

# **PepsiCo Ukraine. История успеха с QlikView**

## Хронология

I. Sandora [1995 - 2007]

II. Sandora + PepsiCo [2007 - 2011]

III. PepsiCo + Wimm Bill Dann [2011 - ...]

**Juices & Nectars**

**CSD**

**Ice Tea**



**PEPSICO**

UKRAINE

**Snacks**

**Dairy & BF**

**Mineral Water**

# Почему PepsiCo Ukraine выбирает QlikView?

1С

5 отчетов

формирование одного из которых занимало около 4-х (!) часов



Производительность?!  
Увеличение к-ва отчетов?!

Cognos

80 отчетов  
интерактивный портал

невыполнима задача детализации данных до точек доставки (когда речь идет о >=10 000 строк (!))

# Почему PepsiCo Ukraine выбирает QlikView?

## Cognos

80 отчетов  
ИНТЕРАКТИВНЫЙ  
портал

невыполнима задача  
детализации данных  
до точек доставки  
(когда речь идет о  
**>=10 000 строк (!)**)



Visualization?!  
Coolers effectiveness?!  
Visits + Sales?!

## QlikView

> 100 отчетов

невыполнимые  
задачи пока  
в QlikView  
не обнаружены! 😊

# QlikView ... BI developers, analysts & users



3 devs

## BI developers

Ответственные за создание новых QV приложений и отчетности в NP, изменение функциональности существующих QV приложений и существенные доработки отчетности в NP



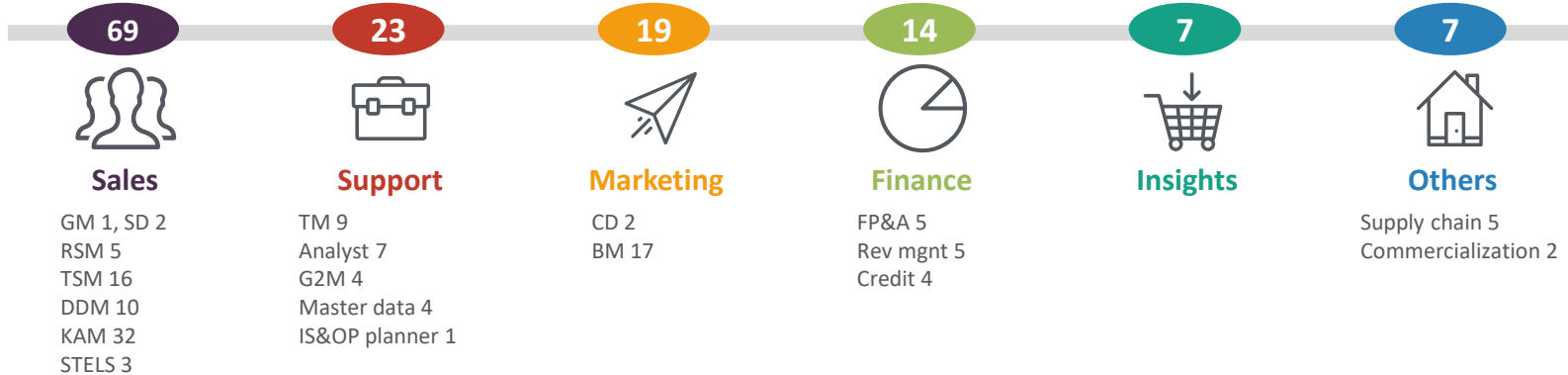
3 analysts

## BI analysts

Ответственные за формирование и анализ отчетности, небольшие доработки отчетности в NP, обучение пользователей работе в QV приложениях, анализ и формирование потребностей в изменениях в QV&NP



Users 141



# PepsiCo Ukraine. QV Applications

## DSD

данные по первичным продажам, заказам, визитам, выполнению плана (2 года)

## DSD History

данные по первичным продажам (история с 2011-го года)

## 3PD

данные по вторичным продажам дистрибуторов

## Chains

данные по вторичным и третичным продажам РЦ клиентов

## AR

данные по дебиторской задолженности

## Plans

приложение с планами компании, как в объемных показателях, так и в финансовых

## Deck

приложение для еженедельного анализа продаж и выполнения плана на собрании ТОП менеджмента

