

# ***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.**
- **Close additional browser windows and online applications.**
- **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.**



# InfoMetrics: Making the Reports Work for You

*Warehouse-delivered Products*

*May 6, 2020*



# InfoMetrics

Powered by Management Science Associates



Management  
Science  
Associates, Inc.

# 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

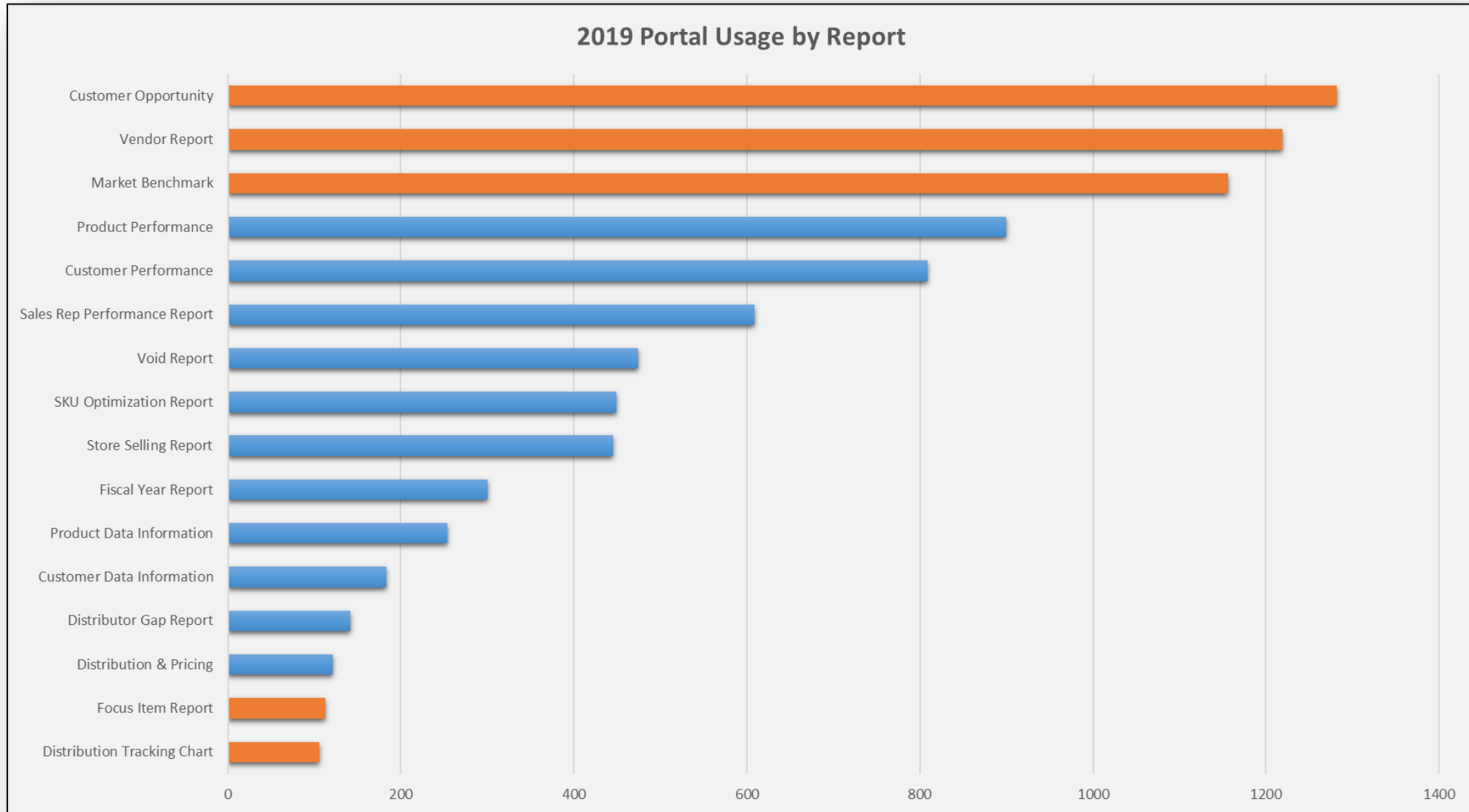
Customer Information

# 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

InfoMetrics® CDA Convenience Distribution  
Powered By: msa  
Contact Us @ X  
Tom Baldwin

Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics

Distributor Void Report: 4/25/2020  
Report Name: <-- New -->

Report Clear

Open  
Save  
Save As  
Manage

Enter Report Name :

Cancel Ok

Select Report Name	User Id	Is Public	Is Scheduled
Making Reports Work 4 U Report	tbaldwin	N	N
Planogram #3	ademo	N	Y
ProdTesting_Focus Item	ademo	N	Y
Schedule Test-Prod	ademo	N	Y
Temp	jdaugherty	y	N
Temp Training	jdaugherty	Y	N
Test 123	ademo	N	Y

Cancel Ok

# Managing Reports – Save, Share and Schedule

InfoMetrics® CDA Convenience Distribution  
Powered By: msa

Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Tom Baldwin

Distributor Void Report: [4/25/2020](#)

Report Clear Report Name: <-- New -->

- Open
- Save
- Save As
- Manage

Edit (Report Name)	Userid	Edit (Is Public?)	Delete	Schedule
Making Reports Work 4 U Report	tbaldwin	N	Delete	
Planogram #3	ademo	N	Delete	
ProdTesting_Focus Item	ademo	N	Delete	
Schedule Test-Prod	ademo	N	Delete	
Temp	jdaugherty	y	Delete	
Temp Training	jdaugherty	Y	Delete	
Test 123	ademo	N	Delete	

Back

# Managing Reports - Save, Share and Schedule

Edit (Report Name)	Userid	Edit (Is Public?)	Delete	Schedule
Making Reports Work 4 U Report	tbaldwin	N	Delete	
Planogram #3	ademo	N	Delete	
ProdTesting_Focus Item	ademo	N	Delete	
Schedule Test-Prod	ademo	N	Delete	
Temp	jdaugherty	Y	Delete	
Temp Training	jdaugherty	Y	Delete	
Test 123	ademo	N	Delete	

Back

**SCHEDULE REPORT : MAKING REPORTS WORK 4 U REPORT**

One Time  Daily  Weekly  Monthly

Start: 5/4/2020 12:00

Recur every:  days

Recur every: 2 weeks on:

Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday

Months: Select

Days: Select

On: Select

Email ID(s): tbaldwin@msa.com, useremail@distributor.com


\* Multiple e-mail addresses must be separated with a comma character (',').

Enabled

Cancel Apply

# Managing Reports– Save, Share and Schedule

Subject: Making Reports Work 4 U Report -- Weekly Report

Attached:  Making Reports Work 4 U Report.zip (598 KB)

---

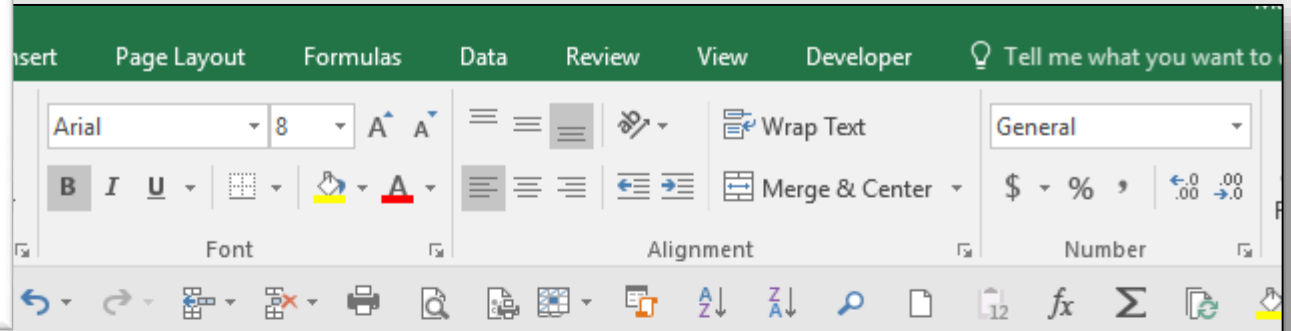
Dear : Tom Baldwin

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

If you have any issues,please feel free to contact: [Infometrics@accionlabs.com](mailto:Infometrics@accionlabs.com)

Thank-you.

