



InfoMetrics: Making the Reports Work for You

Warehouse-delivered Products

April 21, 2021



InfoMetrics

Powered by Management Science Associates





Angie Simonetti
Executive Vice President
AngieS@CDAweb.net



We welcome your questions! In the GoToWebinar Control Panel, type any questions you have for the speaker in the questions box under the questions tab.

Thomas Baldwin
Product Manager,
Management Science Associates, Inc.



Jen Wolfe
Senior Director Enterprise Analytics,
Management Science Associates, Inc.

Agenda

- *Overview*
- *Usage - Top Ranked Reports*
- *Detail Review of Reports*
- *New Platform*
- *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

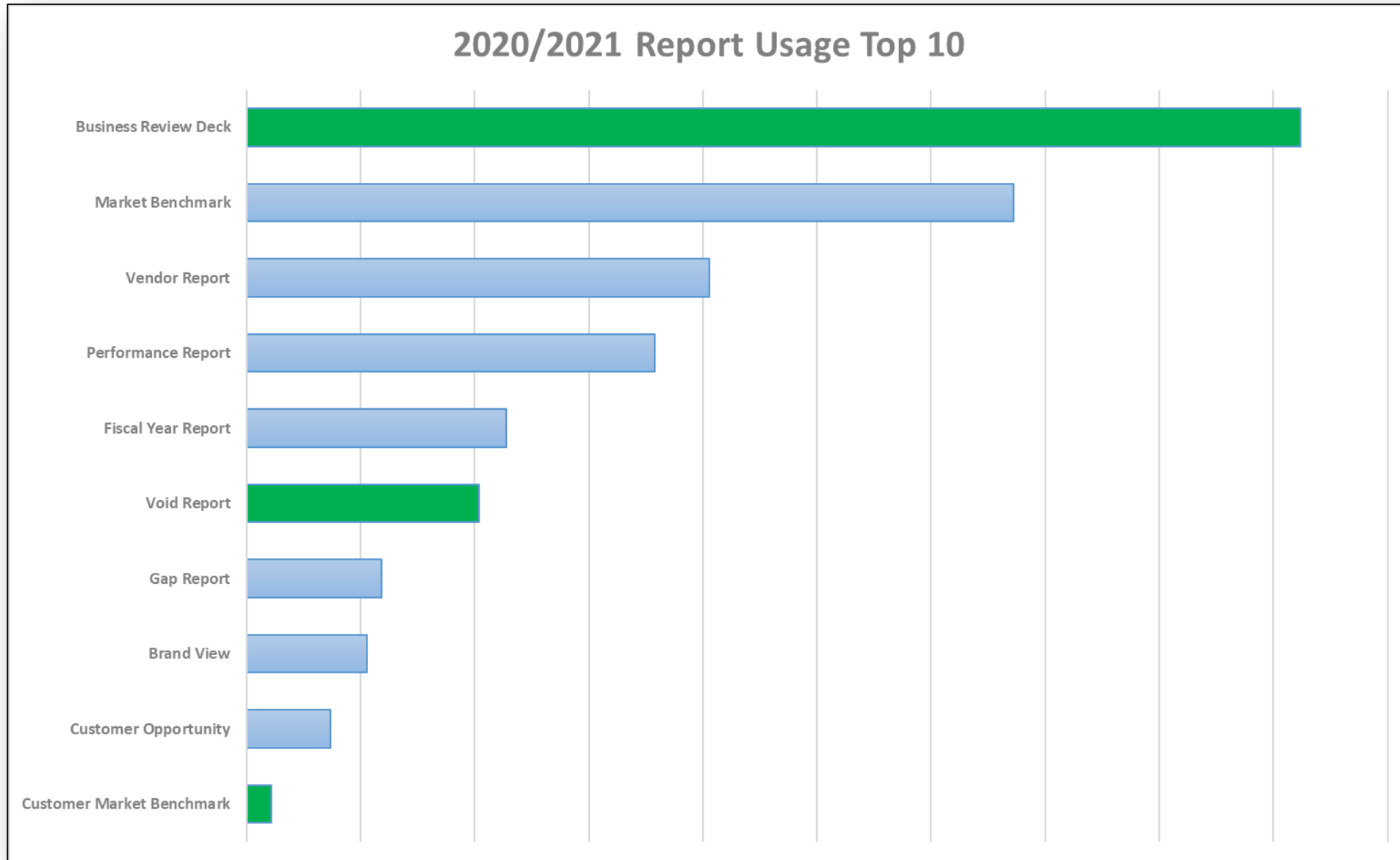
Margins & Deliveries

Inventory Performance

Inventory Profitability

Safety Stock Report

InfoMetrics Portal Reports Usage





VOID REPORT

Void Report

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

- 13 Week
- 52 Week
- QTD
- YTD

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

Distributor Void Report: 4/10/2021

Report Name: <-- New -->

Warehouse: All Warehouses

Consider Stores Selling Category Only

Category: Candy Sub-Cat: Chocolate Bars/Packs Vendor: HERSHEY CHOCOLATE CO Brand: REESE'S Item(s): All Items

Period: 52 Week COT: CONVENIENCE STORE Store Type: Independent Cut-Off Category Sales: 0

Warehouse: All Warehouses, Category: Candy, Sub Category: Chocolate Bars/Packs, Vendor: HERSHEY CHOCOLATE CO, Brand: REESE'S, Item(s): All, Period: 52 Week, COT: CONVENIENCE STORE, Store Type: Independent

Generate

Store Selling: No Data Average \$ Sales/Store Selling/Week: No Data
Void Stores: No Data Annual Opportunity (80%): No Data

Select the required category or vendor or brand or SKU-- and press the Generate button.