## S&D

приложение для анализа S&D затрат в разрезе подразделений и статей затрат

## WBD moves

приложение для анализа заказов и перемещений молочной продукции

## Licenses

приложение для анализа использования лицензий QV

# QV Applications ... examples

Data actual to: 04.03.2018

Current Month (c) Current Month Previous Month Volume (M.L./Kg) Quantity (M.pcs) Hide All

Current Selections

Fields Values

BusinessType BEV&SN

SKU 180 of 588

Selections clearing

OT TT FS Dist Subcategory

BEV&SN DA18BF Juices & Nectars

JUCES TMP YDG POTATO chips

BEV BEV Crisp bread

SNACKS BF

Brand Product Type

7Up CSD

Sadochok Ice Tea

Sandora Juice

Sandorik

Subbrand Product Family

7Up Lemon Lays Max

Aqua Minerale Active Lays Reg

Essentuki Water Lays Strong

LS MS SS Modern Traditional

PackSize Packtype

10 L 1.5 L PET

2 L 1.45 L Can Tetra Pak

1.93 L 1 L Packet Both

Channel	Volume (M.L./Kg)				ACB			
	CY	vs AOP	vs PY	Δ vs P/W	CY	vs AOP	vs PY	Dec-Feb'18
OT	10 310	-13%	8%	▼ -5%	21 884	-11%	13%	1,5
TT	5 528	-13%	14%	▼ -3%	11 582	-7%	21%	29,0
FS	2 468	-3%	31%	▲ 0%	4 931	-1%	34%	15,8
Dist	4 079	-11%	9%	▼ -13%	8 755	-1%	25%	0,0
<b>Total</b>	<b>22 385</b>	<b>-12%</b>	<b>12%</b>	<b>▼ -5%</b>	<b>46 952</b>	<b>-7%</b>	<b>19%</b>	<b>46,5</b>

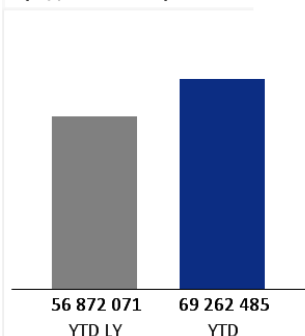
ProductCat...	Volume (M.L./Kg)				ACB			
	CY	vs AOP	vs PY	Δ vs P/W	CY	vs AOP	vs PY	CY vs PY
OT w/o TOP 5	3 316	117%	9%	▼ -0%	7 171	135%	17%	1,5
ATB	3 615	4%	-5%	▼ -6%	7 667	10%	8%	0,0
Silpo	1 374	14%	9%	▲ 3%	2 836	18%	12%	0,1
METRO	1 281	29%	51%	▼ -19%	2 366	17%	20%	0,0
Ekspanziya	423	11%	27%	▼ -16%	913	21%	29%	0,0
Auchan	301	-15%	10%	▼ -14%	731	3%	8%	0,0
<b>Total</b>	<b>10 310</b>	<b>30%</b>	<b>8%</b>	<b>▼ -5%</b>	<b>24 684</b>	<b>-86%</b>	<b>13%</b>	<b>1,6</b>

ProductCat...	Volume (M.L./Kg)				ACB			
	CY	vs AOP	vs PY	Δ vs P/W	CY	vs AOP	vs PY	CY vs PY
JUKES	7 020	3%	12%	▼ -9%	14 586	0%	16%	41,2
BEV	14 651	-18%	11%	▼ -6%	30 982	-10%	21%	43,7
SNACKS	713	-2%	22%	▼ -7%	1 384	-7%	20%	32,2
<b>Total</b>	<b>22 385</b>	<b>-12%</b>	<b>12%</b>	<b>▼ -5%</b>	<b>46 952</b>	<b>-7%</b>	<b>19%</b>	<b>46,5</b>

