u>8 247</u>	\$83,839.06	1		
Dollars	Dollars Chg Vs YAGO	Units	Units Chg Vs YAGO	Distributor Rank	Market Rank	Dollar Share	Market Dollar Share	Dollar Share Gap	Distribution	Market Distribution	Distribution Gap	Product Id
\$83,839.06	116.0%	89,352.00	113.0%	1	1	2.0%	1.9%	0.1%	60.0%	85.0%	-24.6%	50741
\$33,438.80	61.0%	35,832.00	58.0%	8	2	0.8%	1.5%	-0.7%	34.0%	85.0%	-50.9%	40103
\$33,123.93	132.0%	35,462.00	130.0%	9	3	0.8%	1.3%	-0.5%	48.0%	77.0%	-29.2%	70319
				232	4		1.2%	-1.2%	0.0%	79.0%	-78.5%	48249
\$28,932.92	313.0%	30,922.00	310.0%	15	5	0.7%	1.0%	-0.3%	41.0%	69.0%	-27.9%	70299
\$20,454.00	468.0%	22,122.00	470.0%	26	6	0.5%	0.9%	-0.4%	23.0%	69.0%	-45.7%	47291
\$21,404.37	142.0%	22,716.00	138.0%	23	7	0.5%	0.8%	-0.3%	44.0%	72.0%	-27.6%	37194
\$38,284.77	509.0%	39,964.00	506.0%	5	8	0.9%	0.8%	0.1%	44.0%	67.0%	-22.7%	34769
\$30,632.78	169.0%	32,945.00	166.0%	13	9	0.7%	0.8%	-0.1%	46.0%	67.0%	-20.4%	42075
\$9,879.46	288.0%	10,391.00	276.0%	57	10	0.2%	0.8%	-0.5%	20.0%	58.0%	-38.4%	52884
		+										

	InfoMetrics [®]	CDA Convenien Distributio	ce					Powered By:
*	() -				#		Contact Vis @	
	Overview Product	Store Data Info	Map Report	s Inventory Progra	ms Customer	Partner Space	eMetrics	Tom Baldwin
				Ма	rket B	enchma	rk Repor	t: <u>4/25/2020</u>
PRODUC	T FILTER							
Category:	Candy	~	Sub Category: Cho	colate Bars/Packs	~	Manufacturer:	All Manufacturers	~
STORE	FILTER							
Warehous	e: All Warehouses	~	State: All s	States	~	Stores:	All Stores	٩
Duration:	52 Week 🗸							
(Compara	tive Market = National - Projec	ted Convenience Stor	e Database: C-Metri	cs™)				Cenerate

SKUs	Brand Name	Manufacturer	Brand Family	Sto Sel	ores ling	Void
1526805,357558,42	REESE'S PB CUP KS 24/2.8 OZ	HERSHEY COMPANY	REESE'S		<u>378</u>	
1515451,643007	SNICKERS SHARE SZ 24/3.29 OZ	MARS WRIGLEY CONF	SNICKERS		<u>214</u>	
1527001,305409,32	M&M'S PNUT SHARE SZ 24/3.27 OZ	MARS WRIGLEY CONF	M&M'S		<u>299</u>	
	SNICKERS ORIG STD 48/1.86 OZ	MARS WRIGLEY CONF	SNICKERS			
1528231,254243,30	REESE'S FASTBREAK KS 18/3.5 OZ	HERSHEY COMPANY	REESE'S		<u>256</u>	
1586072,369025,68	TWIX CRML SHARE SZ 24/3.02 OZ	MARS WRIGLEY CONF	TWIX		<u>144</u>	
1524008,305300,40	HSY ALMOND KS 18/2.6 OZ	HERSHEY COMPANY	HERSHEY ALMOND		<u>278</u>	
1558147,314393,31	REESE'S PB BIG CUP KS 16/2.8 OZ	HERSHEY COMPANY	REESE'S		<u>278</u>	
1526789,358713,42	KIT KAT KS 24/3 OZ	HERSHEY COMPANY	KIT KAT		<u>288</u>	
1524719,357533,46	REESE'S STICKS KS 24/3 OZ	HERSHEY COMPANY	REESE'S		<u>125</u>	
1526003,309468,40	M&M'S PEANUT STD 48/1.74 OZ	MARS WRIGLEY CONF	M&M'S		<u>356</u>	
<	·					
REESE'S STICKS I	KS 24/3 OZ	HERSHEY COMPANY	REESE'S		<u>125</u> <u>356</u>	

Stores Selling Report: 4/25/2020

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Category: Candy; Warehouse: All Warehouses; State: All States; BrandName:REESE'S PB CUP KS 24/2.8 OZ

Store Name	Bill-To-ld	Ship-To-ld	Warehouse	Address	Sales Representative	City
BLUE RIDGE PAPER CHRISTMAS	99999999	993998	Warehouse 2	3343 PAXVILLE HWY	DAWN	SCRANTON
RAMP B INC.	99999999	969220	Warehouse 2	11181 HIGHWAY 52 W	DAWN	SPRINGDALE
LITTLE COUNTRY MARKET	99999999	994574	Warehouse 2	1554A HIGHWAY 160	DON	MANDEVILLE
CVM INC DBA MARVINS #217	99999999	957704	Warehouse 2	933 WILKESBORO BLVD NE	DAWN	MYRTLE BEACH
BROWNS WHOL/RET FR MKT	99999999	957753	Warehouse 2	2715 5TH AVE	DAWN	STONEY FORK
DAMIANOS #17	MOD	972414	Warehouse 2	1762 LOUISQUISSET PIKE	DAWN	CHUNKY
FREDS #2915 6/95	99999999	950014	Warehouse 2	1107 E DIXIE DR	DAWN	HIGH POINT
BRINSON MINI MART	99999999	988246	Warehouse 3	1149 AIRPORT BLVD.	SCOTT	SHERMAN
FREDS #2150	99999999	986984	Warehouse 3	1113 OAKLAND AVE	DENNIS	GUNTERSVILLE
P & B LIQUOR	99999999	922955	Warehouse 3	320 N HAZARD ST	CHRIS	HALEYVILLE
BIG TRUCK STOP #45	268041	001	Warehouse 1	281 W HAYDEN AVE	VICKI	SAND SPRINGS
RR DONNELLEY	99999999	957381	Warehouse 2	2599 SPARKMAN DR NW	DON	LAUREL BLOOMERY
BREAKERS #104	99999999	900712	Warehouse 3	5615 HWY 401 SOUTH	DENNIS	WILSONVILLE
MOFFETT SCHOOL	99999999	948604	Warehouse 3	605 N MAIN ST	DENNIS	WAYNESBORO
OZARK RECREATIONAL CLUB	99999999	978916	Warehouse 3	48 FRONTUS ST	SCOTT	WINDSOR
LORIS GIFT SHOP #288	99999999	980185	Warehouse 3	1554 N COLLEGE AVE	PHIL	OHATCHEE
C 1 of 8 First Prev Nex	t Last					>