Cat: Candy Sub Cat: Chocolate Bars/Packs Vendor: HERSHEY CHOCOLATE CO
Brand: REESE'S SKU: Desc: cup

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

Category	Sub Category	Vendor	SKU	Description	GTIN - Case	GTIN - Pack	GTIN - Each
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	37558	REESES PEANUT BUTTER CUP KING...	034000480005	034000004805
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	406355	REESES PEANUT BUTTER CUPS DIS...	20034000440003	034000004409
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	422220	REESES PEANUT BUTTER CUP KING...	20034000480009	034000004805
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	545004	REESES BIG CUP KING 162.8 OZ KING	20034000430950	034000430956
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	642355	REESES PEANUT BUTTER CUPS DIS...	20034000438062	034000438068

Selected Items

Category	Sub Category	Vendor	SKU	Description	GTIN - Case	GTIN - Pack	GTIN - Each
<input type="checkbox"/>	Candy	Chocolate Ba...	HERSHEY CHOCOLAT...	422220	REESES PEANUT BUTTER CUP KING...	20034000480009	034000480005

Void Report

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Distributor Void Report: [4/10/2021](#)

[Report](#) [Clear](#) Report Name: <-- New -->

Warehouse:

Consider Stores Selling Category Only

Category: Sub-Cat: Vendor: Brand: Item(s):

Period: COT: Store Type: Cut-Off Category Sales:

Warehouse:All Warehouses,Category:Candy,Sub Category:Chocolate Bars/Packs,Vendor:HERSHEY CHOCOLATE CO,Brand:REESE'S,Item(s):All,Period:52 Week,COT:CONVENIENCE STORE,Store Type: All Types

[Generate](#)

Store Selling:	394	Average \$ Sales/Store Selling/Week:	\$15.59
Void Stores:	171	Annual Opportunity (80%):	\$110,893.91

Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Address	City	State	Zip	Class of Trade	Store
MIE	905190	HIT AND MISS STO...	HIT AND MISS #26	1121 N MAIN ST	YAZOO CITY	MS	39194	CONVENIENCE ST...	Indep
BSS	987412	HANDY DANDY ST...	HANDY DANDY #78	7 N SHORE RD	UNION GROVE	NC	28689	CONVENIENCE ST...	Indep
99999999	988360	INDEPENDENT	GARRETT'S GROCERY #1	11471 W FINCH AVE	SPRING LAKE	AR	72355	CONVENIENCE ST...	Indep
PDA	974519	RIP TIDE MARTS	RIP TIDE MART #136	6710 HIGHWAY 79	CORDELE	GA	31015	CONVENIENCE ST...	Indep
SMK	947333	CIG OUTLETS	CIGARETTE OUTLET 437	1800 PICCARD STREET	VAIDEN	MS	39176	CONVENIENCE ST...	Chain
BSS	987438	HANDY DANDY ST...	HANDY DANDY #79	81 S MAIN ST	HENDERSONVI...	NC	28739	CONVENIENCE ST...	Indep
BSS	987354	HANDY DANDY ST...	HANDY DANDY #76	29 N MAIN ST	SANFORD	NC	27330	CONVENIENCE ST...	Indep
99999999	918524	INDEPENDENT	T & J FAMILY FOODS	PO BOX 6220	WEAVERVILLE	SC	29108	CONVENIENCE ST...	Indep
BSS	987446	HANDY DANDY ST...	HANDY DANDY #80	461 MAIN ST	BELMONT	NC	28012	CONVENIENCE ST...	Indep
99999999	966754	INDEPENDENT	YUPPERS DELI MART	101 DICKENS RD	STILLWATER	MS	39466	CONVENIENCE ST...	Indep
99999999	973735	INDEPENDENT	FILL GOOD	2808 HWY 421 SOUTH	ROBERTSDALE	GA	30220	CONVENIENCE ST...	Indep
PDA	993360	RIP TIDE MARTS	RIP TIDE MART #146	8 WASHINGTON ST	BROOKHAVEN	MS	39601	CONVENIENCE ST...	Indep

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Sales Rep ID	Sales Rep Name
26	DON
84	BOB
66	SCOTT
26	DON
84	BOB
84	BOB
65	DAWN
84	BOB
65	DAWN
26	DON
65	DAWN

Void Report

The screenshot displays the InfoMetrics software interface. At the top, the header includes the InfoMetrics logo, CDA Convenience Distribution logo, the slogan "Information. Insight. Innovation.", and "Powered By: msa". A navigation bar contains tabs for Overview, Product, Store, Data Info, Map, Reports, Inventory, Programs, Customer, Partner, and SpaceMetrics. The user name "Tom Baldwin" is visible in the top right.

On the left side, a "Report" menu is open, showing options: Report, Clear, Open, Warehouses, Save, Stores Selling Category Only, Save As (highlighted with a red box), Manage, and Period: 52 Week. A red arrow points from the "Save As" option to the main report window.

The main report window is titled "Distributor Void Report: 4/10/2021". It features a "Report Name" field set to "<-- New -->". Below this, there are several filter fields: Warehouse (All Warehouses), Consider Stores Selling Category Only (checkbox), Category (Candy), Sub-Cat (All Sub-Categories), Vendor (All Vendors), Brand (All Brand Families), and Item(s) (All Items). The Period is set to 52 Week. A dialog box titled "Enter Report Name" is overlaid on the report window, with a text input field containing "My Candy Void Report" and "Cancel" and "Ok" buttons.

Void Report

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Tom Baldwin

Distributor Void Report: [4/10/2021](#)

Report Name: My Candy Void Report

Report has been saved successfully.

Warehouses:

Stores Selling Category Only:

Sub-Cat:
 Vendor:
 Brand:
 Item(s):

Period:
 COT:
 Store Type:
 Cut-Off Category Sales:

Select Report Name	User Id	Is Public	Is Scheduled
Bills test	ademo	Y	Y
My Candy Void Report	tbaldwin	N	N
Test...	ademo	Y	N
voidrep1	ademo	y	Y
voidrep2	ademo	N	N
voidrep3	ademo	N	Y

Edit (Report Name)	Userid	Edit (Is Public?)	Delete	Schedule
Bills test	ademo	Y	<input type="button" value="Delete"/>	
My Candy Void Report	tbaldwin	N	<input type="button" value="Delete"/>	
Test...	ademo	Y	<input type="button" value="Delete"/>	
voidrep1	ademo	y	<input type="button" value="Delete"/>	
voidrep2	ademo	N	<input type="button" value="Delete"/>	
voidrep3	ademo	N	<input type="button" value="Delete"/>	

Void Report

Edit (Report Name)	Userid	Edit (Is Public?)	Delete	Schedule
Bills test	ademo	Y	Delete	
My Candy Void Report	tbaldwin	N	Delete	
Test...	ademo	Y	Delete	
voidrep1	ademo	y	Delete	
voidrep2	ademo	N	Delete	
voidrep3	ademo	N	Delete	

Back

SCHEDULE REPORT : MY CANDY VOID REPORT

One Time Daily Weekly Monthly

Start: 4/19/2021 13:00

Recur every: days

Recur every: 2 weeks on:

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Months: Days: On:

Email ID(s):

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

Enabled

Cancel Apply

Mon 4/19/2021 7:23 PM
productsupport@msa.com
My Candy Void Report -- One Time Report

To Baldwin, Thomas; Baldwin, Thomas

My Candy Void Report - VoidReport.zip
3 KB

Dear : Tom.Baldwin

Please find the attachment for your "My Candy Void Report -- One Time Report".