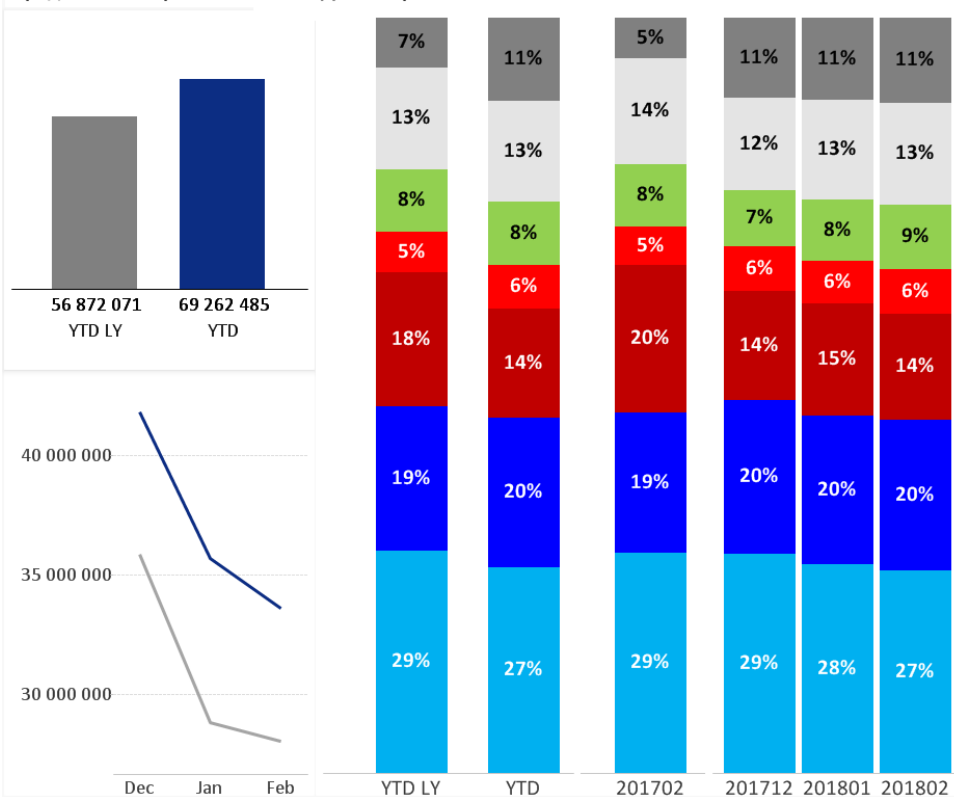
Route KPI dashboard\_sales hierarchy

SD	RSM	UM	Routed visits, plan	Routed visits, fact	Routed visits, %	Successful routed visits, %	Successful routed visits, %	Successful non-routed visits, %	Successful non-routed visits, %	Non-routed visits, fact	Total visits, fact	Total successful visits, fact	Avg delivery, liters	Avg route sales, items per day	Avg frequency of visits, plan	Routes quantity
SD-01	RSM-EAST-01	Total	23.6	22.4	95%	15.8	71%	4.8	17%	5.3	27.7	20.6	95.2	1957.6	3.1	385
		UM-DN-01	22.5	22.2	99%	16.0	72%	3.9	15%	4.5	26.5	19.9	96.7	1829.0	3.1	100
		UM-PT-01	21.3	20.7	97%	13.9	67%	3.8	15%	4.7	25.3	17.7	80.5	1427.1	2.6	18
		UM-SM-01	20.7	20.6	99%	14.9	72%	3.0	13%	3.4	24.0	17.9	99.4	1777.9	2.6	11
		UM-MA-01	23.2	22.1	95%	15.0	68%	4.7	17%	5.3	27.4	19.7	101.2	1991.6	3.2	26
		Total	24.6	24.0	98%	18.1	75%	5.9	20%	6.3	30.3	24.1	89.2	2 146.3	3.0	66
		UM-KV-TT-1	24.6	24.0	98%	18.1	75%	5.9	20%	6.3	30.3	24.1	89.2	2 146.3	3.0	66
		Total	23.6	20.9	89%	13.8	66%	5.2	19%	6.1	27.0	19.1	103.0	1 962.4	3.2	126
		UM-MK-01	25.2	21.7	86%	14.1	65%	5.3	19%	6.2	27.8	19.4	105.6	2 048.7	3.7	42
		UM-ZP-01	22.1	21.8	99%	14.6	67%	5.4	20%	5.8	27.6	20.1	92.6	1 856.9	2.5	14
		UM-OP-01	21.8	20.5	94%	13.4	65%	5.0	19%	5.5	26.0	18.4	96.2	1 768.6	2.5	21
		UM-DD-TT-1	24.2	19.9	82%	13.7	63%	5.7	23%	6.9	26.8	19.4	110.0	2 137.2	3.7	37
UM-RR-01	23.7	21.1	97%	13.1	62%	3.6	14%	4.3	25.4	16.7	95.7	1 596.3	2.8	12		
Total	24.2	23.9	99%	17.4	73%	4.2	15%	4.6	28.5	21.5	90.3	1 943.5	3.0	93		
UM-LV-01	24.4	24.2	99%	17.3	71%	5.3	18%	5.9	30.1	22.6	84.4	1 910.8	3.1	49		
UM-RV-01	25.3	24.8	98%	18.8	76%	3.1	11%	3.3	28.1	22.0	97.3	2 136.8	2.9	22		
UM-VN-01	22.8	22.4	99%	16.5	73%	3.3	13%	3.8	26.2	19.8	100.8	1 992.8	2.7	12		
UM-ZT-01	22.4	22.3	99%	15.5	70%	1.7	7%	2.0	24.2	17.2	94.2	1 619.0	2.9	10		

