Maximizing your data with UNFI Insights

April 2024

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A game-changer for data-driven brands

UNFI Insights powered by Crisp offers seamless data access and best-in-class analytics to help suppliers expand distribution, streamline operations, and grow profitability.

Data at your fingertips

Access the latest data across natural and conventional directly within myUNFI, or export data into the tools you use today.
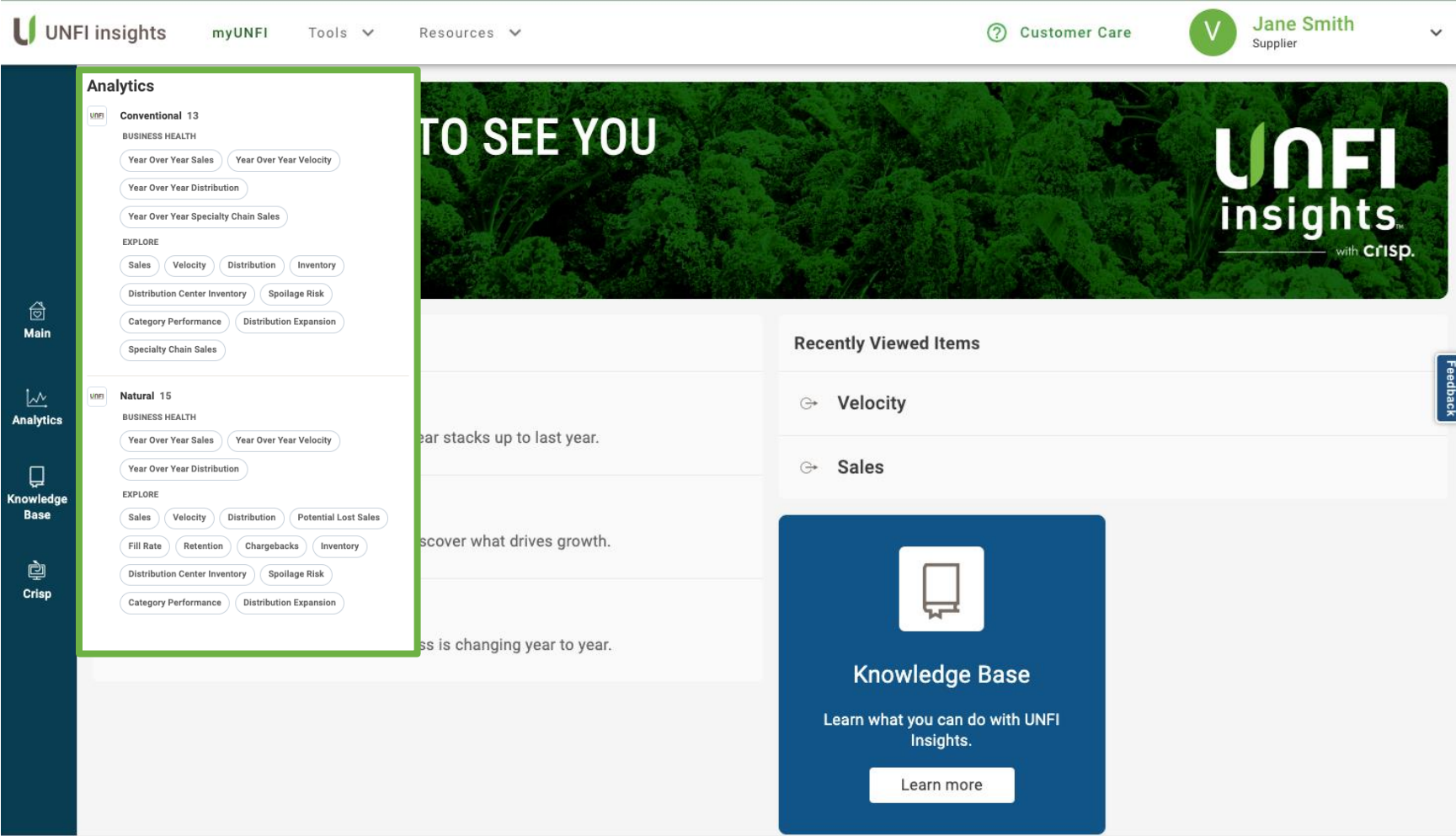
Business-critical insights

Interactive dashboards with powerful analytics to help you grow sales, prevent out-of-stocks, reduce waste.