If you have any issues, please feel free to contact: productsupport@msasystems.com

Thank-you.

CDA InfoMetrics Administrator

Void Report

Which stores are NOT buying brand “x” from us within the last 52 weeks?

How many stores that are buying “x” category are not buying from “x” vendor?

Provide sales with a focus store list of which customers are not purchasing target brands from us

Void Report

Answer: There are 133 stores that have NOT purchased brand “x” within that last 52 weeks.

Answer: We’ve identified 52 stores that are buying the Chocolate Bars subcategory and have not purchased the same from vendor ‘x’.

Your sales team has a focus on increasing revenue by identifying the “easy wins”









CUSTOMER PORTAL

&

BUSINESS REVIEW DECK

Customer Portal

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Customer Accounts: 4 / 15 / 2021

CUSTOMERS LIST CUSTOMER NAME : # STORES USED: 845 # STORES SUBSCRIBED: 99999 [ADD NEW CUSTOMER](#)

Customer Name	Store Count	Edit	Delete	Manage Users
Bob's List	6	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Demo Customer	9	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover Test	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint 3	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint-2	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Here 'n There	69	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
JWD	3	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jay - retest	290	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff Test	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
MailTest	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Rip Tide	17	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Snookies	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Test 123	2	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Test Accion	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>

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Customer Portal

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

Customer Accounts: 4 / 15 / 2021

CUSTOMERS LIST CUSTOMER NAME : Search # STORES USED: 845 # STORES SUBSCRIBED: 99999 [ADD NEW CUSTOMER](#)

Customer Name	Store Count	Edit	Delete	Manage Users
Bob's List	6	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Demo Customer	9	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover Test	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>

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Manage Customer Details

CUSTOMER DETAILS




Customer Name: x *

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Customer Portal

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Warehouse: State: City:
Zip: Bill-to-ID: Ship-to-ID:
ACV: COT: Store Type:
Sales Rep: Store Name: Show Top Results.

Search Results: Selected store(s) is/are added successfully.

<input type="checkbox"/>	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State
<input type="checkbox"/>	AMERICAN IDLE #1	WH1	284165	001	324 3RD ST S	WILMER	TX
<input type="checkbox"/>	AMERICAN IDLE #2	WH1	284165	002	1823 HWY 95	MEAD	OK
<input type="checkbox"/>	AMERICAN IDLE #3	WH1	284165	003	6744 W EDEN CT	MARIETTA	OK
<input type="checkbox"/>	B&D GROCERY	WH3	99999999	940247	402 N MAIN ST	RADCLIFF	IA
<input type="checkbox"/>	B-MART	WH3	99999999	964213	11706 AL HIGH...	RAYVILLE	IA

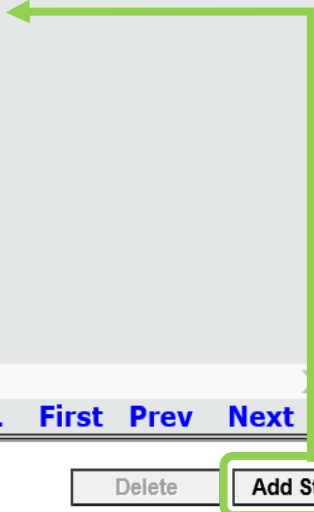
Selected Store(s)

<input type="checkbox"/>	Store Name	Warehouse ID	Bill-to-ID	Ship-to-ID	Address	City	State
<input type="checkbox"/>	AMERICAN IDLE #1	WH1	284165	001	324 3RD ST S	WILMER	TX
<input type="checkbox"/>	AMERICAN IDLE #2	WH1	284165	002	1823 HWY 95	MEAD	OK
<input type="checkbox"/>	AMERICAN IDLE #3	WH1	284165	003	6744 W EDEN CT	MARIETTA	OK

Customer Stores

Sales Rep ID Sales Rep Name

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Customer Stores





SELECT CUSTOMER STORES






<input type="checkbox"/>	Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Address	City	State	Zip	Class of Trade	S
<input type="checkbox"/>	284165	001	IDLE MADNESS	AMERICAN IDLE #1	324 3RD ST S	WILMER	TX	75172	LIQUOR STORE	In
<input type="checkbox"/>	284165	002	IDLE MADNESS	AMERICAN IDLE #2	1823 HWY 95	MEAD	OK	73449	OTHER	In
<input type="checkbox"/>	284165	003	IDLE MADNESS	AMERICAN IDLE #3	6744 W EDEN CT	MARIETTA	OK	73448	OTHER	In

< 1 of 1 First Prev Next Last >

Cancel | Back | **Add Stores** | Delete

Customer Portal



Contact Us  

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

Manage Customer Access Permissions

CUSTOMER ACCESS PERMISSIONS

Please choose among the following reports to be made accessible to this customer:

<input type="checkbox"/>	Report Name
<input checked="" type="checkbox"/>	Product View
<input checked="" type="checkbox"/>	Store View
<input checked="" type="checkbox"/>	Void Report
<input checked="" type="checkbox"/>	SKU Report
<input checked="" type="checkbox"/>	Gap Report
<input checked="" type="checkbox"/>	Market Benchmark
<input type="checkbox"/>	Programs

Cancel Back Next

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Customer Details

CUSTOMER DETAILS

Customer Name:

REPORTS ACCESSIBLE
Product View, Store View, Void Report, SKU Report, Gap Report, Market Benchmark

STORE DETAILS (NO. OF STORES SELECTED: 3)


Bill-to-ID	Ship-to-ID	Bill-to-Name	Store Name	Address	City	State	Zip	Class of Trade	Store Ty
284165	001	IDLE MADNESS	AMERICAN IDLE #1	324 3RD ST S	WILMER	TX	75172	LIQUOR STORE	Indepenc
284165	002	IDLE MADNESS	AMERICAN IDLE #2	1823 HWY 95	MEAD	OK	73449	OTHER	Indepenc
284165	003	IDLE MADNESS	AMERICAN IDLE #3	6744 W EDEN CT	MARIETTA	OK	73448	OTHER	Indepenc

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Cancel Back **Save**

Customer Portal

Thu 4/15/2021 2:54 PM
productsupport@msa.com
New Customer Account Created

To  Baldwin, Thomas

Dear Tom Baldwin:

Customer portal account has been created successfully for Customer #1.