Продажи категории



Доли марок





# Самый популярный инструмент пользователей QlikView

Navigation: About | Tips | DICTIONARY | Selections | TE\_Selections | Dynamics | Average values | Outlets purchased N SKU | Outlets | The same store | SALES / NO SALES | Scorecard | REPORT TOOLKIT

Actual sales date: 04.03.2018 | HELP | 2016 | 2017 | 2018 | H1 | H2 | Q1 | Q2 | Q3 | Q4 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Mo | Tu | We | Th | Fr | Sa | Su

Current selections: Field ... Value

- Канал сб... Domestic
- Год 2017
- Месяц May
- SKU 310 of 731
- % Category

Selections clearing

**Selections** | Dimensions | Metrics

RSM_Code	<input type="checkbox"/>	KAM_L0_Code	<input type="checkbox"/>	Sales channel...	Domestic	Regional centre	<input type="checkbox"/>	Coolers pres...	<input type="checkbox"/>	Product Category 1	<input type="checkbox"/>
TSM_Code	<input type="checkbox"/>	KAM_L0_N...	<input type="checkbox"/>	Sales channel...		Region	<input type="checkbox"/>	Is_LowVpo	<input type="checkbox"/>	Category	<input type="checkbox"/>
TSM_Name	<input type="checkbox"/>	KAM_L1_Code	<input type="checkbox"/>	Sales channel...		District	<input type="checkbox"/>	Stels_Model ...	<input type="checkbox"/>	Business types	<input type="checkbox"/>
UM_Code	<input type="checkbox"/>	KAM_L1_N...	<input type="checkbox"/>	Sales channel...		Locality	<input type="checkbox"/>	Is_Dairy_TS0	<input type="checkbox"/>	Shelf type	<input type="checkbox"/>
TDM_Code	<input type="checkbox"/>	KAM_L2_Code	<input type="checkbox"/>	SC L2 short		CityClassification	<input type="checkbox"/>	In a route TS0	<input type="checkbox"/>	Marginality Type	<input type="checkbox"/>
TDM_Name	<input type="checkbox"/>	KAM_L2_N...	<input type="checkbox"/>	Seasonality		CityOrRural	<input type="checkbox"/>	Operation type	<input type="checkbox"/>	Subcategory	<input type="checkbox"/>
Route_Code	<input type="checkbox"/>	KAM_L3_Code	<input type="checkbox"/>	ABCD category		Outlet (code)	<input type="checkbox"/>	Returns group	<input type="checkbox"/>	Product type	<input type="checkbox"/>
Route_Name	<input type="checkbox"/>	KAM_L3_N...	<input type="checkbox"/>	Division Nielsen		Outlet (name)	<input type="checkbox"/>	Returns Reason	<input type="checkbox"/>	Product family	<input type="checkbox"/>
Sales team (prod...	<input type="checkbox"/>	Chain type	<input type="checkbox"/>	Department		Outlet (address)	<input type="checkbox"/>	Way of maki...	<input type="checkbox"/>	Product Category 4	<input type="checkbox"/>
Sales team (cha...	<input type="checkbox"/>	Warehouse	<input type="checkbox"/>	Warehouse		Contractor main	<input type="checkbox"/>	Konechniy p...	<input type="checkbox"/>	Brand	<input type="checkbox"/>

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Current selections: Field ... Value