All your favorite reports, plus brand-new data sets

Easily access and analyze distribution, velocity, inventory, and more, plus all-new reports including:

- Distribution Analysis

- Category Performance
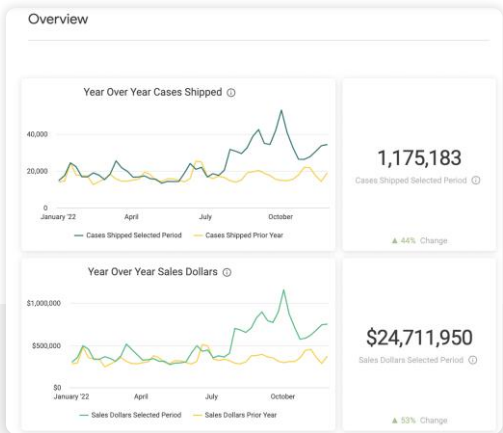
- Spoilage Risk

Dashboards overview

Your UNFI Insights dashboards are designed to help you quickly navigate from high-level trends to actionable, store-level details.
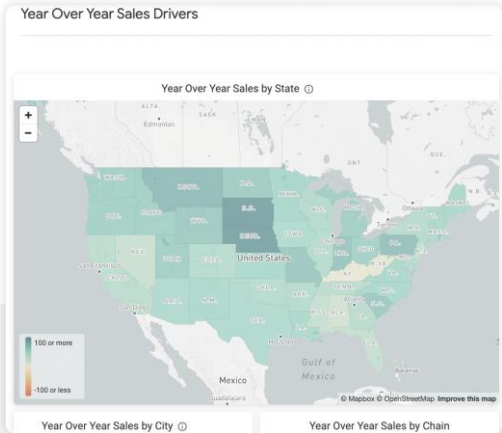
Overview:

A high-level view that charts performance over time

Drivers:

Breaks down performance by geography, product, and chain to help you understand factors that affect your sales

Details:

Store lists and product information that you can easily export to take action based on your findings

Dashboard features

Filter by time period, product, chain, region, and more

Export charts and store lists to share them with others or include in presentations
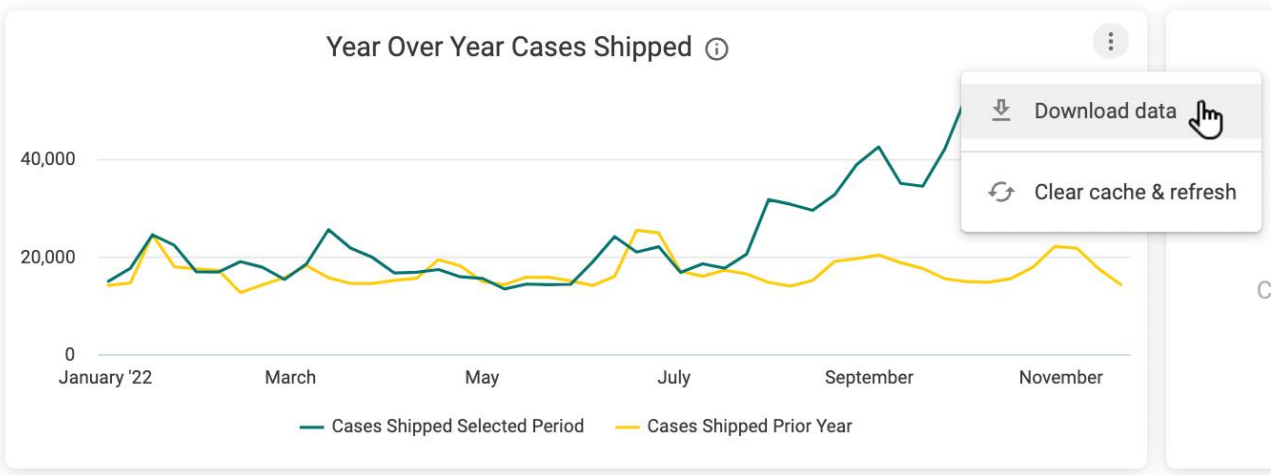
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Dashboards:

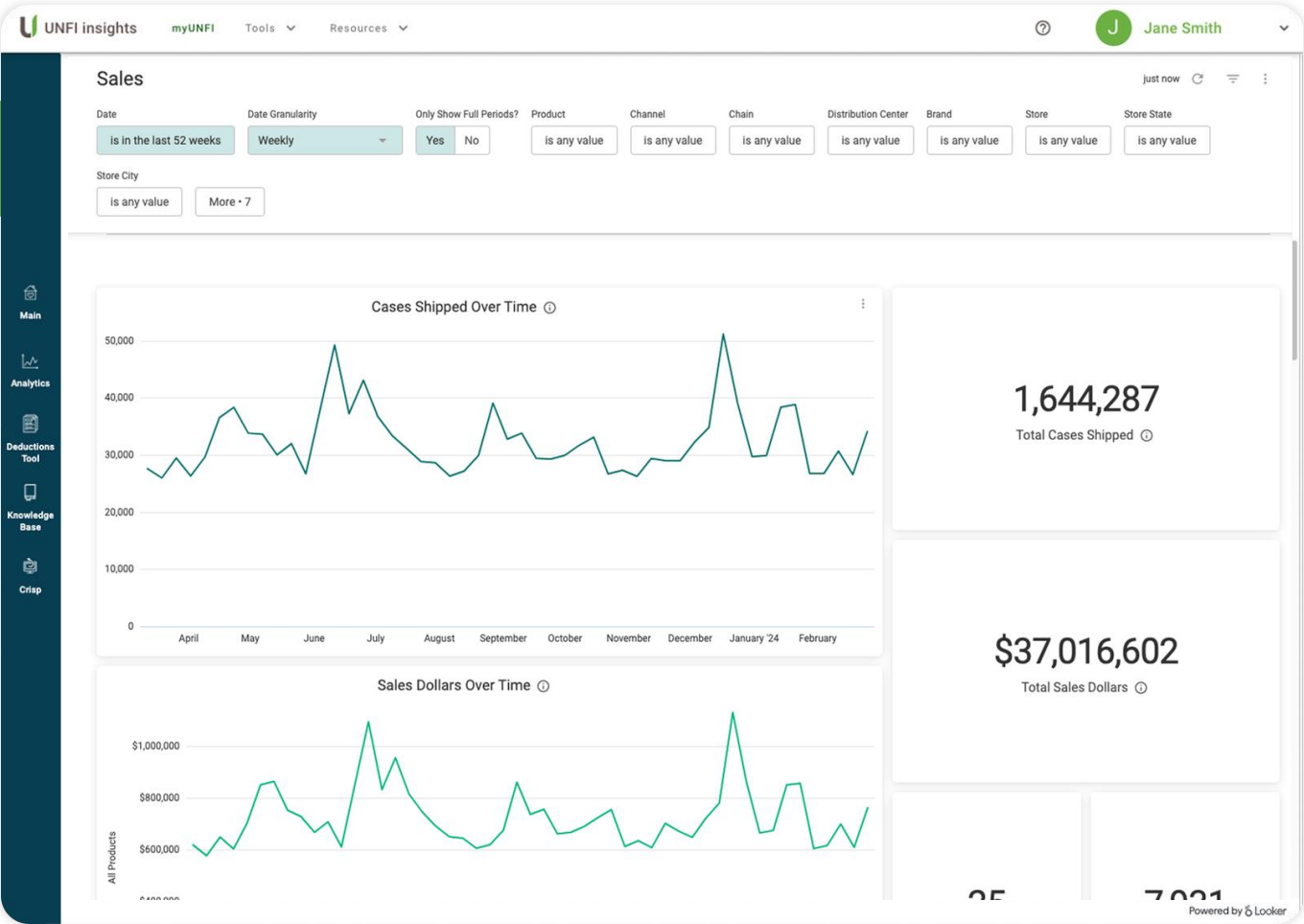# Sales

Sales dashboards

Sales

- See UNFI sales performance over time and year-over-year

- Identify long term trends and sales patterns or filter to specific time ranges

- Drill down by retailer to identify opportunities and problem solve

Sales dashboards