In	foMe	trics [®]	CDA Conven Distribu	ition					Powere	d By:
*	0					*		Qualitation	• @	
	Overview	Product	Store Data In	fo Map	Reports Inventory F	Programs Customer	Partner S	paceMetrics	Tom E	Baldwin
PRODUCT FI	ILTER					Market B	enchm	ark R	eport: <u>4</u>	251
Category:	Candy		~	Sub Catego	ory: Chocolate Bars/Packs	×	Manufactur	er: All Manufa	cturers	
STORE FILTE	ER									
Warehouse:	All Wareh	nouses	~	St	tate: All States	~	Stor	es: All Stores		
	vlarket = Nat		ed Convenience S	itore Database		Brand Family	Stores	Void Stores	Dollars	
(Comparative N	Market = Nat			tore Database		Prood Eamily	Stores	Void Stores	Dollars	
	Market = Nat	ional - Project	ed Convenience S Brand Name CUP KS 24/2.8 OZ	tore Database	E C-Metrics™) Manufacturer HERSHEY COMPANY	Brand Family REESE'S	Stores Selling <u>378</u>	Void Stores <u>247</u>	Dollars 903,033.00	
(Comparative N	Market = Nat Is 8,42	ional - Project	Brand Name		Manufacturer		Selling			
(Comparative M sкu 1526805,357558	Market = Nat 15 8,42 7	ional - Project REESE'S PB SNICKERS S	Brand Name	<u>Z</u>	Manufacturer HERSHEY COMPANY	REESE'S	Selling <u>378</u>	<u>247</u>	202,023.00	
(Comparative N sкu 1526805,357558 1515451,643007	Market = Nat 15 8,42 7	Constant - Project Constant - Projec	Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O	<u>Z</u> 0Z	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF	REESE'S SNICKERS	Selling <u>378</u>	<u>247</u>	202,023.00	
(Comparative N sкu 1526805,357558 1515451,643007	Market = Nat 15 8,42 7 9,32	Image: Second state REESE'S PB SNICKERS S M&M'S PNUT SNICKERS O	Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O SHARE SZ 24/3.27	Z 0Z Z	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF	REESE'S SNICKERS M&M'S	Selling <u>378</u>	<u>247</u>	202,023.00	
(Comparative N sku 1526805,357558 1515451,643007 1527001,305408	Market = Nat 8.42 7 9.32 3.30	REESE'S PB SNICKERS S M&MS PNUT SNICKERS O REESE'S FA:	Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O SHARE SZ 24/3.27 RIG STD 48/1.86 O	2 02 2 02 2	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF	REESE'S SNICKERS M&M'S SNICKERS	Selling <u>378</u>	<u>247</u>	202,023.00	
(Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243	Market = Nat 5 8,42 7 9,32 3,30 5,68	Contract of the second	Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3 29 O SHARE SZ 24/3.27 RIG STD 48/1.86 O STBREAK KS 18/3 5	2 02 2 02 2	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY	REESE'S SNICKERS M&M'S SNICKERS REESE'S	Selling 378 214	<u>247</u> <u>411</u>	202,023.00	Dolla
(Comparative N 1526805,357558 1515451,643007 1527001,305408 1528231,254243 1586072,369025	Market = Nat 5 8,42 7 9,32 3,30 5,68 0,40	REESE'S PB SNICKERS S M8M'S PNUT SNICKERS G REESE'S FA' TWIX CRML : HSY ALMONI	Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3 29 O SHARE SZ 24/3 27 RIG STD 48/1.86 O STBREAK KS 18/3.5 SHARE SZ 24/3 02 O	Z 02 2 02 2 2 2 2 2 2 2 2 2	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF	REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX	Selling 378 214	247 411	\$33,438.80	Dolla
(Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243 1586072,369025 1524008,305300	Market = Nat 15 8,42 7 9,32 3,30 5,68 0,40 3,31	REESE'S PB SNICKERS S M8M'S PNUT SNICKERS G REESE'S FA' TWIX CRML : HSY ALMONI	Brand Name CUP KS 24/2.8 0Z HARE SZ 24/3.29 0 SHARE SZ 24/3.29 RIG STD 48/1.86 0J STBREAK KS 18/3.5 SHARE SZ 24/3.02 0 D KS 18/2.6 0Z BIG CUP KS 16/2.8	Z 02 2 02 2 2 2 2 2 2 2 2 2	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF HERSHEY COMPANY	REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX HERSHEY ALMOND	Selling 378 214	247 411	\$33,438.80 Candy; B:	Dolla
(Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243 1586072,369025 1524008,305300 1558147,314393	Market = Nat 15 8,42 7 9,32 3,30 5,68 0,40 3,31 3,42	REESE'S PB SNICKERS S MMS PNUT SNICKERS O REESE'S FA TMX CRML HSY ALMON REESE'S PB KIT KAT KS 2	Brand Name CUP KS 24/2.8 0Z HARE SZ 24/3.29 0 SHARE SZ 24/3.29 RIG STD 48/1.86 0J STBREAK KS 18/3.5 SHARE SZ 24/3.02 0 D KS 18/2.6 0Z BIG CUP KS 16/2.8	Z 02 2 02 2 2 2 2 2 2 2 2 2	Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF HERSHEY COMPANY HERSHEY COMPANY	REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX HERSHEY ALMOND REESE'S	Selling 378 214 Cat War	247 411	505,055.00 \$33,438.80 Candy; B: : All Ware	

Distributor Void Report:4/25/2020

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and Family: REESE'S; Selected Brand: REESE'S PB CUP KS 24/2.8 OZ; houses; State: All States

Store Selling Category:	635	Average \$ Sales/Store Selling/Week:	\$1.01
Void Stores:	461	Annual Opportunity (80%):	\$19,446.09