- Канал сб... Domestic
- Год 2017
- Месяц May
- SKU 310 of 731
- % Category

Selections clearing

**Dimensions** | Metrics

Pick TE\_Dimension

Pick Dimension + Totals

<input type="checkbox"/> RSM_Code	<input type="checkbox"/> KAM_L0_Code	<input type="checkbox"/> SC L2 short	<input type="checkbox"/> CityOrRural	<input type="checkbox"/> Week visit freque...	<input type="checkbox"/> Flavour	<input type="checkbox"/> Operation type	<input type="checkbox"/> Year Month
<input type="checkbox"/> RSM_Name	<input type="checkbox"/> KAM_L0_Name	<input type="checkbox"/> Chain type	<input type="checkbox"/> Regional centre	<input type="checkbox"/> Product Category 1	<input type="checkbox"/> Pack type group	<input type="checkbox"/> Document number	<input type="checkbox"/> Year Quarter
<input type="checkbox"/> TSM_Code	<input type="checkbox"/> KAM_L1_Code	<input type="checkbox"/> Chain	<input type="checkbox"/> Outlet (code)	<input type="checkbox"/> Category	<input type="checkbox"/> Pack type	<input type="checkbox"/> Returns: Group	<input type="checkbox"/> YearWeek
<input type="checkbox"/> TSM_Name	<input type="checkbox"/> KAM_L1_N...	<input type="checkbox"/> Seasonality	<input type="checkbox"/> Outlet (name)	<input type="checkbox"/> Business types	<input type="checkbox"/> Serving type	<input type="checkbox"/> Returns Reason	<input type="checkbox"/> Date
<input type="checkbox"/> UM_Code	<input type="checkbox"/> KAM_L2_Code	<input type="checkbox"/> ABCD category	<input type="checkbox"/> Outlet (address)	<input type="checkbox"/> Product Category 5	<input type="checkbox"/> Pack size	<input type="checkbox"/> Order source	<input type="checkbox"/> WeekDay
<input type="checkbox"/> UM_Name	<input type="checkbox"/> KAM_L2_N...	<input type="checkbox"/> Division Nielsen	<input type="checkbox"/> Contractor main	<input type="checkbox"/> Subcategory	<input type="checkbox"/> Customer pack size	<input type="checkbox"/> Konechniy potreb...	
<input type="checkbox"/> TDM_Code	<input type="checkbox"/> KAM_L3_Code	<input type="checkbox"/> Department	<input type="checkbox"/> Coolers presence	<input type="checkbox"/> Product type	<input type="checkbox"/> SKU (name)	<input type="checkbox"/> Year	
<input type="checkbox"/> TDM_Name	<input type="checkbox"/> KAM_L3_N...	<input type="checkbox"/> Warehouse	<input type="checkbox"/> Is_LowVpo	<input type="checkbox"/> Product family	<input type="checkbox"/> SKU (code)	<input type="checkbox"/> Month	
<input type="checkbox"/> Route_Code	<input type="checkbox"/> Sales channel L1	<input type="checkbox"/> Region	<input type="checkbox"/> Stels_Model (w/o...	<input type="checkbox"/> Product Category 4	<input type="checkbox"/> Marginality type	<input type="checkbox"/> 2Months	
<input type="checkbox"/> Route_Name	<input type="checkbox"/> Sales channel L2	<input type="checkbox"/> District	<input type="checkbox"/> Is_Dairy_TS0	<input type="checkbox"/> Shelf type	<input type="checkbox"/> Price tier	<input type="checkbox"/> 3Months	
<input type="checkbox"/> Sales team (product)	<input type="checkbox"/> Sales channel L3	<input type="checkbox"/> Locality	<input type="checkbox"/> In a route TS0	<input checked="" type="checkbox"/> Brand	<input type="checkbox"/> Price type	<input type="checkbox"/> Quarter	
<input type="checkbox"/> Sales team (channel)	<input type="checkbox"/> Sales channel L4	<input type="checkbox"/> CityClassification	<input type="checkbox"/> Plan visit week days	<input type="checkbox"/> Subbrand	<input type="checkbox"/> Price type (general)	<input type="checkbox"/> Week	

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Current selections: Field ... Value