Velocity

- Quickly view shipments by store over time and year-over-year

- Understand business health and seasonality of items

- Plan, monitor, and evaluate promotions to stock your products

- Build a case for new retailers to stock your products
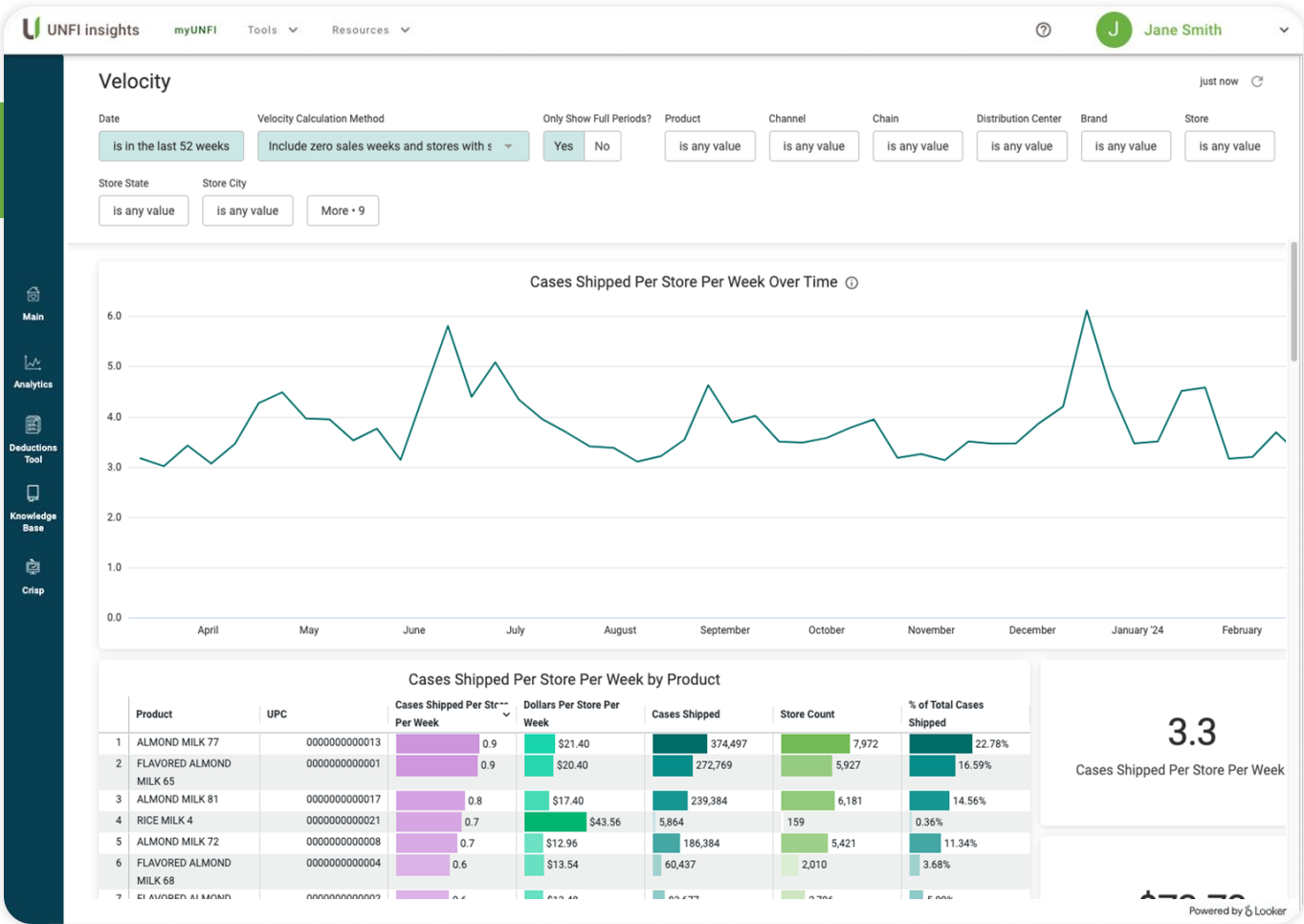
Sales dashboards