Store Name	Bill-To-ld	Ship-To-ld	Warehouse	Address	Sales Representative	City
FREDS #2150	99999999	986984	Warehouse 3	1113 OAKLAND AVE	DENNIS	GUNTERSVILLE
SWIFT STOP	99999999	900662	Warehouse 3	HWY 79	DENNIS	GRAYSVILLE
FREDS #1275	99999999	936617	Warehouse 3	28098 HIGHWAY 22	FRANK	NAZARETH
BREEDING COUNTRY MART	99999999	900753	Warehouse 3	4025 HIGHWAY 49 S	DENNIS	PINE RIDGE
REPO DEPOT HOME INC DBA KODYS	99999999	916742	Warehouse 2	3709 CHARLOTTE PYKE	JEFF	RIENZI
JERRYS BAIT & TACKLE	99999999	905224	Warehouse 3	106 PLEASANT GROVE RD	PHIL	ROCKINGHAM
JAYS FOOD MART	99999999	960484	Warehouse 2	PO BOX 209	DAWN	WOODSTOCK
JAMES CHAPEL BAPTIST CHURCH	99999999	968222	Warehouse 2	3660 GRANDVIEW PKWY	вов	WILSON
DRY FORK SURPLUS STORE	99999999	949917	Warehouse 3	2120 W MAIN	FRANK	LIMESTONE

Note: N/A - indicates zero or insignificant data in prior year for calculation.

Market Development Devert	AB	С
Market Benchmark Report	1 Report Title : Product Bench Mark Time of Export :4/30/2020 10:29:03 AM	Week Ending Date :4/18/2020
	2 Category: Salty Snacks	
	3 Sub-Category: Potato Chips	
—	4 Manufacturer: All Manufacturers	
Export All	5 Warehouse: All Warehouses	
-	6 State: All States	
Option	7 Region: Midwest	
	8 Store(s):All Stores	
	9 Duration: 52 Week	
	10	
	11	
		Manufacturer
,	13 000000006830,0000000068 PRINGLES ORIGINAL 14/5.2 OZ	KELLOGG'S
	14 0000000006833,00000000068 PRINGLES SOUR CREAM & ONION 14/5.5 OZ	KELLOGG'S
	15 0000000075388,00000000753 TGIF CHEDD/BACON POTATO CHIPS 6/3 OZ	UTZ QUALITY FOODS INC
	16 0000000078751,00000000787 PRINGLES ORIGINAL_12CT 2.36OZ	KELLOGG'S
	17 0000000078747,00000000787 PRINGLES SOUR CREAM & ONION 12/2.5 OZ	KELLOGG'S
	18 0000000006828,00000000068 PRINGLES CHEDDAR CHEESE 14/5.5 OZ	KELLOGG'S
Export to	19 0000000078749,00000000787 PRINGLES CHEDDAR_12CT 2.5OZ	KELLOGG'S
	20 0000000016353,00000000163 PRINGLES BBQ CHIPS 14/5.57 OZ	KELLOGG'S
MS Excel	21 000000006831,0000000068 PRINGLES PIZZA 14/5.5 OZ	KELLOGG'S
	22 0000000016395,00000000163 PRINGLES BBQ 12/2.5 OZ	KELLOGG'S
Option	Products Crackers Mixed Nuts Seeds Other Salty Snacks Packaged RT	E Popcorn Potato Chips

A	В	С	D	E	F	G	Н	I.	J	К	L
1 Report Title :Product	Time of Export :4/30/2020 10:25:19 AM	Week Ending Date :4/18/2020	Note: N/A - indica	tes zero or insignifica	nt data in prior yea	r for calculation	on.				
2 Category: Salty Snac	ks										
3 Sub-Category: Potate	o Chips										
4 Manufacturer: All Ma	anufacturers										
5 Warehouse: All Ware	houses										
6 State: All States											
7 Region: Midwest											
8 Store(s): All Stores											
9 Duration: 52 Week											
10											
11 SKUs	Brand Name	Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg Vs YAGO	Units	Units Chg Vs YAGO	Distributor Rank	Market Rank
12 000000006830,0000	PRINGLES ORIGINAL 14/5.2 OZ	KELLOGG'S	PRINGLES	2,504	639	\$204,596.97	5.0%	133,744.00	6.0%	1	1
13 000000006833,0000	PRINGLES SOUR CREAM & ONION 14/5.5 OZ	KELLOGG'S	PRINGLES	2,487	656	\$183,911.63	9.0%	120,242.00	10.0%	2	2
14 0000000075388,0000	TGIF CHEDD/BACON POTATO CHIPS 6/3 OZ	UTZ QUALITY FOODS INC	TGIF	2,022	1,121	\$152,190.60	18.0%	114,136.00	17.0%	5	3
15 0000000078751,0000	PRINGLES ORIGINAL_12CT 2.360Z	KELLOGG'S	PRINGLES	2,323	820	\$181,755.98	6.0%	229,936.00	3.0%	3	4
16 0000000078747,0000	PRINGLES SOUR CREAM & ONION 12/2.5 OZ	KELLOGG'S	PRINGLES	2,221	922	\$155,457.13	7.0%	196,770.00	4.0%	4	5
17 000000006828,0000	PRINGLES CHEDDAR CHEESE 14/5.5 OZ	KELLOGG'S	PRINGLES	2,483	660	\$138,403.17	7.0%	90,450.00	8.0%	7	6
18 0000000078749,0000	PRINGLES CHEDDAR_12CT 2.50Z	KELLOGG'S	PRINGLES	2,219	924	\$126,236.07	2.0%	159,633.00	-1.0%	8	7
19 0000000016353,0000	PRINGLES BBQ CHIPS 14/5.57 OZ	KELLOGG'S	PRINGLES	2,376	767	\$143,210.71	16.0%	92,049.00	15.0%	6	8
20 000000006831,0000	PRINGLES PIZZA 14/5.5 OZ	KELLOGG'S	PRINGLES	2,329	814	\$94,429.74	7.0%	61,659.00	8.0%	13	9
F										1	ليصحب

How are my top 10 items in category "x" performing versus the same items in our market? **For Store Review:** Chain A only has the #5 ranked item in "x" category in 60% What is the of their locations. market's rank and distribution percentage for "x" item?