CDA InfoMetrics Administrator



The image shows the Microsoft Excel ribbon with the following tabs: Insert, Page Layout, Formulas, Data, Review, View, Developer, and Tell me what you want to do. The Font tab is active, showing options for font face (Arial), size (8), bold (B), italic (I), underline (U), text color (A), and background color. The Alignment tab shows options for text alignment (left, center, right, justify), wrap text, and merge & center. The Number tab shows options for currency (\$), percentage (%), and decimal places.



Report Title : Making Reports Work 4 U


	A	B	C	D	E
1	Report Title : Making Reports Work 4 U		Time of Export :5/4/	Week Ending Date :	Note: N/A - indicates
2	Distributor: A-DEMO DISTRIBUTOR				
3	Warehouse: All Warehouses				
4	State: All States				
5	Store(s): All Stores				
6					
7	<b>Total Categories</b>	<b>Current 52 Wk Dollars</b>	<b>Current 52 Wk Dollars % Chg vs YAGO</b>	<b>Current 52 Wk Units</b>	<b>Current 52 Wk Units % Chg vs YAGO</b>
8	Total Categories	\$142,806,622.34	58.2%	25,005,299	43.1%
9	<b>Category</b>				
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%
2419	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

# Customer Opportunity Report

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Overview
Product
Store
Data Info
Map
Reports
Inventory
Programs
Customer
Partner
SpaceMetrics

Tom Baldwin

## Customer Opportunity Report: 4/25/2020


Warehouse:  Category:  Item(s):

( Comparative Market = National - Projected Convenience Store Database: C-Metrics™ )

**Total Sales Potential:** \$92,899.00      **% Increase Potential:** 3.4%

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity	Address	City	State	Zip
99999999	930438	INDEPENDENT	<a href="#">BILLYS QUICK STOP</a>	\$4,387.72	\$1,573.26	5808 E 6TH AVE	PINEOLA	NE	681
99999999	946152	INDEPENDENT	<a href="#">SCOTTS GROC #1</a>	\$3,495.09	\$1,253.20	318 E 2ND ST	TUNICA	IA	520
99999999	966168	INDEPENDENT	<a href="#">FUEL DOC #3</a>	\$7,837.06	\$1,199.42	9151 HIGHWAY 71	JEMISON	MO	631
99999999	900787	INDEPENDENT	<a href="#">ONE STOP FOOD MART</a>	\$4,912.87	\$1,196.07	SOUTH WALNUT	PECOS	IL	624
99999999	924118	INDEPENDENT	<a href="#">ON THE RUN #114</a>	\$3,489.10	\$1,122.36	1115 N WASHINGTON ST	HIGDEN	KY	405
99999999	965319	INDEPENDENT	<a href="#">NELSON VALLEY BAPTIST CH...</a>	\$3,846.12	\$936.36	541 HIGHWAY 53 E	SNEADS FERRY	IA	527
99999999	918870	INDEPENDENT	<a href="#">SHARP C-STORE</a>	\$4,791.46	\$919.54	US 23 BYPASS	LEOLA	IL	604
99999999	900720	INDEPENDENT	<a href="#">BREAKERS #105</a>	\$5,758.36	\$881.28	1576 US HIGHWAY 259 N	PIEDMONT	IL	617
99999999	900969	INDEPENDENT	<a href="#">PUCKETTS GROCERY</a>	\$3,557.13	\$866.00	2135 ARGILLITE RD	WARNER ROBI...	IL	626
99999999	929398	INDEPENDENT	<a href="#">HILLTOP QUICK STOP</a>	\$7,361.03	\$860.45	260 CEDAR ST	JOELTON	AR	721
99999999	900845	INDEPENDENT	<a href="#">JERRY &amp; DEBBIE GROC.</a>	\$4,065.73	\$842.84	4710 S SHERWOOD FOR...	TYNER	IL	616
99999999	900837	INDEPENDENT	<a href="#">DIAMOND FOOD MART ARA 2...</a>	\$5,344.12	\$817.89	3200 HIGHWAY 24	GAINESBORO	IL	604
99999999	900597	INDEPENDENT	<a href="#">RED STAR BAR</a>	\$5,127.51	\$784.73	1107 W MARKET ST	PAULS VALLEY	IL	617

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[Export To MS Excel](#) 

Class of Trade	Store Type	Store Size Indicator
HOTEL/GIFT	Chain	Small
CONVENIENCE ST...	Independent	Small
STREET VENDOR/...	Independent	Large
CONVENIENCE ST...	Independent	Large
WHOLESALER	Independent	Large
HOTEL/GIFT	Chain	Large
SUPERMARKET	Chain	Large
CONVENIENCE ST...	Independent	Large
CONVENIENCE ST...	Independent	Large
CONVENIENCE ST...	Independent	Large
OTHER	Independent	Large
SUPERMARKET	Chain	Large

Warehouse ID	Sales Rep ID	Sales Rep Name
WH3	49	DENNIS
WH3	49	DENNIS
WH3	9	FRANK
WH3	49	DENNIS
WH2	84	BOB
WH3	49	DENNIS
WH3	27	PHIL
WH3	49	DENNIS
WH3	27	PHIL
WH3	27	PHIL
WH3	49	DENNIS
WH3	49	DENNIS

# Customer Opportunity Report

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[Map](#)
[Reports](#)
[Inventory](#)
[Programs](#)
[Customer](#)
[Partner](#)
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Tom Baldwin

### Customer Opportunity Report: 4/25/2020

Warehouse: All Warehouses | Category: Candy | Item(s): Top 10 Selling Brands Per Category

(Comparative Market = National - Projected Convenience Store Database: C-Metrics™) [Generate](#)

Total Sales Potential: \$92,899.00 | % Increase Potential: 3.4%

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity	Address	City	State	Zip
99999999	930438	INDEPENDENT	BILLYS QUICK STOP	\$4,387.72	\$1,573.26	5808 E 6TH AVE	PINEOLA	NE	681
99999999	946152	INDEPENDENT	SCOTTS GROC #1	\$3,495.09	\$1,253.20	318 E 2ND ST	TUNICA	IA	520
99999999	966168	INDEPENDENT	FUEL DOC #3	\$7,837.06	\$1,199.42	9151 HIGHWAY 71	JEMISON	MO	631
99999999	900787	INDEPENDENT	ONE STOP FOOD MART	\$4,912.87	\$1,196.07	SOUTH WALNUT	PECOS	IL	624

## Customer Opportunity Report Details

Warehouse : All Warehouses

Category : Candy

Store Name : SCOTTS GROC #1

SKUs	Brand Name	Current 13 Wk Dollars	Dollar Share	Market Dollar Share	Dollar Share Gap	Void Opportunity	Gap
00000000018065,00000000020	REESE'S PB CUP KS 24/2.8 OZ	\$0.00	0.0%	2.0%	2.0%	\$313.85	
00000000010710,00000000016	SNICKERS SHARE SZ 24/3.29 OZ	\$0.00	0.0%	2.0%	2.0%	\$224.44	
00000000007799,00000000017	M&M'S Pnut SHARE SZ 24/3.27 OZ	\$0.00	0.0%	1.0%	1.0%	\$182.39	
00000000017919,00000000020	REESE'S FASTBREAK KS 18/3.5 OZ	\$0.00	0.0%	1.0%	1.0%	\$154.87	
00000000014305,00000000014	REESE'S PB BIG CUP KS 16/2.8 OZ	\$0.00	0.0%	1.0%	1.0%	\$127.11	
00000000007260,00000000016	HSY ALMOND KS 18/2.6 OZ	\$0.00	0.0%	1.0%	1.0%	\$125.28	
00000000015953,00000000030	TWIX CRML SHARE SZ 24/3.02 OZ	\$0.00	0.0%	1.0%	1.0%	\$117.20	
00000000017908,00000000020	KIT KAT KS 24/3 OZ	\$0.00	0.0%	1.0%	1.0%	\$113.97	



# Customer Opportunity Report

**InfoMetrics®** **GDA Convenience Distribution** Powered By: **msa**

Home Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Contact Us Tom Baldwin

**Customer Opportunity Report: 4/25/2020**

Warehouse: All Warehouses | Category: Candy | Item(s): Top 10 Selling Brands Per Category

(Comparative Market = National - Projected Convenience Store Database: C-Metrics™) Generate

