

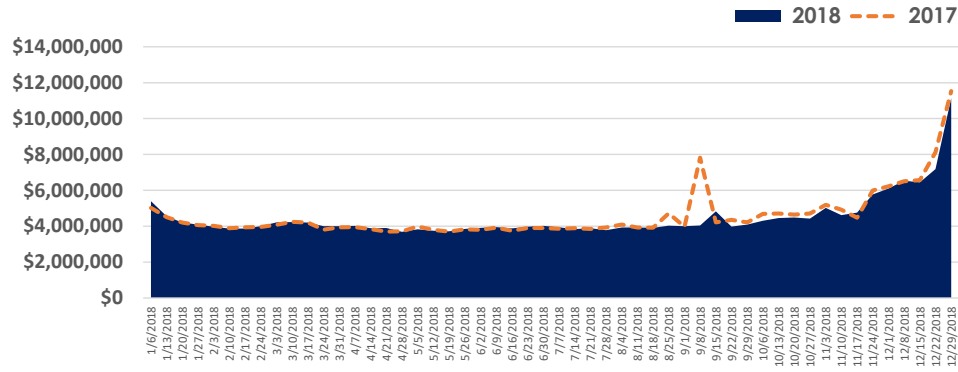
PERFORMANCE DASHBOARD

Week ending 12/29/18

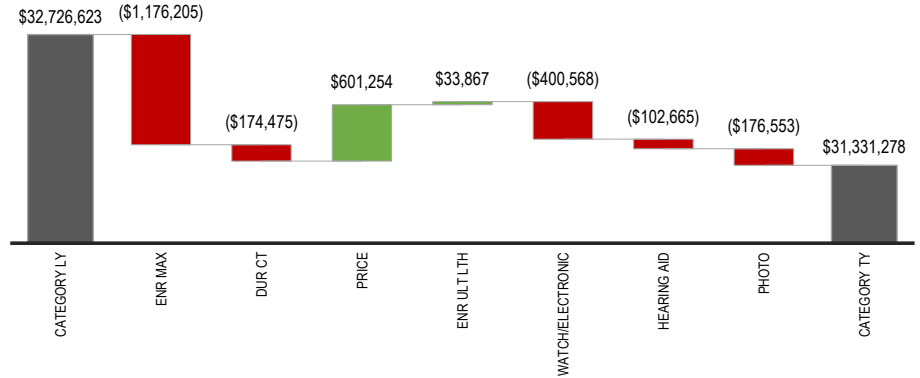
PER

1 Week	13 Week	↕
4 Week	52 Week	↕

Weekly Category Dollar Sales Trend



Latest 4 Week - Category/Brand Dollar Sales - Waterfall



SEGMENT

- HEARING AID
- PERFORMANCE
- PHOTO
- PREMIUM
- PRICE

MANUFACT...

- DURACELL
- ENR/EVR
- Panasonic
- RAYOVAC
- REM MANUFA...

BRAND

- AC Delco
- APT 5
- DUR CT
- DUR H/A
- DUR PHOTO

BRAND_PAC...

- ENR Photo 1 PK
- ENR Photo 2 PK
- ENR RECH BAT...
- ENR RECH BAT...
- ENR RECH C/D...

ITEM DESCRIPTION

- (W)WALG ALKALINE AA ...
- 9 VOLT BATTERY
- AAA 10 COUNT
- AC DELCO HEAVY DUTY ...
- AC DELCO HEAVY DUTY ...

	1 Week					4 Week					13 Week					52 Week				
	Total Sales Amount	TY vs LY Total Sales Amount Chg	TY vs LY Total Sales Amount Pct Chg	Avg PK Price	Avg PK Price Chg	Total Sales Amount	TY vs LY Total Sales Amount Chg	TY vs LY Total Sales Amount Pct Chg	Avg PK Price	Avg PK Price Chg	Total Sales Amount	TY vs LY Total Sales Amount Chg	TY vs LY Total Sales Amount Pct Chg	Avg PK Price	Avg PK Price Chg	Total Sales Amount	TY vs LY Total Sales Amount Chg	TY vs LY Total Sales Amount Pct Chg	Avg PK Price	Avg PK Price Chg
PREMIUM	\$5,790,869	(\$220,097)	-3.7%	\$10.34	\$1.23	\$14,878,753	(\$1,350,680)	-8.3%	\$10.02	\$1.11	\$34,063,343	(\$1,646,123)	-4.6%	\$9.82	\$0.75	\$99,517,076	\$3,093,539	3.2%	\$9.54	\$0.88
PRICE	\$3,043,252	(\$36,894)	-1.2%	\$6.58	\$1.50	\$7,510,234	\$601,177	8.7%	\$6.42	\$0.83	\$14,604,473	(\$101,529)	-0.7%	\$6.64	\$0.87	\$40,460,478	(\$91,588)	-0.2%	\$6.55	\$1.46
PERFORMANCE	\$261,336	\$6,449	2.5%	\$10.55	\$0.52	\$767,901	(\$8,969)	-1.2%	\$9.94	\$0.19	\$2,092,572	(\$221,863)	-9.6%	\$10.61	\$2.13	\$7,195,135	(\$7,570,410)	-51.3%	\$10.73	\$3.57
WATCH/ELECTRONIC	\$1,372,614	(\$105,207)	-7.1%	\$7.56	\$0.03	\$5,500,611	(\$400,568)	-6.8%	\$7.54	\$0.04	\$15,789,858	(\$274,776)	-1.7%	\$7.46	\$0.03	\$51,493,966	(\$934,217)	-1.8%	\$7.41	\$0.09
HEARING AID	\$447,916	(\$2,566)	-0.6%	\$15.73	\$1.71	\$1,879,840	(\$102,665)	-5.2%	\$15.46	\$2.14	\$6,002,480	(\$456,816)	-7.1%	\$15.34	\$2.82	\$23,838,411	(\$844,472)	-3.4%	\$13.58	\$2.49
PHOTO	\$213,351	(\$42,393)	-16.6%	\$17.38	(\$0.10)	\$751,026	(\$176,553)	-19.0%	\$17.20	(\$0.19)	\$2,663,248	(\$354,288)	-11.7%	\$16.94	(\$0.18)	\$9,850,545	\$42,430	0.4%	\$17.13	\$1.35