FOCUS ITEM REPORT

	InfoMetrics® Convenience Powered By:	
	Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Tom Baldwin	
All Warehouses	Focus Item Report: 4/18/2020 Report Select Items Select Stores Sales Rep: All Sales Represent Metric Type: • Units Dollars Generate	All Sales Representatives 5 - BECKY
Warehouse 1 Warehouse 2 Warehouse 3	Focus Item Base No data to display. No data to display.	84 - BOB 39 - CHRIS 65 - DAWN 49 - DENNIS 26 - DON 9 - FRANK 38 - JEFF 18 - MARY JO 27 - PHIL
		66 - SCOTT 7 - VICKI 3 - WALT
	Select file to import SKU(s)/Store(s): Browse Help Export To MS Excel	

Focus Item Report	t
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		Info	Metrics [®]	CDA Conven Distrib	nience					Powe
Category: Brand Family: GTIN: Search Res	All Brand Families	✓ Sub-Category ✓ Brand Name	Chocolate Bars/Pa		Vendo	Dr: All Vendors U:	5	~	Contect Partner SpaceMetrics	Ton
Categ	ory Sub Category Chocolate Bars/Packs	Vendor MARS CHOCOLATES N.A.	000000000	SKU 📥	Description SNICKERS CRM		Case 0542589	Box 00040000542	04/21/19 V Tr	Report
Candy Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	000000000		SNICKERS CRM			00040000542		etric Type:) Unit
Candy	Chocolate Bars/Packs Chocolate Bars/Packs	MARS CHOCOLATES N.A. MARS CHOCOLATES N.A.	000000001		SNICKERS CRM			00040000542		
Candy	Chasalata Ram/Daaka		00000000	0700		D 1004000	0547657	000400005426		
Selected Ite	ems					Clear	Add	Search		
ѕки	Description	Category	Sub Cate	gory	Vendor	UPC				
00000000	019 SNICKERS CRM MPL AL	. BTR24 Candy	Chocolate Bars/Pa	icks MARS	CHOCOLAT	000400005425	68	~		
00000000	019 SNICKERS CRM PB 24C	T 54246 Candy	Chocolate Bars/Pa	icks MARS	CHOCOLAT	000400005424	38			
00000000	019 SNICKERS CRM ALM BT	R 24CT Candy	Chocolate Bars/Pa	icks MARS	CHOCOLAT	000400005425	06			
00000000	019 SNICKERS SWT & SALT	24CT Candy	Chocolate Bars/Pa	icks MARS	CHOCOLAT	000400005287	39	\sim		
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						Cancel	Delete	Apply		

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Store	chouse: All Warehouses Zip: All Zips ACV: All Name:	~	Bill-to-ID	All	NDERS KEEPERS	✓ Sto	City: All c ip-to-ID: re Type: All T SI		D Res	v v sults.	Contact Us @ Partner SpaceMetrics T ocus Item Report:
	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State				Rep
	FINDERS KEEPERS 764	WH1	276600	001	6195 SOUTH FIVE	SEMINOLE	ок				04/21/19 Y Track End Wk: Co
	FINDERS KEEPERS 765	WH1		002	302 EAST SELTICE	STONEWALL	ок				Il Sales Represent ✔ Metric Type: ● U
	FINDERS KEEPERS 766	WH1		003	111 E LOCUST AVE	SALLISAW	ок				
	FINDERS KEEPERS 767	WH1	276600	004	925 N MILWAUKEE	ANADARKO	ок				
		1			1						
Sele	cted Store(s)						Cle	ar	Add	Search	j l
	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State				
	FINDERS KEEPERS 764	WH1	276600	001	6195 SOUTH FIVE	SEMINOLE	ок				
	FINDERS KEEPERS 765	WH1	276600	002	302 EAST SELTICE	STONEWALL	ок				
	FINDERS KEEPERS 766	WH1	276600	003	111 E LOCUST AVE	SALLISAW	ок				
	FINDERS KEEPERS 767	WH1	276600	004	925 N MILWAUKEE	ANADARKO	ок				
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<u>R</u> eport <u>S</u> lear									Re	eport Name: <-	New>
Track Base Start Wk: 🕻	04/29/18	✓ Base En	d Wk: 04/27	/	 	Track Start Wk		✓ Trac	k End Wk:	Current Week	~
otal Number of Base Weeks: 52				т	otal Numbe	er of Track Wee	ks: 52				
All Warehouses	✓ Di	uration: 4-Week	✓ Sel	ect Items Sel	ect Stores	Sales Rep:	All Sales Represe	ent 🗸 Metr	ic Type: 🔘	Units 🔿 D	ollars
										Gen	erate
ocus Item Base Focus Item Tra	ick										
Store Name	Bill-to-Id	Bill-to-Name	Ship-to-Id	Class Of Tra	Store ACV	357558 - REE	Net Gain	Total Voids	CATEGOR ACV	Y Sales Rep ID	
Total Stores Selling Category						626					
Total Selling						150					
Avg \$ Sales/Store Selling/Wk						\$5.30					
% Distribution						24.0%					
% Weighted Distribution						47.7%					
ORRUM GENERAL STORE	99999999	INDEPENDENT	929869	HOTEL/GIFT	Large	408	0	0	Large	9	F
G.N.G. FOOD MART	99999999	INDEPENDENT	929943	HOTEL/GIFT	Large	384	0	0	Large	9	F
I-65 LIQUORS, LLC.	99999999	INDEPENDENT	930073	SCHOOL	Large	408	0	0	Large	9	F
BILLYS QUICK STOP	99999999	INDEPENDENT	930438	HOTEL/GIFT	Small		0	0	Large	49	C
EDS GT EXPRESS MART #4	99999999	INDEPENDENT	932384	HOTEL/GIFT	Large	504	0	0	Large	9	F
BEGGS WHOLESALE COMPANY	99999999	INDEPENDENT	934471	BOOKSTORE	Large	696	0	0	Large	9	F
BONES GROCERY	99999999	INDEPENDENT	934604	HOTEL/GIFT	Large	48	0	0	Medium	39	C
M & R GROCERY	99999999	INDEPENDENT	934679	OTHER	Small		0	0	Small	9	F
ORMONDS CONVENIENT MART	99999999	INDEPENDENT	935726	DINING	Medium	312	0	0	Medium	39	<
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								1 of 16	First F	Prev <u>Next</u>	Last
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Select file to import SKU(s)/Store	(s):			Bro	wse H	elp					
				510	Import					Export To MS Excel	ک خ