**Total Sales Potential:** \$92,899.00      **% Increase Potential:** 3.4%

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity	Address	City	State	Zip
99999999	930438	INDEPENDENT	<a href="#">BILLYS QUICK STOP</a>	\$4,387.72	\$1,573.26	5808 E 6TH AVE	PINEOLA	NE	681
99999999	946152	INDEPENDENT	<a href="#">SCOTTS GROC #1</a>	\$3,495.09	\$1,253.20	318 E 2ND ST	TUNICA	IA	520
99999999	966168	INDEPENDENT	<a href="#">FUEL DOC #3</a>	\$7,837.06	\$1,199.42	9151 HIGHWAY 71	JEMISON	MO	631
99999999	900787	INDEPENDENT	<a href="#">ONE STOP FOOD MART</a>	\$4,912.87	\$1,196.07	SOUTH WALNUT	PECOS	IL	624

### Customer Opportunity Report Details

**Warehouse : All Warehouses**      **Category : Candy**      **Store Name : SCOTTS GROC #1**

Brand Name	Current 13 Wk Dollars	Dollar Share	Market Dollar Share	Dollar Share Gap	Void Opportunity	Gap Opportunity	Major Category
REESE'S PB CUP KS 24/2.8 OZ	\$0.00	0.0%	2.0%	2.0%	\$313.85	\$313.85	Candy
SNICKERS SHARE SZ 24/3.29 OZ	\$0.00	0.0%	2.0%	2.0%	\$224.44	\$224.44	Candy
M&M'S PNUT SHARE 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 SZ 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

# Customer Opportunity Report

**InfoMetrics** Powered By:

Home Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Contact Us Tom Baldwin

### Customer Opportunity Report: 4/25/2020

Warehouse: All Warehouses | Category: Candy | Item(s): Top 10 Selling Brands Per Category

(Comparative Market = National - Projected Convenience Store Database: C-Metrics™)

**Total Sales Potential:** \$92,899.00      **% Increase Potential:** 3.4%

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity	Address	City	State	Zip
99999999	930438	INDEPENDENT	<a href="#">BILLYS QUICK STOP</a>	\$4,387.72	\$1,573.26	5808 E 6TH AVE	PINEOLA	NE	681
99999999	946152	INDEPENDENT	<a href="#">SCOTTS GROC #1</a>						
99999999	966168	INDEPENDENT	<a href="#">FUEL DOC #3</a>						
99999999	900787	INDEPENDENT	<a href="#">ONE STOP FOOD MA</a>						
99999999	924118	INDEPENDENT	<a href="#">ON THE RUN #114</a>						
99999999	965319	INDEPENDENT	<a href="#">NELSON VALLEY BA</a>						
99999999	918870	INDEPENDENT	<a href="#">SHARP C-STORE</a>						
99999999	900720	INDEPENDENT	<a href="#">BREAKERS #105</a>						
99999999	900969	INDEPENDENT	<a href="#">PUCKETTS GROCER</a>						
99999999	929398	INDEPENDENT	<a href="#">HILLTOP QUICK STO</a>						
99999999	900845	INDEPENDENT	<a href="#">JERRY &amp; DEBBIE GR</a>						
99999999	900837	INDEPENDENT	<a href="#">DIAMOND FOOD MA</a>						
99999999	900597	INDEPENDENT	<a href="#">RED STAR BAR</a>						

Warehouse: All Warehouses | Category: Candy

**Search Results** Selected Brand(s) is/are added successfully.

<input type="checkbox"/>	Brand Name	SKUs	Category	Sub Category	Manufacturer	Brand Family	Brand ID
<input type="checkbox"/>	HSY ALMOND KS 18/2.6 OZ	305300,1524008,408880	Candy	Chocolate Bars/P...	HERSHEY COMPANY	HERSHEY ALMOND	37194
<input checked="" type="checkbox"/>	M&M'S PNUT SHARE SZ...	412429,1527001,323972,305409	Candy	Chocolate Bars/P...	MARS WRIGLEY CONFE...	M&M'S	70319
<input type="checkbox"/>	REESE'S FASTBREAK KS...	254243,1528231,300962	Candy	Chocolate Bars/P...	HERSHEY COMPANY	REESE'S	70299
<input checked="" type="checkbox"/>	REESE'S PB BIG CUP KS...	314393,1558147,545004,314393	Candy	Chocolate Bars/P...	HERSHEY COMPANY	REESE'S	34769
<input type="checkbox"/>	REESE'S PB CUP KS 24/2...	357558,1526805,422220	Candy	Chocolate Bars/P...	HERSHEY COMPANY	REESE'S	50741
<input checked="" type="checkbox"/>	SNICKERS SHARE SZ 24/...	1515451,643007	Candy	Chocolate Bars/P...	MARS WRIGLEY CONFE...	SNICKERS	40103

<input type="checkbox"/>	Brand Name	SKUs	Category	Sub Category	Manufacturer	Brand Family	Brand ID
<input type="checkbox"/>	M&M'S PNUT SHARE SZ...	412429,1527001,323972,305409	Candy	Chocolate Bars/...	MARS WRIGLEY CONF...	M&M'S	70319
<input type="checkbox"/>	REESE'S PB BIG CUP K...	314393,1558147,545004,314393	Candy	Chocolate Bars/...	HERSHEY COMPANY	REESE'S	34769
<input type="checkbox"/>	SNICKERS SHARE SZ 2...	1515451,643007	Candy	Chocolate Bars/...	MARS WRIGLEY CONF...	SNICKERS	40103

# Customer Opportunity Report

The screenshot shows an Excel spreadsheet with the following data:

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Current 13 Wk Sales	Annualized Opportunity
99999999	930438	INDEPENDENT	BILLYS QUICK STOP	\$4,387.72	\$1,573.26
99999999	946152	INDEPENDENT	SCOTTS GROC #1	\$3,495.09	\$1,253.20
99999999	966168	INDEPENDENT	FUEL DOC #3	\$7,837.06	\$1,199.42
99999999	900787	INDEPENDENT	ONE STOP FOOD MART	\$4,912.87	\$1,196.07

At the bottom right of the report area, there is a green button labeled "Export To MS Excel" with an Excel icon.

The screenshot shows the InfoMetrics CDA Convenience Distribution web application interface. The report title is "Customer Opportunity Report". The report displays a table with columns for Bill-to-ID, Ship-to-ID, Bill-to-Name, Store Name, Current 13 Wk Sales, and Annualized Opportunity. A green arrow points from the "Export To MS Excel" button in the Excel screenshot to this report.

## Customer Opportunity Report

**How will increasing distribution of the Top market items positively affect my bottom line?**

**Are my key customers carrying the top selling items within my market?**

**Which customers have the highest increase potential?**

## Customer Opportunity Report

**Answer: Increase potential of 3.5% for the Top 10 Candy category products.**

**Answer: Some of our key customers are not carrying the Top Candy items, let's focus on those customers to increase revenue.**



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







# VENDOR REPORT





# Vendor Report

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Overview
Product
Store
Data Info
Map
Reports
Inventory
Programs
Customer
Partner
SpaceMetrics

Tom Baldwin

Vendor Report: [4/18/2020](#)

Warehouse: All Warehouses ▼

Store(s): All Stores



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 Units
+ PHILIP MORRIS	\$26,534,389.37	562.3%	505,641	444.4%	\$4,941,970.21	23.4%	91,2
+ R J REYNOLDS TOBACCO CO	\$22,531,080.43	-9.9%	582,453	-4.3%	\$5,278,617.58	-41.8%	124,8
+ R.J. REYNOLDS CIGTS	\$10,888,311.23	550.0%	213,792	463.2%	\$2,162,900.31	29.1%	41,7
+ LORILLARD INC.	\$5,029,440.49	511.9%	87,894	412.1%	\$905,077.54	10.1%	15,5
+ US TOBACCO CO	\$2,865,778.65	359.7%	1,053,025	442.3%	\$597,270.48	-4.2%	232,7
+ U.S. FLUE-CURED TOBACCO	\$2,032,006.60	N/A	205,436	N/A	\$390,901.50	272.5%	49,1
+ PHILIP MORRIS PROMOTIONAL	\$1,931,246.33	397.9%	46,856	261.7%	\$350,241.83	-9.7%	7,3
+ LIGGETT VECTOR -QUALITY	\$1,922,983.09	629.3%	44,214	505.4%	\$333,010.44	26.3%	7,4
+ LORILLARD	\$1,714,484.15	-52.4%	34,076	-54.7%	\$287,530.98	-75.2%	5,7
+ COMMONWEALTH BRANDS,INC.	\$1,619,672.42	482.1%	43,437	368.3%	\$338,416.59	21.6%	8,9
+ AMERICAN SNUFF COMPANY	\$1,537,194.07	421.4%	769,406	366.1%	\$303,720.15	3.0%	151,9
+ HERSHEY CHOCOLATE CO	\$1,373,271.71	444.0%	1,951,045	434.3%	\$264,244.09	4.7%	372,3
+ AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29	547.9%	298,288	428.3%	\$212,401.91	29.1%	53,2