Thanks.

InfoMetrics Administrator

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

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Customer Accounts: 4 / 15 / 2021

CUSTOMERS LIST CUSTOMER NAME : customer Search # STORES USED: 845 # STORES SUBSCRIBED: 99999 [ADD NEW CUSTOMER](#)

Customer Name	Store Count	Edit	Delete	Manage Users
Customer #1	3	Edit	Delete	Manage Users

Access Portal Here


Customer Portal



YOUR LOGO
HERE

"Your Company Name"

Customer Portal

[Contact Us](#) @ 

Overview
Product
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Rip Tide

Customer Overview: [4/3/2021](#)

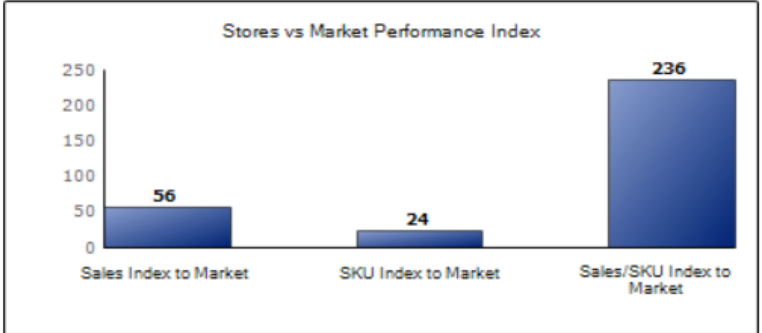
vs. Distributor Warehouse
 vs. Region : NORTHEAST COT: CONVENIENCE STORE

Select the Category to view your Performance in Categories versus the Market

Category: All Categories
Sub-Cat: All Sub-Categories
Period: YTD

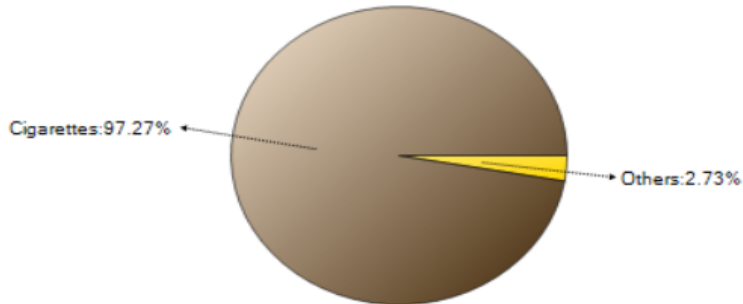
Category > All Categories	YTD Ending April 03, 2021
Customer Average Sales/Store/Wk :	\$3,398.63
Market Average Sales/Store/Wk :	\$6,016.36
Sales Index to Market :	56.5
Customer Average SKUs Stocked :	106
Market Average SKUs Stocked :	442
SKU Index to Market :	24.0
Customer Average Sales/SKU/Store/Wk :	\$32.10
Sales/SKU Index to Market :	235.8
Market Average Sales/SKU/Wk :	\$13.61

All Categories > All Sub-Categories



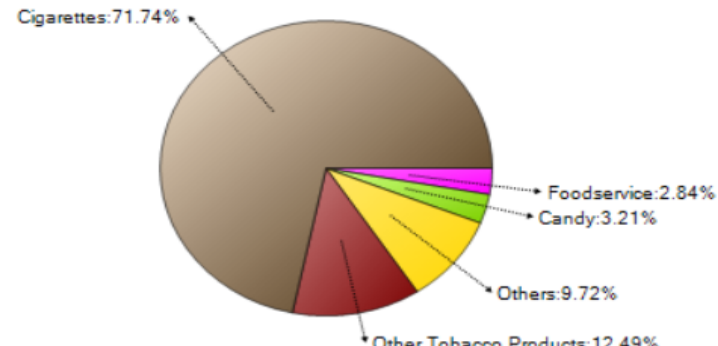
Stores vs Market Performance Index

Metric	Value
Sales Index to Market	56
SKU Index to Market	24
Sales/SKU Index to Market	236



Customer

Cigarettes	97.27%
Others	2.73%




Market

Cigarettes	71.74%
Other Tobacco Products	12.49%
Others	9.72%
Candy	3.21%
Foodservice	2.84%

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"Your Company Name"



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Rip Tide

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Product View: [4 / 3 / 2021](#)

 Report
  Clear



Report Name: <- New ->

State: All States ▼

Store Name: All Stores ▼


	Total Categories	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
- Total Categories		\$3,715,248.18	584.5%	109,337	351.8%	\$751,096.71	38.4%	20,111
	Category							
+ Cigarettes		\$3,587,887.30	604.6%	67,252	497.2%	\$730,603.26	43.5%	13,411
+ Other Tobacco Products		\$93,269.78	383.5%	22,849	290.7%	\$14,608.95	-24.3%	3,511
+ Dairy & Deli Products		\$16,709.61	368.7%	8,110	394.8%	\$3,929.28	10.2%	1,911
+ Packaged Beverages		\$4,723.40	383.4%	1,881	365.6%	\$690.06	-29.4%	2,111
+ Frozen Foods		\$4,468.90	-39.7%	1,861	-42.2%	\$0.00	-100.0%	1,811
+ Packaged Sweet Snacks		\$3,353.13	720.5%	3,827	665.4%	\$523.59	28.1%	6,111
+ Edible Grocery		\$1,380.56	N/A	841	N/A	\$336.34	292.8%	2,111
+ Candy		\$1,118.06	N/A	1,447	N/A	\$137.03	373.3%	1,111
+ Liquor		\$847.92	782.4%	323	707.5%	\$149.58	55.7%	1,111
+ Foodservice		\$827.38	-38.9%	625	-42.6%	\$0.00	-100.0%	1,111