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Overview Pro	duct Sto	re Data Info	Map Re	eports Invento	ry Programs	Customer P	artner Space	Metrics	Tom Ba	ldwin
						Fo	cus Ite	em Rep	ort: <u>4/</u> 2	25/202
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Track Base Start Wk:	04/29/18	✓ Base End	d Wk: 04/27	/19 🗸	' Trac	k Start Wk: 04/	/28/19	Y Track End	d Wk: Current \	Veek
otal Number of Base Weeks: 52				То	tal Number of 1	Frack Weeks: 52	2			
arehouse: All Warehouses	✓ D	uration: -Select-	✓ Sele	ect Items Sele	ct Stores Sa	lles Rep: All Sa	les Represent 🗸	Metric Ty	pe: 💿 Units	O Dollars
ocus Item Base Focus Item T	rack	[1077023 - 1	REESES COOKIES			1			Generate
Store Name	Bill-to-Id	Bill-to-Name	Ship-to-Id	1077023 - RE	1077429 - RE	1452002 - RE	1474469 - RE	1478650 - RE	1479997 - RE	1495183 - R
RALLYS #5	267680	RALLY'S	003		12			24	16	^
BIG TRUCK STOP #45	268041	BIG TRUCK STOP	001							
BIG TRUCK STOP #7	268041	BIG TRUCK STOP	002							
BIG TRUCK STOP #43	268041	BIG TRUCK STOP	003							
MY BEST STUFF #009	268561	MY BEST, ENT	001	24						
MY BEST STUFF #052	268561	MY BEST, ENT	002							
BRIGHAMS #1	268605	BRIGHAM'S	001					24		
BRIGHAMS #2	268605	BRIGHAM'S	002					0		
THE MARKET #1	269400	THE MARKET	001					60		
THE MARKET #2	269400	THE MARKET	002							
BRAT PACK 430	269570	BRAT PACK	001	48				60	32	
BRAT PACK 944	269570	BRAT PACK	002	12	12					
BILLY BOYS #3	269683	BILLY BOYS	001	96				36		
BILLY BOYS #7	269683	BILLY BOYS	002		36			120		
SNOOKIES #69	270000	SNOOKIES	003			360		24	16	
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Overview Pro	duct Sto	re Data Info N	/lap R	eports Invente	ory Program	s Customer	Partner Space	eMetrics	Tom Ba	aldwin
Durad & Olars						FO	cus Ite	em Rep		
<u>Report Sclear</u>					-				· .	me: < Nev
Track Base Start Wk: Mal Number of Base Weeks: 52	04/29/18	✓ Base End	Wk: 04/2			ack Start Wk: 04		✓ Track En	d Wk: Current	Week
								4 Motrie Tu		O D-#
arehouse: All Warehouses	✓ D	uration: -Select-	✓ Sel	ect items Seit	ect stores	Sales Rep: All S	ales Represent 🥆	/ Meulicity	pe: • Units	
ocus Item Base Focus Item T	rack									Generate
Store Name	Bill-to-ld	Bill-to-Name	Ship-to-ld	1077023 - RE	1077429 - RE	1452002 - RE	1474469 - RE	1478650 - RE	1479997 - RE	1495183 - F
LU LUS CONVENIENCE #51	276320	LU LU'S CONVEN	609							
FINDERS KEEPERS 764	276600	FINDERS KEEPE	001							
FINDERS KEEPERS 765	276600	FINDERS KEEPE	002							
FINDERS KEEPERS 766	276600	FINDERS KEEPE	003							
FINDERS KEEPERS 767	276600	FINDERS KEEPE	004							
LOSERS WEEPERS #5	277161	LOSERS WEEPERS	001							
LOSERS WEEPERS #6	277161	LOSERS WEEPERS	002	12						
WE TIGHT 45	277162	WE TIGHT	001							
WE TIGHT 25	277162	WE TIGHT	002							
MERRY OL SOUL 32	279321	MERRY OL' SOUL	001							
MERRY OL SOUL 33	279321	MERRY OL' SOUL	002							
MERRY OL SOUL 34	279321	MERRY OL' SOUL	003							
MERRY OL SOUL 35	279321	MERRY OL' SOUL	004							
THIS IS IT 741	279325	L.B.J. ENT	001							~
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Focus ItemExport - Detail