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

Export All 
Export To MS Excel 

# Vendor Report

InfoMetrics® CDA Convenience Distribution Powered By:

Overview Product Store Data Info Map

Warehouse: All Warehouses Store(s):

Show Reported Quantity

Vendor	Current 52 Wk Dollars
PHILIP MORRIS	\$26,534,389.37
R J REYNOLDS TOBACCO CO	\$22,531,080.43
R.J. REYNOLDS CIGTS	\$10,888,311.23
LORILLARD INC.	\$5,029,440.49
US TOBACCO CO	\$2,865,778.65
U.S. FLUE-CURED TOBACCO	\$2,032,006.60
PHILIP MORRIS PROMOTIONAL	\$1,931,246.33
LIGGETT VECTOR -QUALITY	\$1,922,983.09
LORILLARD	\$1,714,484.15
COMMONWEALTH BRANDS,INC.	\$1,619,672.42
AMERICAN SNUFF COMPANY	\$1,537,194.07
HERSHEY CHOCOLATE CO	\$1,373,271.71
AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29

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

InfoMetrics® CDA Convenience Distribution Powered By:

Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Tom Baldwin

**Vendor Report: 4/18/2020**

Warehouse: All Warehouses Store(s): All Stores 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 Units
<b>R J REYNOLDS TOBACCO CO</b>	\$22,531,080.43	-9.9%	582,453	-4.3%	\$5,278,617.58	-41.8%	124,8
<b>Brand Family</b>							
+ CAMEL	\$7,547,580.97	17.9%	160,287	16.1%	\$1,522,787.31	-42.6%	31,6
+ WORTH	\$3,343,736.76	419.8%	90,788	314.8%	\$575,045.45	-10.6%	15,1
+ WINSTON	\$3,121,907.57	35.6%	65,977	29.2%	\$552,302.57	-43.8%	11,5
+ DORAL	\$2,947,354.83	24.9%	68,041	17.7%	\$506,586.10	-50.0%	11,5
+ PALL MALL	\$2,524,593.21	-46.1%	57,776	-48.5%	\$1,319,470.56	0.2%	30,1
+ KOOL	\$1,433,659.62	-43.0%	30,298	-45.0%	\$244,512.64	-70.0%	5,0
+ SALEM	\$397,449.71	-68.2%	8,310	-69.4%	\$264,290.73	-15.0%	5,5
+ MONARCH	\$389,131.68	-5.8%	10,368	-14.2%	\$65,611.07	-60.5%	1,6
+ MISTY	\$350,730.47	-83.5%	8,649	-84.3%	\$132,900.41	-77.0%	3,2
+ CAMEL SNUSS	\$130,678.95	185.7%	66,768	185.9%	\$17,523.00	-27.2%	5,6
+ VANTAGE	\$66,912.65	-47.1%	1,152	-48.9%	\$11,900.59	-70.3%	2


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

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# Vendor Report Detail




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Vendor Report Details: 4/18/2020

Distributor: A-DEMO DISTRIBUTOR
Warehouse: All Warehouses
Store(s): All Stores

Vendor: R J REYNOLDS TOBACCO CO
Brand: CAMEL

Warehouse: All Warehouses
Store(s):

Show Reported Quantity

Vendor	Current 52 Wk Dollars
R J REYNOLDS TOBACCO CO	\$22,531,080.43
Brand Family	
+ CAMEL	\$7,547,580.97
- WORTH	\$3,343,736.76
- WINSTON	\$3,121,907.57
- DORAL	\$2,947,354.83
- PALL MALL	\$2,524,593.21
- KOOL	\$1,433,659.62
- SALEM	\$397,449.71
- MONARCH	\$389,131.68
- MISTY	\$350,730.47
+ CAMEL SNUS	\$130,678.95
+ VANTAGE	\$66,912.65

Brands	SKU	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
CAMEL LT BX CTN	100354	00012300000079	\$1,206,297.37	426.8%	25,566	379.0%	\$0.0
CAMEL MTH LT BX \$2.50 OFF 2PK CTN	199216	00012300198769	\$771,165.53	0.0%	16,240	0.0%	\$0.0
CAMEL FILTER BX CTN	106807	00012300000031	\$598,428.89	396.4%	12,677	351.5%	\$0.0
CAMEL BLUE BX CTN	100123	00012300000079	\$437,941.40	0.0%	9,130	0.0%	\$334,464.5
CAMEL WIDES FILTER BX CTN	108159	00012300707992	\$403,825.98	348.1%	8,559	307.6%	\$0.0
CAMEL CRUSH BX CTN	135418	00012300197410	\$303,719.72	270.6%	6,449	237.6%	\$0.0
CAMEL BX \$2.25 OFF 2PK CTN	199166	00012300195102	\$255,549.21	0.0%	5,383	0.0%	\$0.0
CAMEL FILTER BX CTN	103838	00012300000031	\$215,699.61	0.0%	4,493	0.0%	\$165,239.5
CAMEL FILTER CTN	100248	00012300000024	\$204,721.97	261.7%	4,340	229.5%	\$0.0
CAMEL LT BX \$2.50 OFF 3PK CTN	135020	00012300198547	\$181,630.58	-14.1%	4,231	-14.0%	\$0.0
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



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


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# Vendor Report

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**Vendor Report: 4/18/2020**

Warehouse:  Store(s):  Vendor(s):

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 Units
+ PHILIP MORRIS	\$26,534,389.37	562.3%	505,641	444.4%			
+ R J REYNOLDS TOBACCO CO	\$22,531,080.43	-9.9%	582,453	-4.3%			
+ R.J. REYNOLDS CIGTS	\$10,888,311.23	550.0%	213,792	463.2%			
+ LORILLARD INC.	\$5,029,440.49	511.9%	87,894	412.1%			
+ US TOBACCO CO	\$2,865,778.65	359.7%	1,053,025	442.3%			
+ U.S. FLUE-CURED TOBACCO	\$2,032,006.60	N/A	205,436	N/A			
+ PHILIP MORRIS PROMOTIONAL	\$1,931,246.33	397.9%	46,856	261.7%			
+ LIGGETT VECTOR -QUALITY	\$1,922,983.09	629.3%	44,214	505.4%			
+ LORILLARD	\$1,714,484.15	-52.4%	34,076	-54.7%			
+ COMMONWEALTH BRANDS, INC.	\$1,619,672.42	482.1%	43,437	368.3%			
+ AMERICAN SNUFF COMPANY	\$1,537,194.07	421.4%	769,406	366.1%			
+ HERSHEY CHOCOLATE CO	\$1,373,271.71	444.0%	1,951,045	434.3%			
+ AMERICAN SNUFF CO-CONWOOD	\$1,065,983.29	547.9%	298,288	428.3%			

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

**Vendor Selection**

Search Vendor Name:

Cancel
Clear
Apply
Search



Filtered Vendors:














- PHILIP MORRIS
- PHILIP MORRIS INC
- PHILIP MORRIS PROMOTIONAL

Selected Vendors:

>
<

# Vendor Report

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**Vendor Report: 4/25/2020**

Warehouse:  Store(s):  Vendor(s):

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 Units
+ 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

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

## Vendor Report

Where do we stand in outbound sales dollars Year-to-Date with “x” vendor?



We have a new item distribution of 40% on “x” item. Where do we stand against this objective?


What items are in the bottom 10% of “x” vendor’s outbound sales by brand?