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

Export All 
Export To MS Excel 

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Customer Portal





YOUR LOGO
HERE

"Your Company Name"

Customer Portal

[Contact Us](#)  

Rip Tide

Store View: [4 / 3 / 2 0 2 1](#)


Cat:

Sub-Cat:

Vendor:


Brand:

Item:



Total Stores		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
Rip Tide		\$3,715,248.18	584.5%	109,337	351.8%	\$751,096.71	38.4%	20,15
Store Name								
	RIP TIDE MART #136, 2105 16TH AVE E...	\$594,250.74	638.5%	18,369	383.7%	\$122,505.41	52.3%	3,30
	RIP TIDE MART #142, 1925 ORCHARD...	\$558,097.73	549.5%	15,671	307.8%	\$111,462.99	29.7%	2,80
	RIP TIDE MART #135, 1 HILLTOP DR, G...	\$532,895.18	670.1%	14,359	415.0%	\$108,328.21	56.6%	2,80
	RIP TIDE MART #144, 1206 HWY 13 N,...	\$362,006.33	521.1%	8,689	273.6%	\$74,729.81	28.2%	1,50
	RIP TIDE MART #146, 1377 MALLALIEU...	\$268,386.72	555.6%	7,806	218.1%	\$55,651.16	35.9%	1,30
	RIP TIDE MART #148, 5329 HWY 61, FA...	\$244,186.02	534.1%	5,221	415.4%	\$44,596.27	15.8%	90
	RIP TIDE MART #134, 1873 HWY 45 S,...	\$204,045.29	668.0%	4,406	545.1%	\$45,484.68	71.2%	90
	RIP TIDE MART #143, 678 HWY 35 S, S...	\$161,552.61	574.0%	3,022	456.5%	\$30,562.29	27.5%	50
	RIP TIDE MART #138, 5535 JIMMY CAR...	\$144,683.27	643.4%	5,040	482.0%	\$33,271.51	71.0%	80
	RIP TIDE MART #140, 729 HWY 441, FA...	\$136,992.33	517.2%	7,312	238.5%	\$31,854.42	43.5%	1,40

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



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Customer Portal



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"Your Company Name"

Customer Portal



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Overview
Product
Store
Reports
Programs

Rip Tide

Void Report
 SKU Report
 Gap Report

Market Benchmark Report: [4/3/2021](#)

PRODUCT FILTER

Category: Candy Sub Category: Market Benchmark Manufacturer: All Manufacturers

STORE FILTER

Warehouse: Warehouse 2 State: All States Store Name: All Stores

Duration: 13 Week

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

SKUs	Brand Name	Manufacturer	Brand Family	Stores Selling	Void Stores	Dollars	Dollars Chg Vs YAGO
422220	REESE'S PB CUP KS 24/2.8 OZ	HERSHEY COMPANY	REESE'S				
643007	SNICKERS SHARE SZ 24/3.29 OZ	MARS WRIGLEY CONF...	SNICKERS				
412429	M&M'S PEANUT SHARE SZ 24/3.27 OZ	MARS WRIGLEY CONF...	M&M'S				
254243	REESE'S FASTBREAK KS 18/3.5 OZ	HERSHEY COMPANY	REESE'S				
462648	REESE'S STICKS KS 24/3 OZ	HERSHEY COMPANY	REESE'S				
685123	TWIX CRML SHARE SZ 24/3.02 OZ	MARS WRIGLEY CONF...	TWIX				
314393,545004	REESE'S PB BIG CUP KS 16/2.8 OZ	HERSHEY COMPANY	REESE'S				
408872	HSY MILK CHOC KS 18/2.6 OZ	HERSHEY COMPANY	HERSHEY MILK				
406355	REESE'S PB CUP STD 36/1.5 OZ	HERSHEY COMPANY	REESE'S				
	SNICKERS ORIG STD 48/1.86 OZ	MARS WRIGLEY CONF...	SNICKERS				
408880	HSY ALMOND KS 18/2.6 OZ	HERSHEY COMPANY	HERSHEY ALMOND				

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Customer Portal

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

Customer Accounts: 4 / 20 / 2021

CUSTOMERS LIST CUSTOMER NAME : Search # STORES USED: 845 # STORES SUBSCRIBED: 99999 [ADD NEW CUSTOMER](#)

Customer Name	Store Count	Edit	Delete	Manage Users
Bob's List	6	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Customer #1	3	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Demo Customer	9	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover Test	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint 3	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint-2	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Here 'n There	69	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
JWD	3	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jay - retest	290	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff Test	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
MailTest	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Rip Tide	17	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Snookies	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Test 123	2	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>

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Customer Portal

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Product

Store

Data Info

Map

Reports

Inventory

Programs

Customer

Partner

SpaceMetrics

Tom Baldwin

CUSTOMER ACCOUNTS

Customer User Accounts: 4/20/2021

USERS LIST (CUSTOMER NAME : CUSTOMER #1)

[ADD NEW USER](#)

There is no user accounts to display.

Customer Portal

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Manage User Details

USER DETAILS

User ID:	<input type="text" value="acustomer"/>	*
First Name:	<input type="text" value="First"/>	*
Last Name:	<input type="text" value="Last"/>	
Email ID:	<input type="text" value="acustomer@store.com"/>	*
Re-Enter Email ID:	<input type="text" value="acustomer@store.com"/>	x *

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Confirm User Details

USER CONFIRMATION DETAILS



User ID:	<input type="text" value="acustomer"/>	*
First Name:	<input type="text" value="First"/>	*
Last Name:	<input type="text" value="Last"/>	
Email ID:	<input type="text" value="acustomer@store.com"/>	*
Re-Enter Email ID:	<input type="text" value="acustomer@store.com"/>	*






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Message from webpage X

 An email will be sent to First Last with the User ID and password. You will also be sent a copy of this email – but please be sure to verify with your User.