2 Distributor-Warehouse: All Warehouses Image: Constraint of the symbol of the sy	A	BH	BI	BJ
3 Base Duration: 52.Week Interface	1 Report Title: Focus Item Report -			
4 Metric Type: Units Image: Constraint of the system of t	2 Distributor-Warehouse: All Warehouses			
6 Store Name 303263 - REESE S PIECES PEAUUT BUTTER CANDIES 36/1 BX36 303271 - REESE STICKS STANDARD CANDP BAR 36/1.5 O BX36 Store Selling Category 626 7 Total Stores Selling Category 626 </td <td></td> <td></td> <td></td> <td></td>				
6 Store Name 303263 - REESES PIECES PEANUT BUTTER CANDIES 36/1 BX36 303271 - REESE STICKS STANDARD CANDY BAR 36/1.5 O BX36 303339 - REESES PEANUT BUTTER CUPS DISP 2/36 CT BX36 7 Total Stores Selling Category 626 <	4 Metric Type: Units			
7 Total Sotres Selling Category 626 626 8 Total Selling Category 111 114 9 Avg Sales/Store Selling/Wk 50.92 51.11 52.63 10 % Distribution 21.9% 18.2% 29.7% 11 % Weighted Distribution 45.8% 29.7% 36 M.H.S. FOOD MART 18.2% 29.7% 37 RED SPRINGS FD MART#1 66 66 38 RITE STOP MART 108 36 39 WINNERS CIRCLE # 9 108 36 30 SACED CIGARS 108 36 41 SCOTTS QUICK MART #2 72 36 31 SAD COCERY 36 36 31 BAD GROCERY 38 396 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396				
8 Total Selling 114 186 9 Ag \$ Sales/Store Selling/Wk \$0.92 \$1.11 \$2.63 10 % Distribution \$2.63 \$2.63 11 Weighted Distribution \$2.63 \$2.63 10 % Distribution \$2.63 \$2.63 11 Weighted Distribution \$2.63 \$2.63 36 M.H.S. FOOD MART \$3.3% \$50.0% 36 M.H.S. FOOD MART \$36 \$36 37 RED SPRINGS FD MART# 1 \$36 \$36 38 RITE STOP MART \$36 \$36 39 WINNERS CIRCLE # 9 \$36 \$36 40 SACRED CIGARS \$36 \$36 41 SCOTTS QUICK MART #2 \$36 \$36 42 DANNY & CLYDE #23 \$36 \$36 43 B&D GROCERY \$36 \$36 44 EDISTO SPORTS INC. \$396 \$396 45 BULE WATER #14 \$396 \$396 4		303263 - REESES PIECES PEANUT BUTTER CANDIES 36/1 BX36	303271 - REESE STICKS STANDARD CANDY BAR 36/1.5 O BX36	303339 - REESES PEANUT BUTTER CUPS DISP 2/36 CT BX36
9 Avg \$ Sales/Store Selling/Wk \$2.63 10 % Distribution 22.7% 11 % Weighted Distribution 42.9% 11 % Weighted Distribution 43.3% 12 % PARNES CIRCLE # 9 13 % UINNES CIRCLE # 9 14 SACRED CIGARS 15 SACRED CIGARS 14 EDISTO SPORTS INC. 15 BAU GROCERY 14 EDISTO SPORTS INC. 15 BLUE WATER #14 16 WEST PIT STOP 17 IFEREDS # 2325		626	626	626
10 % Distribution 21.9% 18.2% 29.7% 11 % Weighted Distribution 45.8% 43.3% 50.0% 36 M.H.S. FOOD MART 180 180 37 RED SPRINGS FD MART#1 36 36 38 RITE STOP MART 36 36 39 WINNERS CIRCLE # 9 108 180 40 SACRED CIGARS 36 36 20 DANNY & CLYDE #23 72 36 41 SCOTTS QUICK MART #2 72 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 38 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396	8 Total Selling	137	114	186
11 % Weighted Distribution 45.8% 43.3% 50.0% 36 M.H.S. FOOD MART 180 180 37 RED SPRINGS FD MART#1 36 36 36 38 RITE STOP MART 36 108 108 39 WINNERS CIRCLE # 9 108 108 108 40 SACRED CIGARS 36 36 36 41 SCOTTS QUICK MART #2 72 36 36 42 DANNY & CLYDE #23 180 180 43 B&D GROCERY 180 180 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396	9 Avg \$ Sales/Store Selling/Wk	\$0.92	\$1.11	\$2.63
36 M.H.S. FOOD MART 180 37 RED SPRINGS FD MART # 1 36 36 38 RITE STOP MART 36 36 39 WINNERS CIRCLE # 9 108 108 30 SACRED CIGARS 36 36 41 SCOTTS QUICK MART #2 72 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 396 45 BLUE WATER #14 396 46 WEST PIT STOP 396 47 FREDS #2325 72		21.9%	18.2%	29.7%
37RED SPRINGS FD MART# 1363638RITE STOP MART3610839WINNERS CIRCLE # 99940SACRED CIGARS941SCOTTS QUICK MART #2723642DANNY & CLYDE #2318043B&D GROCERY18044EDISTO SPORTS INC.39645BLUE WATER #1439646WEST PIT STOP396	11 % Weighted Distribution	45.8%	43.3%	50.0%
38 RITE STOP MART 36 108 39 WINNERS CIRCLE # 9	36 M.H.S. FOOD MART			180
39 WINNERS CIRCLE # 9 40 SACRED CIGARS 41 SCOTTS QUICK MART #2 42 DANNY & CLYDE #23 43 B&D GROCERY 44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 FREDS #2325		36		36
40SACRED CIGARSControl41SCOTTS QUICK MART #27242DANNY & CLYDE #2318043B&D GROCERY18044EDISTO SPORTS INC.19045BLUE WATER #149646WEST PIT STOP19647FREDS #2326190	38 RITE STOP MART	36		108
41 SCOTTS QUICK MART #2 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 196 45 BLUE WATER #14 196 46 WEST PIT STOP 196 47 FREDS #2325 197	39 WINNERS CIRCLE # 9			
42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 180 45 BLUE WATER #14 196 46 WEST PIT STOP 196 47 FREDS #2325 100	40 SACRED CIGARS			
43 B&D GROCERY 44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 FREDS #2325	41 SCOTTS QUICK MART #2	72		36
44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 EREDS #2325	42 DANNY & CLYDE #23			180
45 BLUE WATER #14 396 46 WEST PIT STOP 47 EREDS #2325				
46 WEST PIT STOP 47 EREDS #2325				
/7 FREDS #2325	45 BLUE WATER #14			396
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AD HOC REPORT

Adhoc Report

1-weeks 4-weeks 13-weeks 26-weeks 52-weeks

In	foMetrics [®]	CDA Convenience Distribution				Powered By:	sa	
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	Overview Product	Store Data Info	Map Reports Invento	ory Programs Customer I	Partner SpaceMetr	ics Tom Baldwin		1-week 4-weeks
					Adhoc	Report: <u>4/18/2</u>	020	13-weeks 26-weeks
<u>R</u> eport	<u> C</u> lear							52-weeks
Report Name: «	< New>						-	
STORE FILT	ERS							
Warehouse: State:	Select	▼ City: Sel	ect 🗸	Zip: Select		Select Store Filters:	9	1 2
BRAND FILT	TERS						-	3
Category:	Select		•	Sub-Cat: Select			•	5 6
Vendor:	Select		•	Brand Family: Select		Search Item(s):	٩	7 8
TIME FILTER	RS							9 10
Ending Wk:	Current Week	✓ Duration:	1-week 🗸	Interval: 1-week	~	Periods: 1	\sim	11 12
Metric(s):	🗸 Units 🗸 Dol	ars		Brand Total: (Category O SubC	at 🔿 Vendor 🔿 Brand Fa <mark>nily 💿 I</mark>	Brand	13 14
				Geo Total: 🔵 Warel	nouse () Region () S	State 🔿 City 🔿 COT 🔿 Chain 💿	Store	15 16
				ip:All Zips;Chains:A			~	17 18
Categorie		dors;Brand Family		ll Categories;Sub Ca Item(s):All Brands;E			~	19 20 21
tended report w		, it will not be sent to the rec n your selections, it is strong		Select the Export icon to ge	nerate the report and	export to Excel. Export To MS Excel		22 23 24 25