# MARKET BENCHMARK REPORT

# Market Benchmark Report

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## Market Benchmark Report: [4/25/2020](#)

**PRODUCT FILTER**

Category: Candy Sub Category: Chocolate Bars/Packs Manufacturer: All Manufacturers

**STORE FILTER**

Warehouse: All Warehouses State: All States Stores: All Stores



Duration: 52 Week

( Comparative Market = National - Projected Convenience Store Database: C-Metrics™ )

SKUs	Brand Name	Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg Vs YAGO
1526805,357558,42...	<a href="#">REESE'S PB CUP KS 24/2.8 OZ</a>	HERSHEY COMPANY	REESE'S	<a href="#">378</a>	<a href="#">247</a>	\$83,839.06	1
1515451,643007	<a href="#">SNICKERS SHARE SZ 24/3.29 OZ</a>	MARS WRIGLEY CONF...	SNICKERS	<a href="#">214</a>	<a href="#">411</a>	\$33,438.80	
1527001,305409,32...	<a href="#">M&amp;M'S Pnut SHARE SZ 24/3.27 OZ</a>	MARS WRIGLEY CONF...	M&M'S	<a href="#">299</a>	<a href="#">326</a>	\$33,123.93	1
	SNICKERS ORIG STD 48/1.86 OZ	MARS WRIGLEY CONF...	SNICKERS				
1528231,254243,30...	<a href="#">REESE'S FASTBREAK KS 18/3.5 OZ</a>	HERSHEY COMPANY	REESE'S	<a href="#">256</a>	<a href="#">369</a>	\$28,932.92	3
1586072,369025,68...	<a href="#">TWIX CRML SHARE SZ 24/3.02 OZ</a>	MARS WRIGLEY CONF...	TWIX	<a href="#">144</a>	<a href="#">481</a>	\$20,454.00	4
1524008,305300,40...	<a href="#">HSY ALMOND KS 18/2.6 OZ</a>	HERSHEY COMPANY	HERSHEY ALMOND	<a href="#">278</a>	<a href="#">347</a>	\$21,404.37	1
1558147,314393,31...	<a href="#">REESE'S PB BIG CUP KS 16/2.8 OZ</a>	HERSHEY COMPANY	REESE'S	<a href="#">278</a>	<a href="#">347</a>	\$38,284.77	5
1526789,358713,42...	<a href="#">KIT KAT KS 24/3 OZ</a>	HERSHEY COMPANY	KIT KAT	<a href="#">288</a>	<a href="#">337</a>	\$30,632.78	1
1524719,357533,46...	<a href="#">REESE'S STICKS KS 24/3 OZ</a>	HERSHEY COMPANY	REESE'S	<a href="#">125</a>	<a href="#">500</a>	\$9,879.46	2
1526003,309468,40...	<a href="#">M&amp;M'S PEANUT STD 48/1.74 OZ</a>	MARS WRIGLEY CONF...	M&M'S	<a href="#">356</a>	<a href="#">269</a>	\$32,482.97	3

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


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- Select --

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

# Market Benchmark Report



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### Market Benchmark Report: 4/25/2020

**PRODUCT FILTER**

Category:  Sub Category:  Manufacturer:

**STORE FILTER**

Warehouse:  State:  Stores:

Duration:

( Comparative Market = National - Projected Convenience Store Database: C-Metrics™ ) [Generate](#)

SKUs	Brand Name	Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg Vs YAGO
1526805,357558,42...	<a href="#">REESE'S PB CUP KS 24/2.8 OZ</a>	HERSHEY COMPANY	REESE'S	378	247	\$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
\$32,482.97	360.0%	61,452.00	361.0%	10	11	0.8%	0.8%	0.0%	57.0%	64.0%	-6.8%	40706



# Market Benchmark Report

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**Market Benchmark Report: 4/25/2020**

**PRODUCT FILTER**  
 Category: Candy Sub Category: Chocolate Bars/Packs Manufacturer: All Manufacturers

**STORE FILTER**  
 Warehouse: All Warehouses State: All States Stores: All Stores

Duration: 52 Week

( Comparative Market = National - Projected Convenience Store Database: C-Metrics™ )

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

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

**Stores Selling Report: 4/25/2020**

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

Store Name	Bill-To-Id	Ship-To-Id	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

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# Market Benchmark Report

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**Market Benchmark Report: 4/25/2020**

**PRODUCT FILTER**  
 Category: Candy Sub Category: Chocolate Bars/Packs Manufacturer: All Manufacturers

**STORE FILTER**  
 Warehouse: All Warehouses State: All States Stores: All Stores

Duration: 52 Week

(Comparative Market = National - Projected Convenience Store Database: C-Metrics™) Generate

SKUs	Brand Name	Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg Vs YAGO
1526805,357558,42...	<a href="#">REESE'S PB CUP KS 24/2.8 OZ</a>	HERSHEY COMPANY	REESE'S	378	247	\$63,009.00	
1515451,643007	<a href="#">SNICKERS SHARE SZ 24/3.29 OZ</a>	MARS WRIGLEY CONF...	SNICKERS	214	411	\$33,438.80	
1527001,305409,32...	<a href="#">M&amp;M'S PNUT SHARE SZ 24/3.27 OZ</a>	MARS WRIGLEY CONF...	M&M'S				
	<a href="#">SNICKERS ORIG STD 48/1.86 OZ</a>	MARS WRIGLEY CONF...	SNICKERS				
1528231,254243,30...	<a href="#">REESE'S FASTBREAK KS 18/3.5 OZ</a>	HERSHEY COMPANY	REESE'S				
1586072,369025,68...	<a href="#">TWIX CRML SHARE SZ 24/3.02 OZ</a>	MARS WRIGLEY CONF...	TWIX				
1524008,305300,40...	<a href="#">HSY ALMOND KS 18/2.6 OZ</a>	HERSHEY COMPANY	HERSHEY ALMOND				
1558147,314393,31...	<a href="#">REESE'S PB BIG CUP KS 18/2.8 OZ</a>	HERSHEY COMPANY	REESE'S				
1526789,358713,42...	<a href="#">KIT KAT KS 24/3 OZ</a>	HERSHEY COMPANY	KIT KAT				
1524719,357533,46...	<a href="#">REESE'S STICKS KS 24/3 OZ</a>	HERSHEY COMPANY	REESE'S				
1526003,309468,40...	<a href="#">M&amp;M'S PEANUT STD 48/1.74 OZ</a>	MARS WRIGLEY CONF...	M&M'S				

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

**Distributor Void Report: 4/25/2020**

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

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

Store Name	Bill-To-Id	Ship-To-Id	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	BOB	WILSON
DRY FORK SURPLUS STORE	99999999	949917	Warehouse 3	2120 W MAIN	FRANK	LIMESTONE

# Market Benchmark Report

Export All  
Option



A	B	C
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		
5 Warehouse: All Warehouses		
6 State: All States		
7 Region: Midwest		
8 Store(s):All Stores		
9 Duration: 52 Week		
10		
11		
12 SKUs	Brand Name	Manufacturer
13 00000000006830,000000000068	PRINGLES ORIGINAL 14/5.2 OZ	KELLOGG'S
14 00000000006833,000000000068	PRINGLES SOUR CREAM & ONION 14/5.5 OZ	KELLOGG'S
15 00000000075388,000000000753	TGIF CHEDD/BACON POTATO CHIPS 6/3 OZ	UTZ QUALITY FOODS INC
16 00000000078751,000000000787	PRINGLES ORIGINAL_12CT 2.36OZ	KELLOGG'S
17 00000000078747,000000000787	PRINGLES SOUR CREAM & ONION 12/2.5 OZ	KELLOGG'S
18 00000000006828,000000000068	PRINGLES CHEDDAR CHEESE 14/5.5 OZ	KELLOGG'S
19 00000000078749,000000000787	PRINGLES CHEDDAR_12CT 2.5OZ	KELLOGG'S
20 00000000016353,000000000163	PRINGLES BBQ CHIPS 14/5.57 OZ	KELLOGG'S
21 00000000006831,000000000068	PRINGLES PIZZA 14/5.5 OZ	KELLOGG'S
22 00000000016395,000000000163	PRINGLES BBQ 12/2.5 OZ	KELLOGG'S

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Option



A	B	C	D	E	F	G	H	I	J	K	L
1 Report Title :Product	Time of Export :4/30/2020 10:25:19 AM	Week Ending Date :4/18/2020	Note: N/A - indicates zero or insignificant data in prior year for calculation.								
2 Category: Salty Snacks											
3 Sub-Category: Potato Chips											
4 Manufacturer: All Manufacturers											
5 Warehouse: All Warehouses											
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 00000000006830,00000	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 00000000006833,00000	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 00000000075388,00000	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 00000000078751,00000	PRINGLES ORIGINAL_12CT 2.36OZ	KELLOGG'S	PRINGLES	2,323	820	\$181,755.98	6.0%	229,936.00	3.0%	3	4
16 00000000078747,00000	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 00000000006828,00000	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 00000000078749,00000	PRINGLES CHEDDAR_12CT 2.5OZ	KELLOGG'S	PRINGLES	2,219	924	\$126,236.07	2.0%	159,633.00	-1.0%	8	7
19 00000000016353,00000	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 00000000006831,00000	PRINGLES PIZZA 14/5.5 OZ	KELLOGG'S	PRINGLES	2,329	814	\$94,429.74	7.0%	61,659.00	8.0%	13	9

