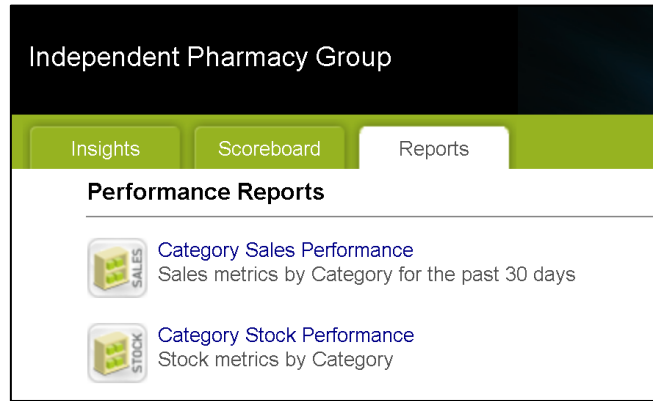


Category Performance Reports

Good **category management** is the secret to running a better business so it is vital to understand how each of your retail categories are performing.

The RPM Performance reports provide you with a detailed view of **Category Sales Performance** or **Category Stock Performance**.



Here's my tips on how to quickly look for the key information on these reports that helps you to stay at the top of your game!

Tip 1: View both of these reports at least once a month – and discuss them with your retail team.

Tip 2: Focus on the Categories near the top of the report – these are the biggest contributors to your results.

Tip 3: On the Category Sales Performance Report – check the **Sales Growth** column and take note of any big increases (or decreases) Vs Last Year.

Pharmacy - Sales Performance							
For the 30 days ending Friday 24th February 2023							
All Products, All Categories.							
	Category	Sales \$	Share of Sales	Sales Growth	Gross Margin %	Products Sold	Average Price
1	Health Supplements	\$6,900	15.9%	69%	37.1%	95	\$34.33
2	Gifts	\$4,979	11.5%	-19%	43.0%	223	\$14.82
3	Digestive Care	\$4,629	10.7%	51%	41.0%	64	\$25.86
4	Skin Care	\$3,158	7.3%	21%	44.1%	87	\$19.98
5	Pain Relief	\$2,820	6.5%	-19%	42.2%	43	\$17.41
6	Cosmetics	\$2,540	5.9%	-62%	27.4%	118	\$16.08
7	Allergies & Sinus	\$2,105	4.9%	-12%	47.3%	36	\$23.13
8	Bathroom	\$2,000	4.6%	-63%	43.8%	107	\$13.60
9	First Aid	\$1,920	4.4%	-9%	45.0%	80	\$8.93
10	Womens Health	\$1,680	3.9%	-5%	40.4%	41	\$24.34
11	Home Healthcare	\$1,351	3.1%	-24%	44.0%	41	\$11.35
12	Coughs & Colds	\$1,295	3.0%	-18%	43.7%	38	\$17.50
13	Eye Care	\$1,243	2.9%	10%	46.2%	22	\$19.43
14	Foot Care	\$1,228	2.8%	15%	42.5%	25	\$31.49
15	Baby & Child	\$851	2.0%	-16%	41.6%	30	\$20.75
16	Fragrance	\$810	1.9%	102%	37.7%	9	\$57.86
17	Joint Care	\$738	1.7%	38%	42.3%	19	\$25.44
18	Sun Care	\$631	1.5%	20%	39.9%	16	\$26.30
19	Photographic	\$621	1.4%	-16%	71.2%	4	\$9.55
20	Hair Care	\$589	1.4%	18%	41.4%	17	\$17.31
21	Eyewear	\$587	1.4%	-32%	51.4%	15	\$13.04
22	Unknown	\$553	1.3%	114%	37.1%	18	\$19.76
23	Weight Control	\$139	0.3%	27%	55.1%	8	\$7.29
	Total	\$43,365	100.0%	-10%	41.6%	1,156	\$18.76

Advanced Tip: Click on **View Variance to Average** – this compares your Sales and Growth and Gross Margin with the Group Average – and highlights any areas where your figures are Above or Below average.

Tip 4: “Drilldown” on the Category Name to see top-selling products in this category – these are the biggest contributors to your current results. Make sure you have these well stocked and well displayed!

Tip 5: On the Category Stock Performance Report – check the **Stock Turn** column.

Any category with a Stock Turn less than 2.0 is overstocked – and you should be planning a clearance sale using the Dead Stock report.

Pharmacy - Stock Performance							
As at Friday 24th February 2023							
All Products, All Categories.							
View Variance to Average Export to Excel Print Report Help							
	Category	Stock on Hand \$	Share of Stock	Products Stocked	Stock Turn	Dead Stock \$	Dead Stock %
1	Gifts	\$20,939	17.1%	915	1.7	\$9,926	47%
2	Health Supplements	\$15,919	13.0%	312	3.5	\$4,578	29%
3	Cosmetics	\$11,456	9.4%	390	2.0	\$6,475	57%
4	Skin Care	\$8,489	6.9%	234	2.6	\$2,951	35%
5	Bathroom	\$6,556	5.4%	373	2.2	\$3,187	49%
6	Digestive Care	\$6,334	5.2%	134	5.5	\$1,393	22%
7	First Aid	\$6,172	5.0%	239	2.2	\$2,658	43%
8	Eyewear	\$5,732	4.7%	90	0.6	\$796	14%
9	Womens Health	\$5,561	4.5%	107	2.3	\$1,506	27%
10	Allergies & Sinus	\$4,855	4.0%	71	2.9	\$141	3%
11	Coughs & Colds	\$4,790	3.9%	92	1.9	\$316	7%
12	Pain Relief	\$4,003	3.3%	54	5.2	\$159	4%
13	Home Healthcare	\$3,712	3.0%	100	2.6	\$1,214	33%
14	Unknown	\$2,560	2.1%	88	1.7	\$824	32%
15	Baby & Child	\$2,399	2.0%	99	2.6	\$872	36%
16	Joint Care	\$2,235	1.8%	47	2.4	\$404	18%
17	Fragrance	\$2,223	1.8%	18	2.9	\$1,652	74%
18	Eye Care	\$1,876	1.5%	37	4.5	\$94	5%
19	Foot Care	\$1,830	1.5%	52	4.9	\$244	13%
20	Sun Care	\$1,714	1.4%	50	2.8	\$480	28%
21	Weight Control	\$1,580	1.3%	30	0.5	\$508	32%
22	Hair Care	\$1,379	1.1%	77	3.2	\$676	49%
23	Photographic	\$118	0.1%	7	19.3	\$17	14%
	Total	\$122,431	100.0%	3,616	2.6	\$41,073	34%

Advanced Tip: Click on **View Variance to Average** – this compares your Stock level and Products Stocked and Stock Turn and Dead Stock with the Group Average – and highlights any areas where your figures are Above or Below average.

Get in touch if you would like any help with these reports!

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