Adhoc Report

Adhoc Export - Product Detail

1	А	В	С	D	E
1	Report Title: Adhoc Report		Time of Export :5/5/2020 12:	Week Ending Date :4/2	/2020
2	Warehouse: All Warehouses				
3	State: All States	City: All Cities			
4	Zip: All Zips	Bill-to-IDs:All Stores			
5	Store Types:All Store Types	ACV:All ACVs			
6	COT:All COT	Store(s):All Stores			
7	Category: Candy	Sub Category: All Sub Categories			
8	Vendor: All Vendors	Brand Family: All BrandFamilies			
9	Item(s):All Brands				
10	Geo(s):Warehouse				
11	Ending Wk: 04/25/20	Duration: 13-weeks			
12	Interval: 1-week	Periods: 13			
13	Metric(s): Units,Dollars	Brand Total: Category			
14					
15	Geo Name	 Major Category 	i choù chung be	Units 💌	Dollars 💌
	Warehouse 1	Candy	04/25/20	30.00	\$59.52
17	Warehouse 2	Candy	04/25/20	500,862.00	\$330,793.47
18	Warehouse 3	Candy	04/25/20	602,307.00	\$373,991.99
19	Warehouse 1	Candy	04/18/20	20.00	\$39.68
20	Warehouse 2	Candy	04/18/20	489,751.00	\$326,136.62
	Warehouse 3	Candy	04/18/20	621,204.00	\$386,135.26
	Warehouse 1	Candy	04/11/20	10.00	\$19.84
	Warehouse 2	Candy	04/11/20	550,612.00	\$363,408.55
24	Warehouse 3	Candy	04/11/20	622,030.00	\$382,973.63
25	Warehouse 2	Candy	04/04/20	601,972.00	\$395,859.37
	Warehouse 3	Candy	04/04/20	610,116.00	\$369,840.03
	Warehouse 2	Candy	03/28/20	651,270.00	\$426,017.15
	Warehouse 3	Candy	03/28/20	608,923.00	\$367,175.23
29	Warehouse 2	Candy	03/21/20	655,710.00	\$412,403.24
	AdhocReport S	Stores (+)	÷ •		•
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Adhoc Report

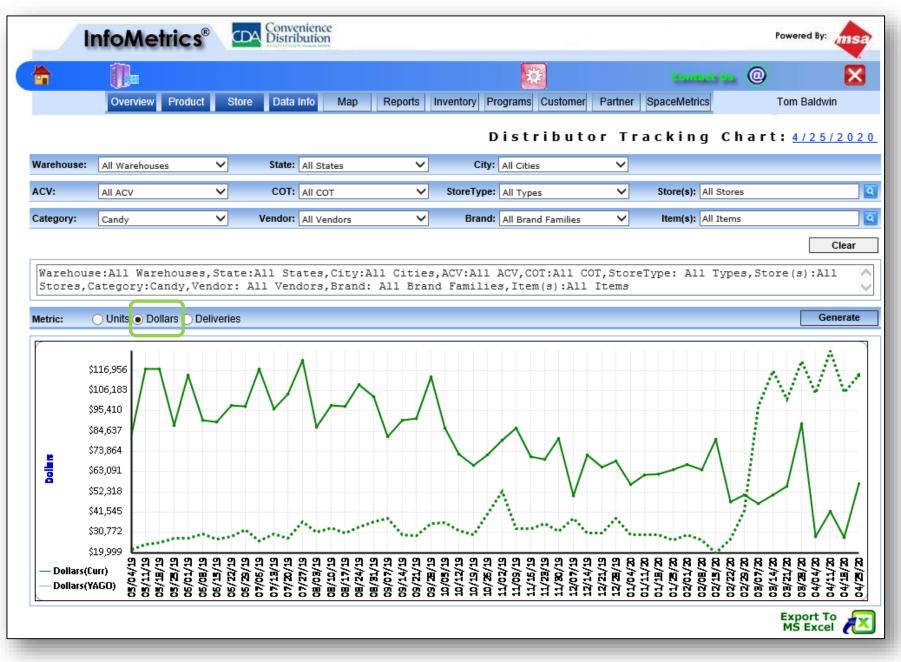
Adhoc Export - Customer Detail

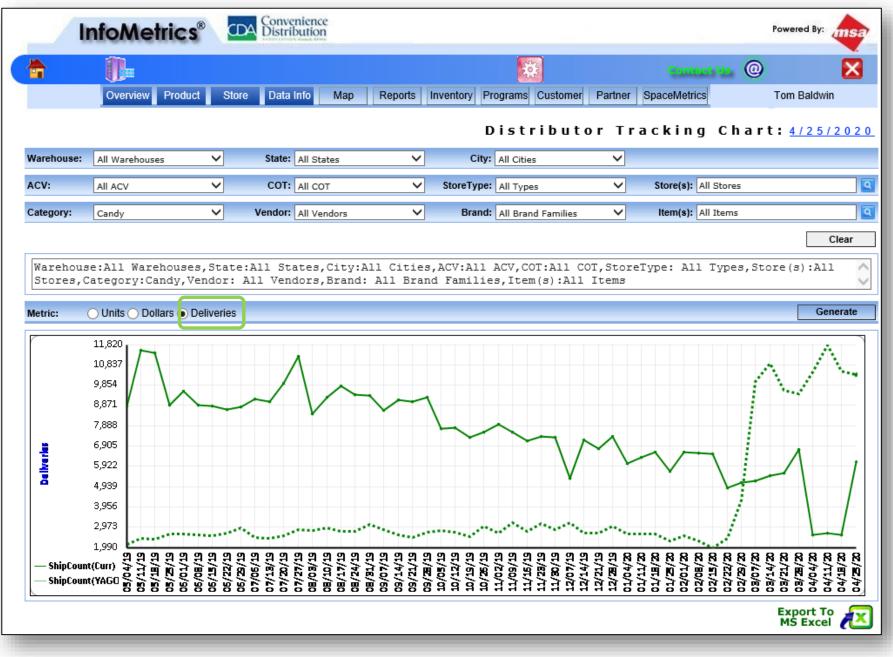
	А	В	С	D	E
1	Bill-to-ID 🔽	Ship-to-ID 🔽	Store Name 🔽	Address 💌	City 🔽
2	99999999	952267	SHREE RANG OF BEAUFORT	2247A BOUNDARY ST	BEAUFORT
3	99999999	983247	VILLAGE STATION INVESTORS LLC.	2599 ST RTE MM	SUNRISE BEACH
4	99999999	934471	COLUMBUS CAMPUS BOOK STORE	4500 63RD ST	COLUMBUS
5	99999999	937581	WESTLAND CONOCO FASTBREAK	1108 AGENCY RD W	WEST BURLINGTON
6	99999999	972810	CHEAPY SMOKES	5243 SOUTHWEST AVE	SAINT LOUIS
7	99999999	973016	YODERS BULK FOODS	7507 TAZEWELL PK	LOUDON
8	FOX	936997	GRANT CITY	4766 MAIN ST	GRANT
9	WTC	997932	STATE STREET FOOD MART	4145 STATE ST N	JACKSON
10	99999999	949941	CIGARETTE OUTLET #6	1401 1ST AVE SE	CEDAR RAPIDS
11	99999999	953935	WORLD II	1008 CHERRYVILLE HWY	DALLAS
12	99999999	968909	CRECHALE RESTURANT	3107 HWY 80 W	JACKSON
13	BSS	987073	DISCOUNT SMOKE & SUDS	22033 DEPOT ST	LEXINGTON
14	SOR	985648	MOE'S DISCOUNT TOBACCO	468A WESTERN BLVD	JACKSONVILLE
15	99999999	930073	CONCORDIA UNIVERSITY	800 COLUMBIA AVE N	SEWARD
16	99999999	966721	BLUEBERRY HILL	6504 DELMAR BLVD	SAINT LOUIS
17	99999999	984591	HARPER OIL # 10 PHILLIPS 66	3001 CLEAR LAKE AVE E	SPRINGFIELD
18	99999999	976738	DAVE'S MINUTE MART LLC	1433 HWY 36	FRENCHBURG
19	99999999	918805	DEVON MARKET # 809	1440 DEVON AVE W	CHICAGO
20	FLIX	916049	MCMEANS PHARMACY	2920 CARTER AVE	ASHLAND
21	LAK	954420	INDEPENDENT OIL & COAL	23 DEVEREAUX ST	NATCHEZ
22	99999999	900696	ROCKET STOP	13925 134TH AVE W	TAYLOR RIDGE
23	99999999	927350	AVIATION EXXON	5998 RIVERS AVE	NORTH CHARLESTON
	AdhocReport Stores	+	1	4	Þ
Rea	dy 🔠				