# Market Benchmark Report

**For Store Review:  
Chain A only has  
the #5 ranked  
item in “x”  
category in 60%  
of their locations.**

**How are my top  
10 items in  
category “x”  
performing versus  
the same items in  
our market?**

**What is the  
market’s rank and  
distribution  
percentage for “x”  
item?**



FOCUS ITEM  
REPORT

# Focus Item Report

InfoMetrics® CDA Convenience Distribution  
Powered By: msa

Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Tom Baldwin

Focus Item Report: 4/18/2020

Report Name: <- New ->

Track Base Start Wk: 04/22/18 Base End Wk: 04/20/19 Track Start Wk: 04/21/19 Track End Wk: Current Week

Warehouse: All Warehouses Duration: 4-Week Select Items Select Stores Sales Rep: All Sales Represent Metric Type: Units Dollars

Generate

Focus Item Base

No data to display.

Select file to import SKU(s)/Store(s): Browse... Help



Import

Export To MS Excel

- All Warehouses
- Warehouse 1
- Warehouse 2
- Warehouse 3

- All Sales Representatives
- 5 - BECKY
- 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

# Focus Item Report



Power

Category:

Brand Family:

GTIN:

Sub-Category:

Brand Name:

Vendor:

SKU:

Selected brand(s) are added successfully.

### Search Results

<input type="checkbox"/>	Category	Sub Category	Vendor	SKU	Description	Case	Box
<input type="checkbox"/>	Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	00000000019785	SNICKERS CRM M...	10040000542589	000400005425...
<input type="checkbox"/>	Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	00000000019786	SNICKERS CRM P...	00040000542469	000400005424...
<input type="checkbox"/>	Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	00000000019787	SNICKERS CRM A...	10040000542527	000400005425...
<input type="checkbox"/>	Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	00000000019788	SNICKERS SWT &...	10040000528750	000400005287...
<input type="checkbox"/>	Candy	Chocolate Bars/Packs	MARS CHOCOLATES N.A.	00000000019789	SNICKERS KS CR...	10040000542557	000400005425...

### Selected Items

<input type="checkbox"/>	SKU	Description	Category	Sub Category	Vendor	UPC
<input type="checkbox"/>	00000000019...	SNICKERS CRM MPL AL BTR24...	Candy	Chocolate Bars/Packs	MARS CHOCOLAT...	00040000542568
<input type="checkbox"/>	00000000019...	SNICKERS CRM PB 24CT 54246	Candy	Chocolate Bars/Packs	MARS CHOCOLAT...	00040000542438
<input type="checkbox"/>	00000000019...	SNICKERS CRM ALM BTR 24CT...	Candy	Chocolate Bars/Packs	MARS CHOCOLAT...	00040000542506
<input type="checkbox"/>	00000000019...	SNICKERS SWT & SALT 24CT...	Candy	Chocolate Bars/Packs	MARS CHOCOLAT...	00040000528739

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Partner SpaceMetrics


## Focus Item Report:

Report

04/21/19 Track End Wk: Curr

All Sales Represent Metric Type: Unit

# Focus Item Report

**InfoMetrics** 

Warehouse:  State:  City:   
Zip:  Bill-to-ID:  Ship-to-ID:   
ACV:  COT:  Store Type:   
Store Name:

Show Top  Results.

Selected store(s) is/are added successfully.

### Search Results

<input type="checkbox"/>	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State
<input type="checkbox"/>	FINDERS KEEPERS 764	WH1	276600	001	6195 SOUTH FIVE...	SEMINOLE	OK
<input type="checkbox"/>	FINDERS KEEPERS 765	WH1	276600	002	302 EAST SELTICE...	STONEWALL	OK
<input type="checkbox"/>	FINDERS KEEPERS 766	WH1	276600	003	111 E LOCUST AVE	SALLISAW	OK
<input type="checkbox"/>	FINDERS KEEPERS 767	WH1	276600	004	925 N MILWAUKEE...	ANADARKO	OK

### Selected Store(s)

<input type="checkbox"/>	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State
<input type="checkbox"/>	FINDERS KEEPERS 764	WH1	276600	001	6195 SOUTH FIVE...	SEMINOLE	OK
<input type="checkbox"/>	FINDERS KEEPERS 765	WH1	276600	002	302 EAST SELTICE...	STONEWALL	OK
<input type="checkbox"/>	FINDERS KEEPERS 766	WH1	276600	003	111 E LOCUST AVE	SALLISAW	OK
<input type="checkbox"/>	FINDERS KEEPERS 767	WH1	276600	004	925 N MILWAUKEE...	ANADARKO	OK

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Partner SpaceMetrics

## Focus Item Report

Rep

Track End Wk:

All Sales Represent  Metric Type:  U

# Focus Item Report

**Focus Item Report: 4/25/2020**

Report Name: <-- New -->

Track   
 Base Start Wk: 04/29/18   
 Base End Wk: 04/27/19   
 Track Start Wk: 04/28/19   
 Track End Wk: Current Week

Total Number of Base Weeks: 52      Total Number of Track Weeks: 52

Warehouse: All Warehouses   
 Duration: 4-Week   
 Select Items   
 Select Stores   
 Sales Rep: All Sales Represent   
 Metric Type:  Units     Dollars

**Generate**

Focus Item Base | Focus Item Track

Store Name	Bill-to-id	Bill-to-Name	Ship-to-id	Class Of Tra...	Store ACV	357558 - REE...	Net Gain	Total Voids ...	CATEGORY ACV...	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
G.N.G. FOOD MART	99999999	INDEPENDENT	929943	HOTEL/GIFT	Large	384	0	0	Large	9
I-65 LIQUORS, LLC.	99999999	INDEPENDENT	930073	SCHOOL	Large	408	0	0	Large	9
BILLYS QUICK STOP	99999999	INDEPENDENT	930438	HOTEL/GIFT	Small		0	0	Large	49
EDS GT EXPRESS MART #4	99999999	INDEPENDENT	932384	HOTEL/GIFT	Large	504	0	0	Large	9
BEGGS WHOLESALE COMPANY	99999999	INDEPENDENT	934471	BOOKSTORE	Large	696	0	0	Large	9
BONES GROCERY	99999999	INDEPENDENT	934604	HOTEL/GIFT	Large	48	0	0	Medium	39
M & R GROCERY	99999999	INDEPENDENT	934679	OTHER	Small		0	0	Small	9
ORMONDS CONVENIENT MART	99999999	INDEPENDENT	935726	DINING	Medium	312	0	0	Medium	39

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■ -Void has been filled   
 ■ -Retailer purchased in base period but is void in track period   
 ■ -Retailer is void in both base and track periods



Select file to import SKU(s)/Store(s):  [Browse...](#) [Help](#)


**Import**




Export To MS Excel





# Focus Item Report

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Tom Baldwin

**Focus Item Report: 4/25/2020**

[Report](#) [Clear](#)

Report Name: <-- New -->

**Track**
Base Start Wk: 04/29/18
Base End Wk: 04/27/19
Track Start Wk: 04/28/19
Track End Wk: Current Week

Total Number of Base Weeks: 52
Total Number of Track Weeks: 52

Warehouse: All Warehouses
Duration: -Select-
Select Items
Select Stores
Sales Rep: All Sales Represent
Metric Type:  Units  Dollars



Focus Item Base
Focus Item Track


1077023 - REESES COOKIES 2 OZ/12 CT 2 OZ

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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# Focus Item Report

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**Focus Item Report: 4/25/2020**

Report
Clear

Track
Base Start Wk: 04/29/18
Base End Wk: 04/27/19
Track Start Wk: 04/28/19
Track End Wk: Current Week

Total Number of Base Weeks: 52
Total Number of Track Weeks: 52

Warehouse: All Warehouses
Duration: -Select-
Select Items
Select Stores
Sales Rep: All Sales Represent
Metric Type:  Units  Dollars

Generate

Focus Item Base
Focus Item Track

Store Name	Bill-to-Id	Bill-to-Name	Ship-to-Id	1077023 - RE...	1077429 - RE...	1452002 - RE...	1474469 - RE...	1478650 - RE...	1479997 - RE...	1495183 - RE...
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							

