

## **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**.

Independent Pharmacy Group							
Insights	Scoreboard	Reports					
Performance Reports							
Category Sales Performance Sales metrics by Category for the past 30 days							
Cat Sto	Category Stock Performance Stock metrics by Category						

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.

or th Il Pro	ne 30 days ending Friday 24th February 2023 oducts,All Categories.						Export to Excel		
	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	\$14.8		
3	Digestive Care	\$4,629	10.7%	51%	41.0%	64	\$25.8		
4	Skin Care	\$3,158	7.3%	21%	44.1%	87	\$19.9		
5	Pain Relief	\$2,820	6.5%	-19%	42.2%	43	\$17.4		
6	Cosmetics	\$2,540	5.9%	-62%	27.4%	118	\$16.0		
7	Allergies & Sinus	\$2,105	4.9%	-12%	47.3%	36	\$23.1		
8	Bathroom	\$2,000	4.6%	-63%	43.8%	107	\$13.6		
9	First Aid	\$1,920	4.4%	-9%	45.0%	80	\$8.9		
10	Womens Health	\$1,680	3.9%	-5%	40.4%	41	\$24.3		
11	Home Healthcare	\$1,351	3.1%	-24%	44.0%	41	\$11.3		
12	Coughs & Colds	\$1,295	3.0%	-18%	43.7%	38	\$17.5		
13	Eye Care	\$1,243	2.9%	10%	46.2%	22	\$19.4		
14	Foot Care	\$1,228	2.8%	15%	42.5%	25	\$31.4		
15	Baby & Child	\$851	2.0%	-16%	41.6%	30	\$20.7		
16	Fragrance	\$810	1.9%	102%	37.7%	9	\$57.8		
17	Joint Care	\$738	1.7%	38%	42.3%	19	\$25.4		
18	Sun Care	\$631	1.5%	20%	39.9%	16	\$26.3		
19	Photographic	\$621	1.4%	-16%	71.2%	4	\$9.5		
20	Hair Care	\$589	1.4%	18%	41.4%	17	\$17.3		
21	Eyewear	\$587	1.4%	-32%	51.4%	15	\$13.0		
22	Unknown	\$553	1.3%	114%	37.1%	18	\$19.7		
23	Weight Control	\$139	0.3%	27%	55.1%	8	\$7.2		
	Total	\$43,365	100.0%	-10%	41.6%	1,156	\$18.7		

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.

As at Friday 24th February 2023 All Products,All Categories.						Export to Excel		
	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	579	
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	439	
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	79	
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!