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[CUSTOMER ACCOUNTS](#) **Customer User Accounts: 4 / 20 / 2021**

USERS LIST (CUSTOMER NAME : CUSTOMER #1) [ADD NEW USER](#)

User ID	Email	First Name	Last Name	Edit	Delete
acustomer	acustomer@store.com	First	Last	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

1 of 1 [First](#) [Prev](#) [Next](#) [Last](#)

Business Review Decks

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Customer Accounts: 4 / 20 / 2021






CUSTOMERS LIST CUSTOMER NAME : Search # STORES USED: 845 # STORES SUBSCRIBED: 99999 [ADD NEW CUSTOMER](#)

Customer Name	Store Count	Edit	Delete	Manage Users
Bob's List	6	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
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Demo Customer	9	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover Test	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint 3	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Failover test checkpoint-2	500	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Here 'n There	69	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
JWD	3	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jay - retest	290	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Jeff Test	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
MailTest	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Rip Tide	17	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Snookies	4	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>
Test 123	2	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>	<input type="button" value="Manage Users"/>

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Business Review Decks

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Business Review Deck

SCHEDULE

Customer Selection

Search Customer Name:

Note: Submit request can support up to 20 customers

Filtered Customers:

- Bob's List
- Demo Customer
- Failover Test
- Failover test checkpoint 3
- Failover test checkpoint-2
- Here 'n There
- JWD
- Jay - retest
- Jeff
- Jeff Test
- MailTest
- Rip Tide

Selected Customers: (1)


- Customer #1

Please select the duration for which the Deck needs to be generated

Review Start Wk:	<input type="text" value="04/12/20"/>	Review End Wk:	<input type="text" value="04/10/21"/>
Comparison Start Wk:	<input type="text" value="04/14/19"/>	Comparison End Wk:	<input type="text" value="04/11/20"/>
Class Of Trade:	<input type="text" value="ALL STORES"/>	Total Number of Review Weeks: 52	Total Number of Comparison Weeks: 52
Email ID:	<input type="text" value="tbaldwin@msa.com"/>		
Re-Enter Email Id	<input type="text" value="tbaldwin@msa.com"/> <input type="button" value="x"/>		

Business Review Decks

Message from webpage

 Your request has been successfully submitted. The Business Review Deck will be mailed to the specified Email ID.


Don't let this page create more messages


OK

Tue 4/20/2021 5:01 PM

productsupport@msa.com

Customer #1-Business Review Deck

To  Baldwin, Thomas

 Customer #1-Business Review Deck.pptx
1 MB

Dear : Customer #1

Please find the attachment for your "Business Review Deck".

If you have any issues, please feel free to contact: productsupport@msasystems.com

Thank-you.

CDA InfoMetrics Administrator

Business Review Decks



YOUR LOGO HERE

“Your Customer” Business Review Report

Review Period: 01/04/2020 – 12/26/2020
Comparison Period: 01/05/2019 - 12/28/2019

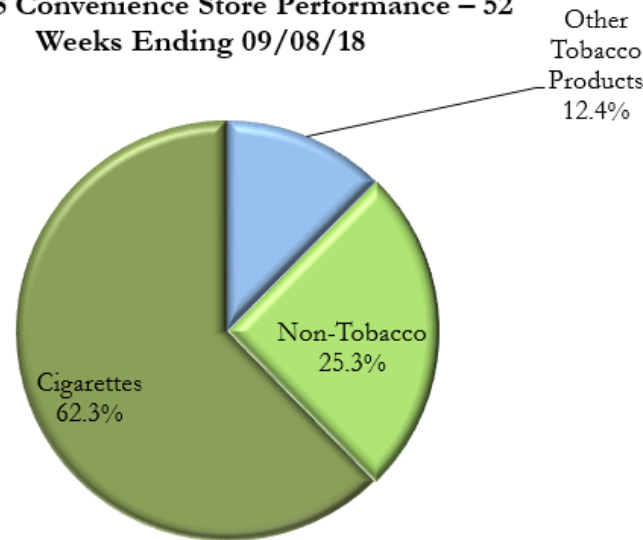
DEMO DISTRIBUTOR
1/05/2021



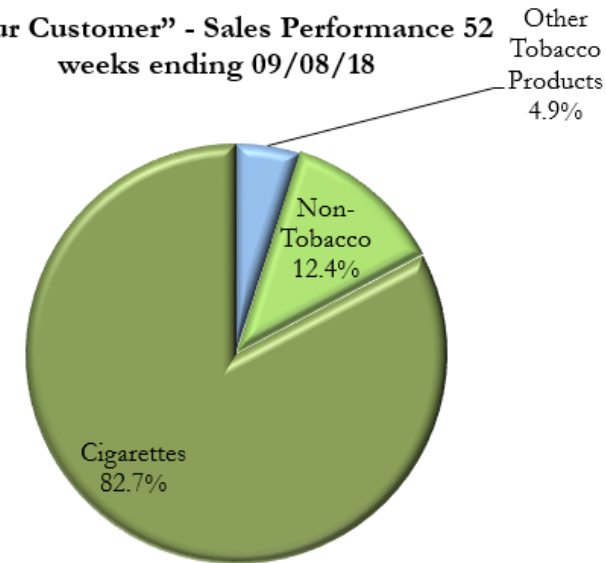
C-Store Market vs Account Performance

- Total convenience store projected warehouse delivered retail sales for 52 weeks ending 12/26/20 were \$90.33 Billion, up 2.1% versus year-ago
- Total “Your Customers” sales for 52 weeks ending 09/08/18 were \$41.65 Thousand, down -96.8% versus year-ago

Total US Convenience Store Performance – 52 Weeks Ending 09/08/18



“Your Customer” - Sales Performance 52 weeks ending 09/08/18



Source: C-Metrics®: Total US Convenience Projection – 52 Weeks Ending 12/26/20

Revenue Increase Opportunities – Non Tobacco

- Total potential of \$224 in annual revenue potential – based on Top 10 voids across Bob's List stores for Non-Tobacco categories.