Distribution

- Understand distribution growth over time and year-over-year
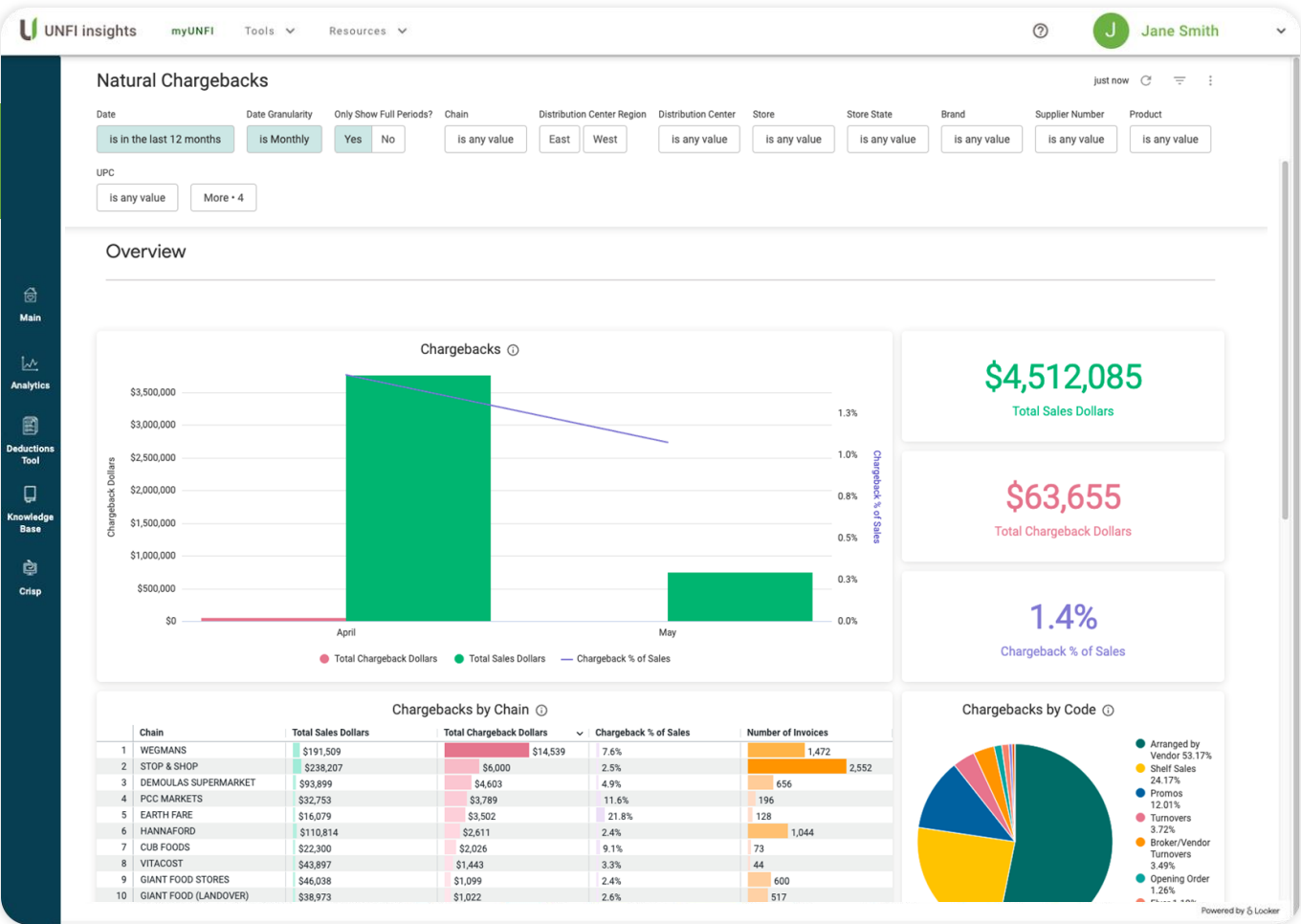
- Dig into distribution patterns by retailer, region, and item