8 of 18
First
Prev
Next
Last

-Void has been filled
 -Retailer purchased in base period but is void in track period
 -Retailer is void in both base and track periods

# Focus Item Report

## Focus ItemExport - Detail

	A	BH	BI	BJ
1	Report Title: Focus Item Report -			
2	Distributor-Warehouse: All Warehouses			
3	Base Duration: 52-Week			
4	Metric Type: Units			
5				
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	626	626
8	Total Selling	137	114	186
9	Avg \$ Sales/Store Selling/Wk	\$0.92	\$1.11	\$2.63
10	% Distribution	21.9%	18.2%	29.7%
11	% Weighted Distribution	45.8%	43.3%	50.0%
36	M.H.S. FOOD MART			180
37	RED SPRINGS FD MART# 1	36		36
38	RITE STOP MART	36		108
39	WINNERS CIRCLE # 9			
40	SACRED CIGARS			
41	SCOTTS QUICK MART #2	72		36
42	DANNY & CLYDE #23			180
43	B&D GROCERY			
44	EDISTO SPORTS INC.			
45	BLUE WATER #14			396
46	WEST PIT STOP			
47	ERFDS #2325			

# Focus Item Report

**Are my customers receiving core items on a regular basis, to ensure the items are on the shelves?**

**Is my distribution meeting my goals?**

**Are my customers receiving the top manufacturer items?**



# AD HOC REPORT

# Adhoc Report

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**Adhoc Report: [4/18/2020](#)**

[Report](#) [Clear](#)

Report Name: <-- New -->

**STORE FILTERS**

Warehouse:  State:  City:  Zip:

**BRAND FILTERS**

Category:  Sub-Cat:  Vendor:  Brand Family:

**TIME FILTERS**

Ending Wk:  Duration:  Interval:  Periods:

Metric(s):  Units  Dollars Brand Total:  Category  SubCat  Vendor  Brand Family  Brand

Geo Total:  Warehouse  Region  State  City  COT  Chain  Store

Warehouse:All Warehouses;State:All Counties;City:All Cities;Zip:All Zips;Chains:All Stores;Store Type:All Store Types;COT:All COT;ACV:All ACVs;Store(s):All Stores;Category:All Categories;Sub Category:All Sub Categories;Vendor:All Vendors;Brand Family:All BrandFamilies;Item(s):All Brands;Ending Wk:04/18/20;Duration:1-week;Interval:1-week;Periods:1

**\*\*Note: If the scheduled report exceeds 5MB, it will not be sent to the recipient's inbox. If the intended report will exceed this limit based on your selections, it is strongly advised that you generate and download the report during your current session.**

Select the Export icon to generate the report and export to Excel.

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- Current Week
- 04/25/20
- 04/18/20
- 04/11/20
- 04/04/20
- 03/28/20
- 03/21/20
- 03/14/20
- 03/07/20
- 02/29/20
- 02/22/20
- 02/15/20
- 02/08/20
- 02/01/20
- 01/25/20
- 01/18/20
- 01/11/20
- 01/04/20

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

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

- 1
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# Adhoc Report

## Adhoc Export - Product Detail

	A	B	C	D	E
1	Report Title: Adhoc Report		Time of Export :5/5/2020 12: Week Ending Date :4/25/2020		
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	Period Ending Dt	Units	Dollars
16	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
21	Warehouse 3	Candy	04/18/20	621,204.00	\$386,135.26
22	Warehouse 1	Candy	04/11/20	10.00	\$19.84
23	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
26	Warehouse 3	Candy	04/04/20	610,116.00	\$369,840.03
27	Warehouse 2	Candy	03/28/20	651,270.00	\$426,017.15
28	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

Ready AdhocReport Stores 100%



# Adhoc Report

## Adhoc Export - Customer Detail

	A	B	C	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


Ready






100%



DISTRIBUTION  
TRACKING  
REPORT

# Distribution Tracking Report

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### Distributor Tracking Chart: [4/18/2020](#)

**Warehouse:**  **State:**  **City:**


**ACV:**  **COT:**  **StoreType:**  **Store(s):**

**Category:**  **Vendor:**  **Brand:**  **Item(s):**

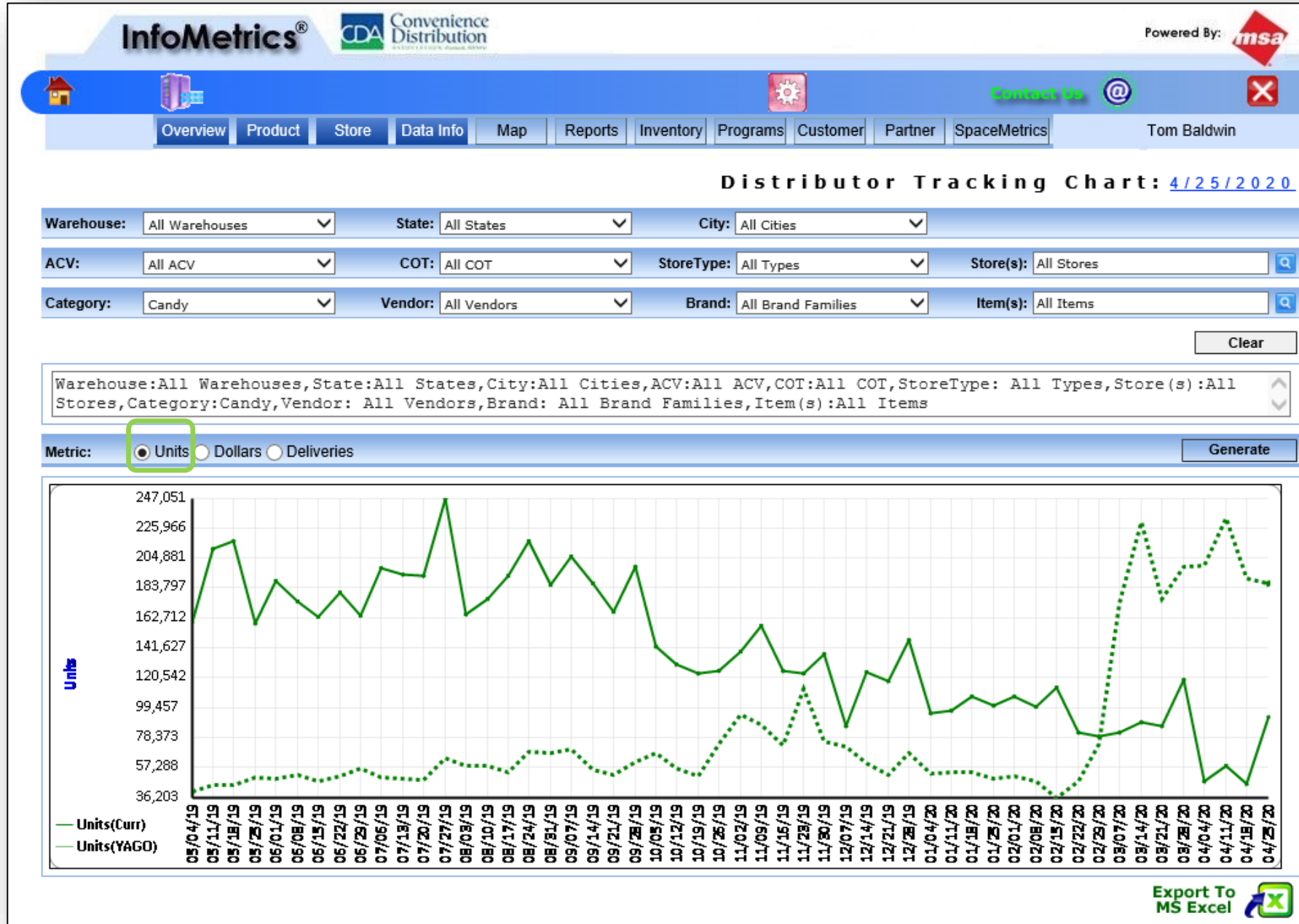
Warehouse:All Warehouses,State:All States,City:All Cities,ACV:All ACV,COT:All COT,StoreType: All Types,Store(s):All Stores,Category: All Categories,Vendor: All Vendors,Brand: All Brand Families,Item(s):All Items