[Click here to view the void stores list](#)

Category	Void Item	Void Stores	Annual Opportunity(\$)
Candy	TWIX CRML SHARE SZ 24/3.02 OZ	4	\$52
Alternative Snacks	J LINKS ORIG BEEF JERKY 8/3.25 OZ	6	\$27
Candy	REESES BIG CUP KS 16/2.8 OZ	3	\$23
Candy	REESES FASTBREAK KS 18/3.5 OZ	3	\$22
Health & Beauty	5 HOUR ENERGY EXTRA STRENGTH BRY 12/2 OZ	5	\$21
Alternative Snacks	J LINKS PEPPERED BEEF JERKY 8/3.25 OZ	6	\$19
Alternative Snacks	SLIM JIM MONSTER ORIG 18/1.94 OZ	4	\$17
Alternative Snacks	SLIM JIM GIANT ORIG SMKD SNACK TWIN PK 24/1.94 OZ	6	\$15
Alternative Snacks	J LINKS SWEET & HOT BEEF JERKY 8/3.25 OZ	6	\$14
Alternative Snacks	J LINKS PEPPERED BEEF STEAKS 12/2 OZ	6	\$13
Total Non-Tobacco Categories			\$224

Findings and Recommendations

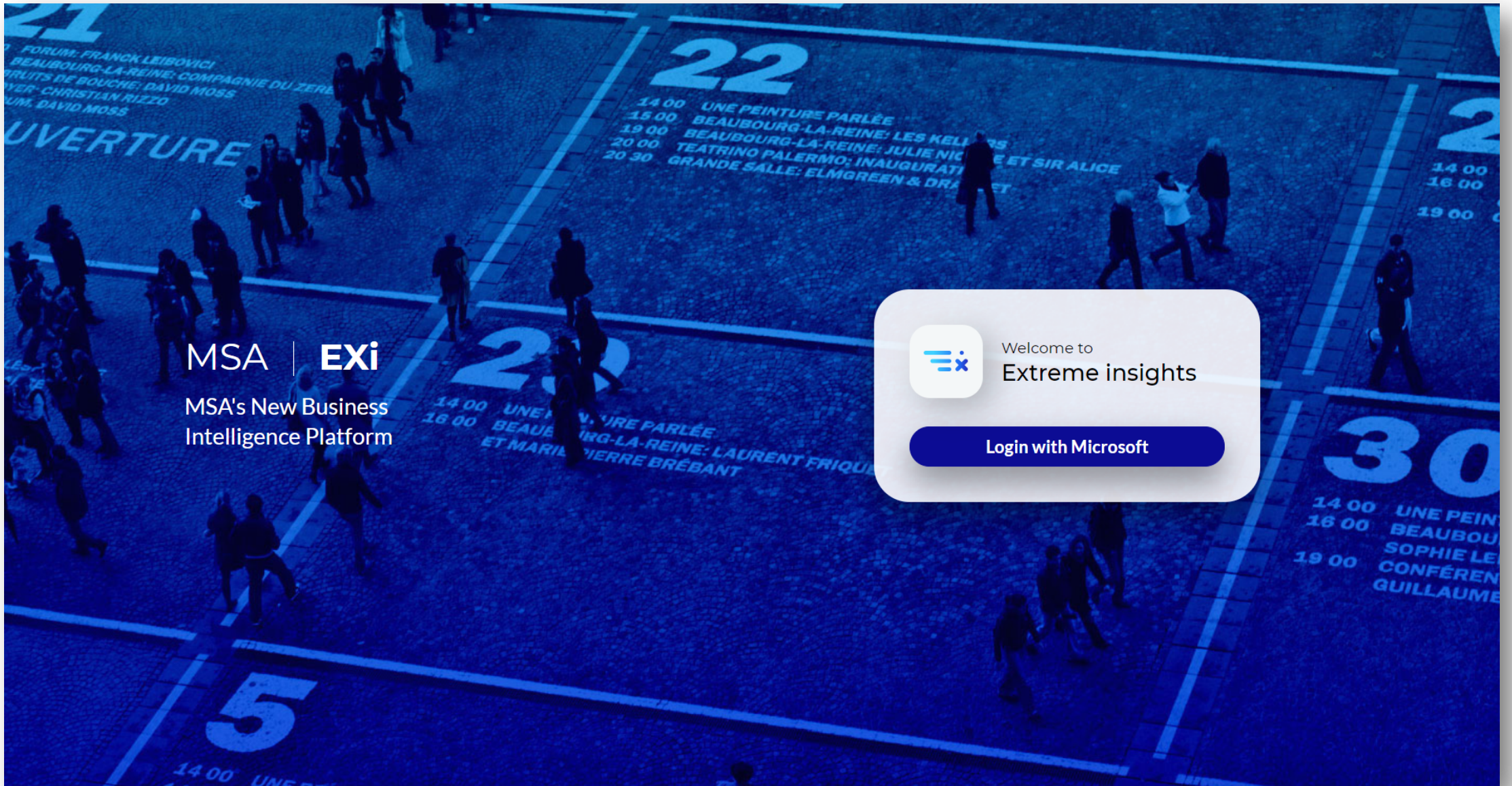
- Total of \$3,900 increased revenue opportunity based on Top 10 SKU voids across the core categories
- Opportunities to increase and rationalize SKUs for the core categories based on KPI report
- Total Customer #1 sales for 52 weeks - ending 04/10/21 - were down - 94.52% across all stores, and -94.52% on a per store basis - declining overall convenience store growth rate
- Total Convenience Store market shows a 6.7% growth across all warehouse delivered categories over the past 52 weeks - driven in part by Ice Cream/Novelties growth by 24.8%