- Канал сб... Domestic
- Год 2017
- Месяц May
- SKU 310 of 731
- % Category

Selections clearing

**Metrics**

<input checked="" type="checkbox"/> ACB	<input type="checkbox"/> Doc quantity	<input type="checkbox"/> Rev with VAT	<input type="checkbox"/> GP, %	<input type="checkbox"/> GS	<input type="checkbox"/> D&A	<input type="checkbox"/> D&A free goods	<input type="checkbox"/> _DFT retro
<input checked="" type="checkbox"/> Volume (L/Kg)	<input type="checkbox"/> Coolers quantity	<input type="checkbox"/> Rev w/o VAT	<input type="checkbox"/> COGS	<input type="checkbox"/> GR (Returns)	<input type="checkbox"/> D&A, %	<input type="checkbox"/> DFT CDA	<input type="checkbox"/> _DFT promo
<input type="checkbox"/> Volume M (L/Kg)	<input type="checkbox"/> Coolers quantity (IsSales)	<input type="checkbox"/> GR	<input type="checkbox"/> RM	<input type="checkbox"/> Returns & Ch...	<input type="checkbox"/> OnT	<input type="checkbox"/> _DFT var & fix	<input type="checkbox"/> OnT base
<input type="checkbox"/> Quantity (pos)	<input type="checkbox"/> TE quantity	<input type="checkbox"/> NR	<input type="checkbox"/> MOH	<input type="checkbox"/> Old Fields	<input type="checkbox"/> OnT, %	<input type="checkbox"/> _DFT var	<input type="checkbox"/> OnT contract
<input checked="" type="checkbox"/> Quantity (oss)	<input type="checkbox"/> TE quantity (IsSales)	<input type="checkbox"/> NNR	<input type="checkbox"/> Rev w/o VAT ...		<input type="checkbox"/> DFT	<input type="checkbox"/> _DFT fix	<input type="checkbox"/> OnT CDA
<input type="checkbox"/> w/o base metrics		<input type="checkbox"/> GP	<input type="checkbox"/> GR contract		<input type="checkbox"/> DFT, %	<input type="checkbox"/> _DFTFix indirect	



# Самый популярный инструмент пользователей QlikView

About Tips DICTIONARY Selections TE\_Selections Dynamics Average values Outlets purchased N SKU Outlets The same store SALES / NO SALES Scorecard

Actual sales date: 15.03.2018    HELP    2016 2017 **2018**    H1 H2    Q1 Q2 Q3 Q4    Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

**Current selections**

Field ... Value

Год 2018

Месяц Jan, Feb

SKU 332 of 732

% Category

RT\_Dimen...

**Sales Metrics**

- ACB
- Volume (L/Kg)
- Volume M (L/Kg)
- Quantity (pos)
- Quantity (oss)
- w/o base metrics

**Revenue Metrics**

- Rev with VAT
- Rev w/o VAT
- GR
- NR
- NNR
- GP

**D&A Metrics**

- D&A
- D&A, %
- OnT
- OnT, %
- OffT
- OffT, %

**Plan Metrics**

- MOP (MTD)
- MOP
- AOP SKU (MTD)
- AOP SKU
- AOP (MTD)
- AOP
- P4F (MTD)
- P4F
- P3F (MTD)
- P3F

**VPO & AVG Metrics**

- VPO
- AVG Deliveries Quantity
- AVG SKU in Delivery
- AVG SKU in Outlet
- AVG UAH per L/Kg

**Relative Metrics**

- vs PY
- vs MOP (MTD)
- vs MOP
- vs AOP SKU (MTD)
- vs AOP SKU
- vs AOP (MTD)
- vs AOP
- vs P4F (MTD)
- vs P4F
- vs P3F (MTD)
- vs P3F