- Track new item launches and product adoption by retailers
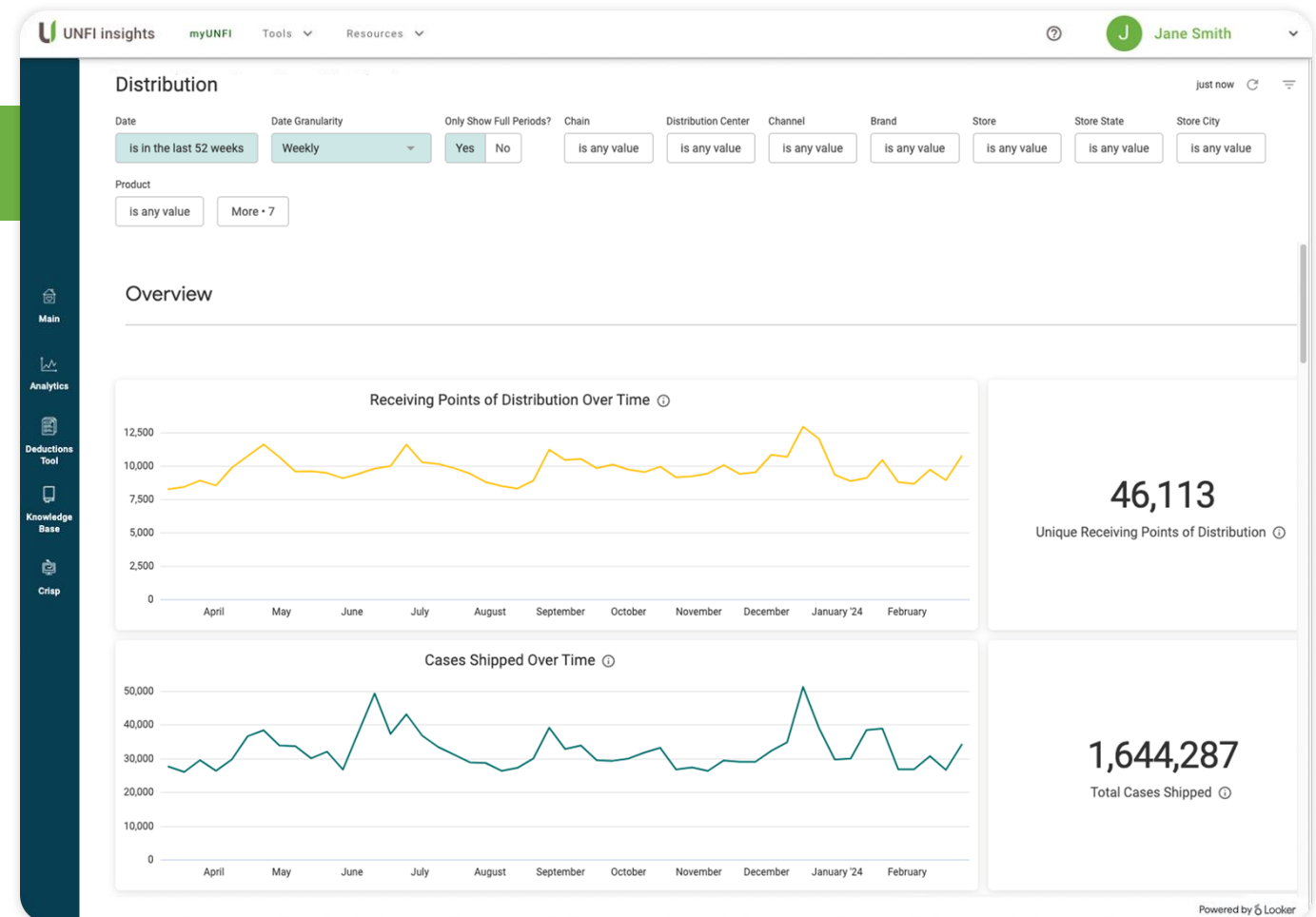
Sales dashboards