**Metric:**  Units  Dollars  Deliveries

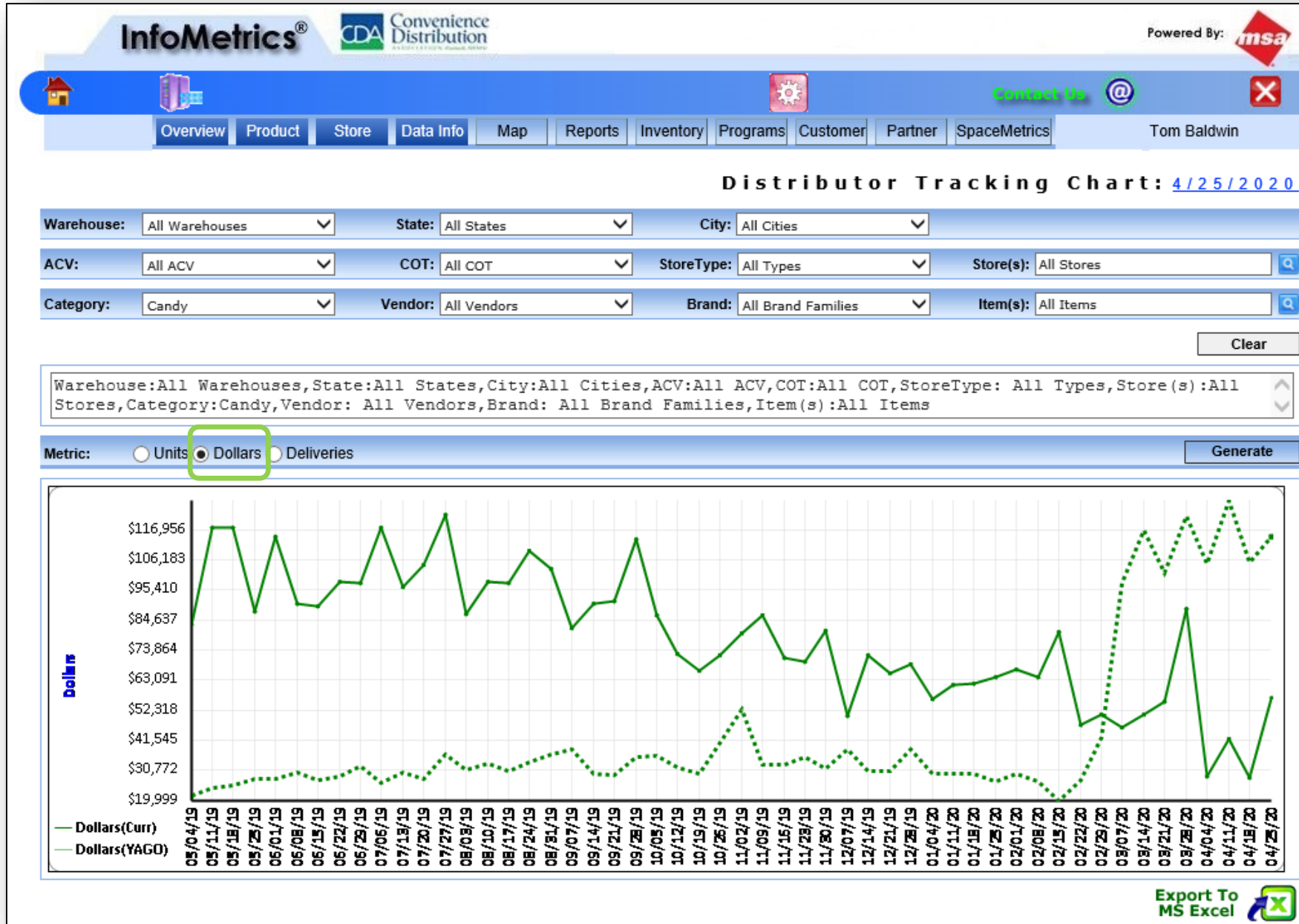
Select Geographic and Brand variables and press Generate to view the trended chart.

**Export To MS Excel** 

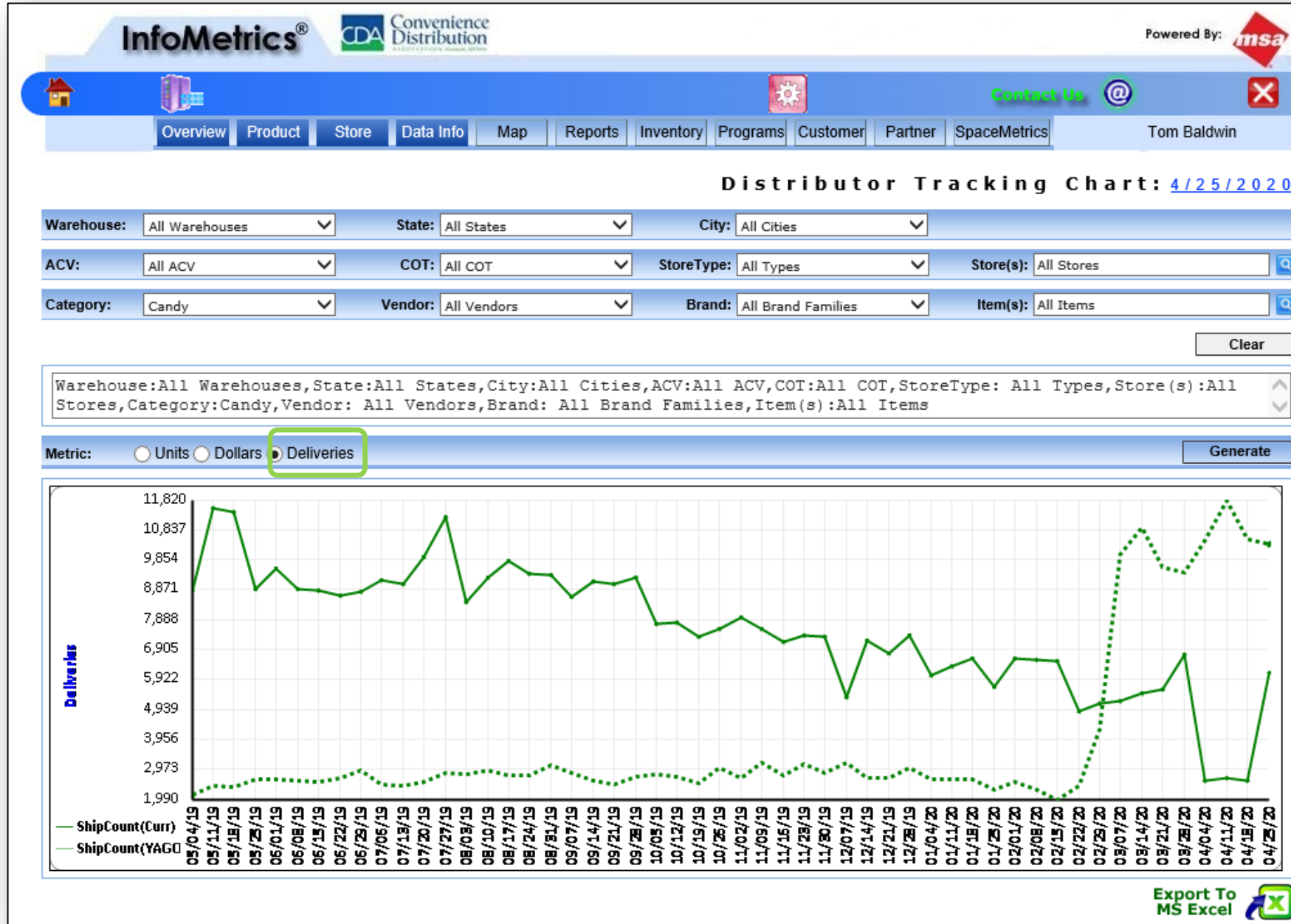
# Distribution Tracking Report



# Distribution Tracking Report



# Distribution Tracking Report



# Distribution Tracking Report

## Tracking Chart Export - Detail

	A	B	C	D	E	F	G	H
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	52,336	\$30,092.79	2,605	6/8/2019	174,278	\$90,337.34	8,876
22	6/16/2018	47,793	\$27,210.60	2,542	6/15/2019	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



# Distribution Tracking Report

**Over the last year, when were our peak delivery weeks?**

**What time of the year is best and worst for “x” category deliveries?**

**How many cigarette category deliveries did we make from November last year to February this year?**



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# Questions





**Thank You  
&  
Stay Safe and Healthy!**

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