DISTRIBUTION TRACKING REPORT

	nfoMetrics	° O	Distrib	nience						Powered By:
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	Overview Produc	t Store	Data I	nfo Map	Reports	Inventory Pr	ograms Customer	Partner	SpaceMetrics	Tom Baldwin
						D	istribut	or Tr	acking Cha	rt: <u>4/18/20</u>
arehouse:	All Warehouses	~	State:	All States	~	City:	All Cities	~		
:V:	All ACV	~	сот:	All COT	~	StoreType:	All Types	~	Store(s): All Stores	
tegory:	All Categories	~	Vendor:	All Vendors	~	Brand:	All Brand Families	~	Item(s): All Items	
										Clear
									Type: All Types,S	tore(s):All
Stores,C	ategory: All Cat	tegories	,Vendor	: All Ven	dors,Bran	d: All Bra	nd Families,I	tem(s):A	All Items	
etric: (🖲 Units 🔿 Dollars 🔿 D	Deliveries								Generat
			SelectG	eographicano	d Brand vari ab	les and press (Generate to view the t	ended chart		
										Export To MS Excel

k	nfoMetrics [®]	CDA Conver Distrib	nience ution		Powered By:						
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	Overview Product	Store Data I	nfo Map Reports	Inventory Programs Customer Partner	r SpaceMetrics Tom Baldwin						
				Distributor T	racking Chart: <u>4/25/2020</u>						
Warehouse:	All Warehouses	✓ State:	All States 🗸	City: All Cities							
ACV:	All ACV	🗸 сот:	All COT 🗸	StoreType: All Types	Store(s): All Stores						
Category:	Candy	Vendor:	All Vendors 🗸	Brand: All Brand Families 🗸 🗸	Item(s): All Items						
					Clear						
	Warehouse: All Warehouses, State: All States, City: All Cities, ACV: All ACV, COT: All COT, StoreType: All Types, Store(s): All Stores, Category: Candy, Vendor: All Vendors, Brand: All Brand Families, Item(s): All Items										
Metric:	Units O Dollars O Deliv	eries			Generate						
	·	51/22/20 51/22/20 51/22/20 51/22/20	08/12/10 08/12/10 08/12/10 08/24/19 08/31/19 09/12/19 09/21/19 09/21/19	21/20/01 21/21/01 21/21/01 21/22/01 21/22/01 21/23/01 21/23/11 21/23/11 21/23/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/01/22/01 21/22/01 21/22/01 21/22/01 21/22/01 21/22/	Export To						
					Export To MS Excel						





Tracking Chart Export - Detail

	А	В	с	D	E	F	G	н			
1	Report Name:	Tracking Chart	Time of Export :	5/5/2020 13:58	Week Ending Date :	4/25/2020					
2	Warehouse:	All Warehouses									
3	State:	All States									
4	City:	All Cities									
5	Store(s):	All Stores									
6	ACV:	All ACV									
7	COT:	All									
8	StoreType:	All Types									
9	Category:	Candy									
10	Vendor:	All Vendors									
11	BrandFamily:	All Brand Families									
12	Item(s):	All Items									
13	Metric(s):	Units, Dollars, Deliveries									
14											
15	Period Date YAGO	Units-YAGO	Dollars-YAGO	Deliveries-YAGO	Period Date Current	Units-Current	Dollars-Current	Deliveries-Current			
16	5/5/2018	40,688	\$21,399.38	2,144	5/4/2019	160,075	\$83,210.11	8,838			
17	5/12/2018	45,208	\$24,551.40	2,416	5/11/2019	211,137	\$117,716.13	11,545			
18	5/19/2018	44,542	\$25,327.21	2,379	5/18/2019	217,053	\$117,995.01	11,428			
19	5/26/2018	50,096	\$27,504.17	2,635	5/25/2019	158,769	\$87,714.26	8,878			
20	6/2/2018	49,693	\$27,710.71	2,625	6/1/2019	188,260	\$114,376.36	9,565			
21	6/9/2018		\$30,092.79	2,605		174,278	\$90,337.34	8,876			
22	6/16/2018		\$27,210.60	2,542		163,012	\$89,427.11	8,845			
23	6/23/2018	51,109	\$28,690.01	2,689	6/22/2019	180,810	\$98,174.45	8,667			
TrackChart +											



Summary



Distributor Advantage

Competitive Pricing

Return On Investment

Questions







Thank You & Stay Safe and Healthy!

Thomas Baldwin Product Manager, InfoMetrics tbaldwin@msa.com 412-924-3663