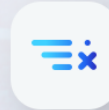


UPCOMING PLATFORM ENHANCEMENTS

InfoMetrics on Extreme Insights



MSA | EXi
MSA's New Business
Intelligence Platform



Welcome to
Extreme insights

Login with Microsoft

Target Functional Features for CDA Users

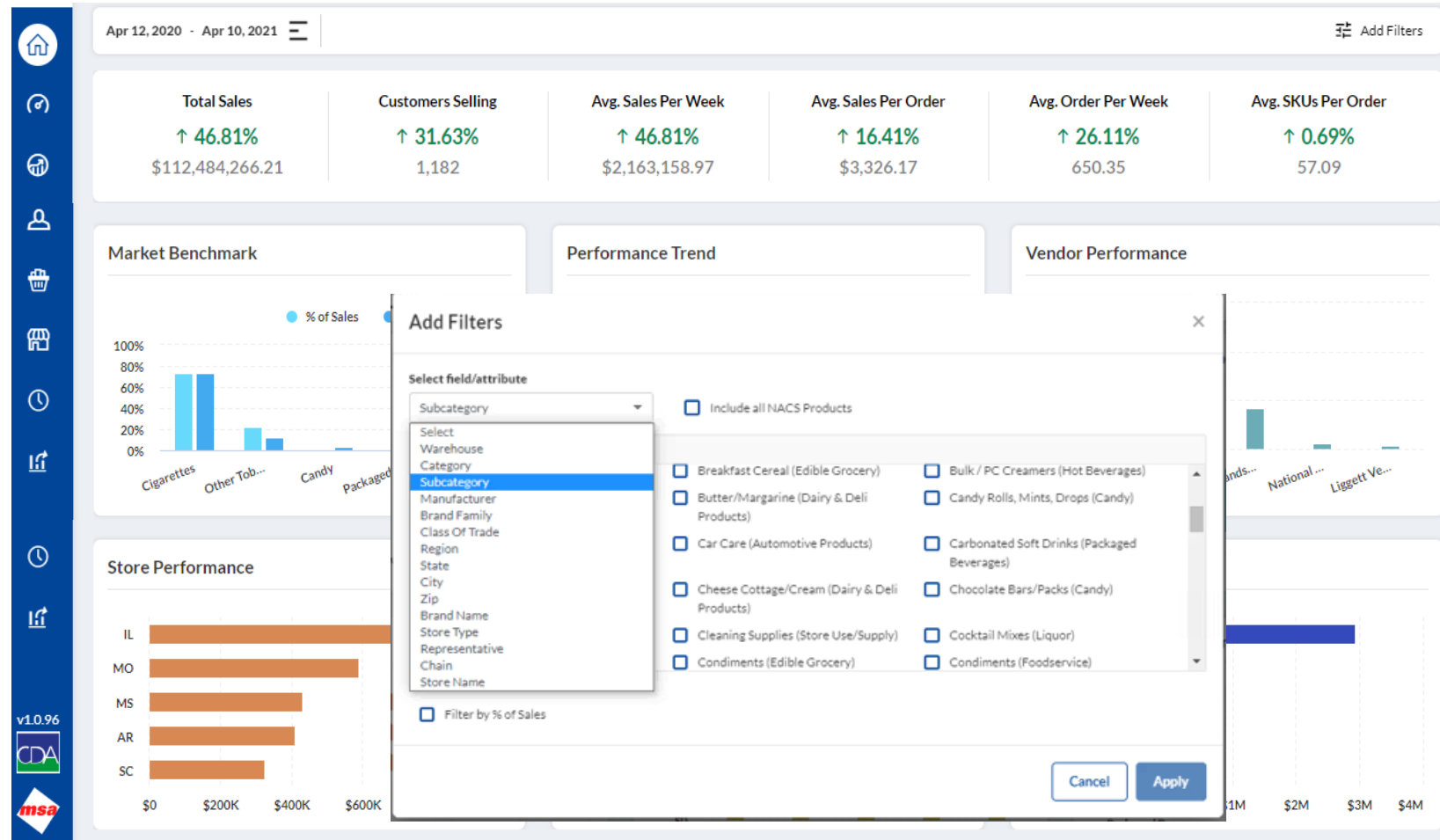
- Modern intuitive application design
- Chart and Dashboard visualization with tabular detail reporting
- Access down to the lowest level of data throughout the application
- Multiformat report exporter and report scheduling tool
- Easy to consume CDA reports and measures
- Advanced filtering functionality across the application

Target Technical Features for CDA Users

- Cross browser compatibility (Chrome, Edge, Firefox, Safari)
- Responsive adaptive design to work across devices
- Secure access controls and user management
- Core extendable architecture built on cutting-edge cloud technology
- Use of visual framework to support white-labeling/branding as well as theming and customization

InfoMetrics on Extreme Insights- Dashboards

- Clean intuitive design
- Multiple reports available at one time
- Filters work across many reports all at once
- Easy navigation
- Visual overview of reports



InfoMetrics on Extreme Insights- Reports

- Visual with detailed tabular to most granular level
- Pop out summary at lowest item level
- Easy consistent drilldown and filters
- Reduce click through to get data

msa Top Products Home / Reports / Top Products **InfoMetrics** Welcome, Godfrey, Paul A-DEMO DISTRIBUTOR

Add/Remove/Reorder Column

Select the measures that you would like to see in table.

Hierarchy: **Product** Location

- Category > Sub-Category > Brand family > Brand (Item)
- Manufacturer > Brand family > Brand (Item)

CMetrics Product Hierarchy

- Category > Sub-Category > Brand family > Brand (Item)
- Manufacturer > Brand family > Brand (Item)

Measures 51 [Restore to default](#)

Sales	Stores
<input checked="" type="checkbox"/> % Dist Sales	<input checked="" type="checkbox"/> # Stores Selling
<input checked="" type="checkbox"/> Distributor Rank	<input checked="" type="checkbox"/> % Chng # Stores Selling
<input checked="" type="checkbox"/> \$ Sales	<input checked="" type="checkbox"/> # Stores Not Selling
<input checked="" type="checkbox"/> \$ Sales Yago	<input type="checkbox"/> % Dist Distribution
<input checked="" type="checkbox"/> % Chng \$ Sales	<input type="checkbox"/> % Market Distribution
<input type="checkbox"/> % Market Sales	<input type="checkbox"/> % Distribution Gap
<input type="checkbox"/> \$Sales Market	<input type="checkbox"/> Avg SKU's

Column Order 8

-
-
-
-
-
-
-
-

Note: Measures in bold are default measures

InfoMetrics on Extreme Insights – Next Steps

- Actively scheduling demos & onboarding participants
- Additional features & functionality released every 3 weeks
- Upcoming BRD rollout
- Continual engagement with users to provide feedback on future enhancements



InfoMetrics

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Distributor Advantage

Competitive Pricing

Return On Investment

Questions





Thank You!



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Product Manager
InfoMetrics
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