**Sales Report**

Category	Brand	ACB	% vs PY, ACB	Volume, L/Kg	% vs PY, Volume [L/Kg]	% vs AOP SKU, Volume [...]
Beverages	<b>Total</b>	<b>41 621</b>	<b>6,1%</b>	<b>20 807 297,4</b>	<b>29,7%</b>	<b>-3,1%</b>
	7Up	8 865	65,2%	443 378,4	22,3%	-2,8%
	Aqua Minerale	3 746	15,9%	109 132,0	-61,0%	-22,4%
	Essentuki	2 823	5,9%	194 949,4	-7,9%	-15,2%
	Evervess	1 073	0,2%	25 815,5	-2,6%	-14,4%
	Lipton	11 691	23,8%	651 330,0	45,0%	18,4%
	Mirinda	23 203	67,7%	1 347 521,0	75,5%	7,2%
Dairy & BF	<b>Total</b>	<b>7 122</b>	<b>16,1%</b>	<b>9 570 662,2</b>	<b>7,3%</b>	<b>0,8%</b>
	Agusha	3 645	12,2%	710 473,9	0,4%	-5,0%
	Chudo	2 445	9,0%	907 974,5	35,4%	6,8%
	Domik v derevne	1	0,0%	277 464,6	50,2%	-
	Frugurt	269	-27,7%	41 102,4	-16,7%	-26,9%
	Romol	180	41,7%	1 003 077,7	119,7%	-23,8%
	Slovyanochka	5 400	13,2%	6 323 071,6	3,6%	6,9%
Juices & Nectars	<b>Total</b>	<b>37 606</b>	<b>3,7%</b>	<b>14 932 811,2</b>	<b>37,4%</b>	<b>7,4%</b>
	Sadochok	28 928	2,0%	8 043 362,7	16,1%	11,4%
	Sandora	25 498	13,7%	6 847 781,5	76,0%	3,2%
	Sandorik	3 473	1,2%	41 667,1	-22,6%	-11,1%
Snacks	<b>Total</b>	<b>30 878</b>	<b>-1,5%</b>	<b>1 539 910,3</b>	<b>25,0%</b>	<b>-4,2%</b>
	Hrusteam	24 513	6,5%	394 294,2	35,6%	-13,4%
	Lays	28 992	-3,4%	1 145 616,1	21,7%	-0,6%

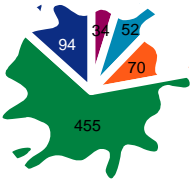
# PepsiCo Ukraine national reporting. NPrinting

> 100 reports for different departments \ roles

- TOP mngt reports
- 1-on-1
- Complex KPI
- Route KPI
- Vizualization standards
- Coolers profitability
- Priority tasks, merch standards execution
- Avg SKU, MHL, distribution
- Ratings
- Tools for operating planning
- Returns & changes

- Marketing reports
- 3PD\Chains secondary sales
- Account receivables
- Bad Debt, DSO
- D&A
- S&D
- GP analysis
- COGS
- Bonus calculation for distr & subd
- Master data checks

Sales users:  
**705**



- SD\RSM\TSM\DDM
- KAM
- TDM
- CR
- Merch

Other users:  
**69**



- Marketing
- Finance
- Master data
- Supply chain

# NPrinting & national reporting ... examples

## Complex KPI:

Actual to: XX.XX.XX

KAM\_L1\_Code: RSM-CNT

Period:  MTD  YTD

Metrics:

Sales in grn

Sales in Rkq

A CB

Returns&Changes in grn

Returns&Changes in I

	Sales in grn					ACB		Returns&Changes in grn		
	MTD					YTD		MTD	MTD	YTD
	% vs PM	% vs PY	% vs MOP	% vs AOP	Share КП	% vs PY	% vs AOP	% vs PY	Share	Share
Total	11%	26%	4%	1%	6%	32%	2%	-4%	2%	3%
Иванов Иван Иванович	11%	26%	4%	1%	6%	32%	2%	-4%	2%	3%
Иванов Иван Иванович	6%	2%	-6%	-6%	2%	13%	-3%	-11%	1%	2%
Иванов Иван Иванович	-29%	31%	-18%	-7%	25%	76%	16%	-4%	1%	1%
Иванов Иван Иванович	40%	32%	21%	2%	1%	24%	-5%	-23%	1%	2%
Иванов Иван Иванович	9%	66%	10%	12%	9%	65%	11%	21%	4%	5%

## Ineffective coolers:

Route	Sales channel L4	District	Plan days	Jan 18 Doors quantity	First Coolers Data	Installation date, months ago	YTD Feb 18		Be GOOD		Ineffective Doors quantity (w/o round)
							Ineffective Doors quantity	PLAN Revenue with VAT per Outlet YTD Feb	PLAN Revenue with VAT per Outlet Mar	Ineffective	
R-Kvs-P-TT-2103	Kiosk	Киевский	Вс	1,0	201709	4-6 months	0,0	1 440	1 467,7	0,0	
R-Kvs-P-TT-2103	Kiosk	Киевский	Ср	2,0	201109	>6 months	0,0	2 440	1 967,7	0,0	
R-Kvs-P-TT-2103	Kiosk	Киевский	Пн, Чт	1,0	201211	>6 months	0,0	1 000	500,0	0,0	
R-Kvs-P-TT-2103	Kiosk	Киевский	Пн	2,0	201707	>6 months	0,0	2 880	2 935,4	0,0	
R-Kvs-P-TT-2103	Counter	Киевский	Чт	1,0	201711	1-3 months	1,0	1 440	2 535,2	0,7	
R-Kvs-P-TT-2103	Counter	Киевский	Пн	1,0	201612	>6 months	0,0	1 440	1 467,7	0,0	
R-Kvs-P-TT-2103	Counter	Киевский	Вт	1,0	201612	>6 months	0,0	1 440	1 467,7	0,0	
R-Kvs-P-TT-2103	Kiosk	Киевский	Ср	1,0	201710	4-6 months	1,0	1 440	1 863,5	0,3	

# NPrinting & national reporting ... examples

## Route KPI:

RSM	UM	TDM	ROUTE	Routed visits, plan	Routed visits, fact	Routed visits, %	Success full routed visit	Success full routed visits	Success full non-routed visit	Success full non-routed visits	Non-routed visits, fact	Total visits, fact	Total success full visits	Avg delivery, UAH	Avg route sales, UAH per day	Avg frequency of visits, plan	Routes quantity
<b>Total</b>				19,5	17,9	92%	14,3	74%	4,5	20%	5,2	23,1	18,8	1 631,1	29 203,7	2,7	266
RSM-CNT Стецюк В Total				20,0	17,8	89%	13,0	65%	6,6	26%	7,6	25,5	19,7	1 352,5	25 050,7	2,5	63
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И Total				18,4	15,1	82%	10,4	57%	8,0	33%	8,8	23,9	18,4	1 430,6	24 682,7	2,3	29
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И Total				15,9	14,9	94%	11,3	71%	5,3	25%	5,9	20,8	16,6	1 376,7	22 087,9	2,8	7
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1101 Ц				17,7	15,4	87%	12,0	68%	5,6	26%	5,7	21,0	17,5	1 327,6	21 491,0	2,8	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1107 К				12,8	12,8	100%	8,3	65%	3,7	22%	4,1	16,8	12,0	1 411,6	16 674,8	2,7	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1104 Д				14,7	14,5	99%	10,6	72%	3,6	19%	3,8	18,3	14,2	1 702,3	23 300,7	2,8	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1102 Е				17,0	16,1	95%	11,9	70%	6,8	28%	7,9	23,9	18,6	1 174,4	23 488,5	2,8	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1103 П				16,0	15,8	99%	12,6	78%	5,6	25%	6,2	22,0	18,1	1 625,5	28 344,1	2,8	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1105 С				18,1	18,1	100%	13,5	75%	5,0	20%	6,9	24,9	18,5	1 367,7	21 797,7	3,2	1
RSM-CNT Стецюк В UM-Kvs-S-TT-1 И TDM-Kvs-P-TT-11 И R-Kvs-P-TT-1106 Б				15,3	12,1	79%	10,6	69%	6,9	36%	7,0	19,1	17,5	1 131,5	19 518,4	2,9	1

## Visualization 2018\_TT:

Contractor main		Sales channel L4	Regional centre	BCD category	Your Comment	TOTAL	Напитки	Снеки	Соки	FACT MARK														
										01. Напитки [Answer   Mark]				02. Снеки [Answer   Mark]				03. Соки [Answer   Mark]						
										01. Напитки	02. Снеки	03. Соки	04. ДМП	05. ДМП	06. ДМП	07. ДМП	08. ДМП	09. ДМП	10. ДМП	11. ДМП	12. ДМП	13. ДМП	14. ДМП	
Павлова О.Л. ЧП	Mini	1	В			37	27	3	7	110	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Тарвердиев И.А.С	Mini	1	В			52	22	12	18	21	16	10	10	10	10	10	10	10	10	10	10	10	10	10
А-Маркет ТОВ	Mini	1	А			69	32	15	22	110	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Бабеева И.В. ФЛ-И	Mini	1	В			46	0	24	22	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Билик С.В. ФОП	Kiosk	1	А			87	54	13	20	21	16	10	10	10	10	10	10	10	10	10	10	10	10	10
Дерев'ячко В.А. Ф	Kiosk	1	В			60	35	20	5	116	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Кекла ООО ПКФ	Kiosk	1	Д			0	0	0	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ковенко Р.М. ЧП	Kiosk	1	В			51	8	23	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Ковенко Р.М. ЧП	Kiosk	1	В			44	8	17	19	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10



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