Chargebacks

- For deductions on the MCB report, view chargebacks as a % of sales overtime

- Drill in to chargebacks by retailer, product, and region

- Understand chargebacks by code to track trade spend

Sales dashboards

Retention

- View new and lost points of distribution

- Identify at-risk points of distribution and take action to retain stores

- Visualize how changes in distribution might impact sales

Sales dashboards
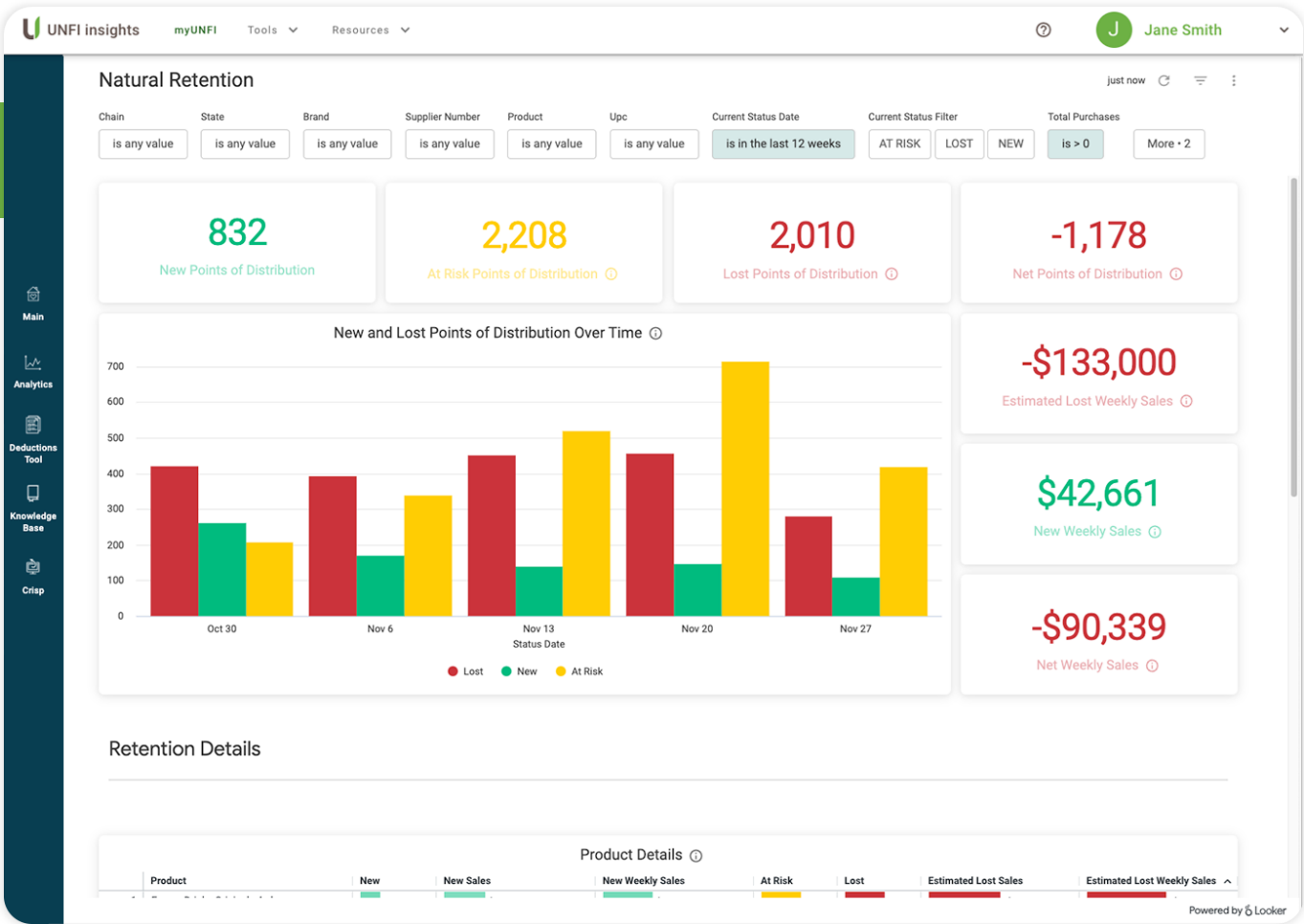
Distribution Expansion

- Find the chains, geographies, and stores where your products are most likely to succeed based on sales trends, preparing you for successful buyer conversations

- Increase speed to shelf with new product launches by identifying retailers with category growth
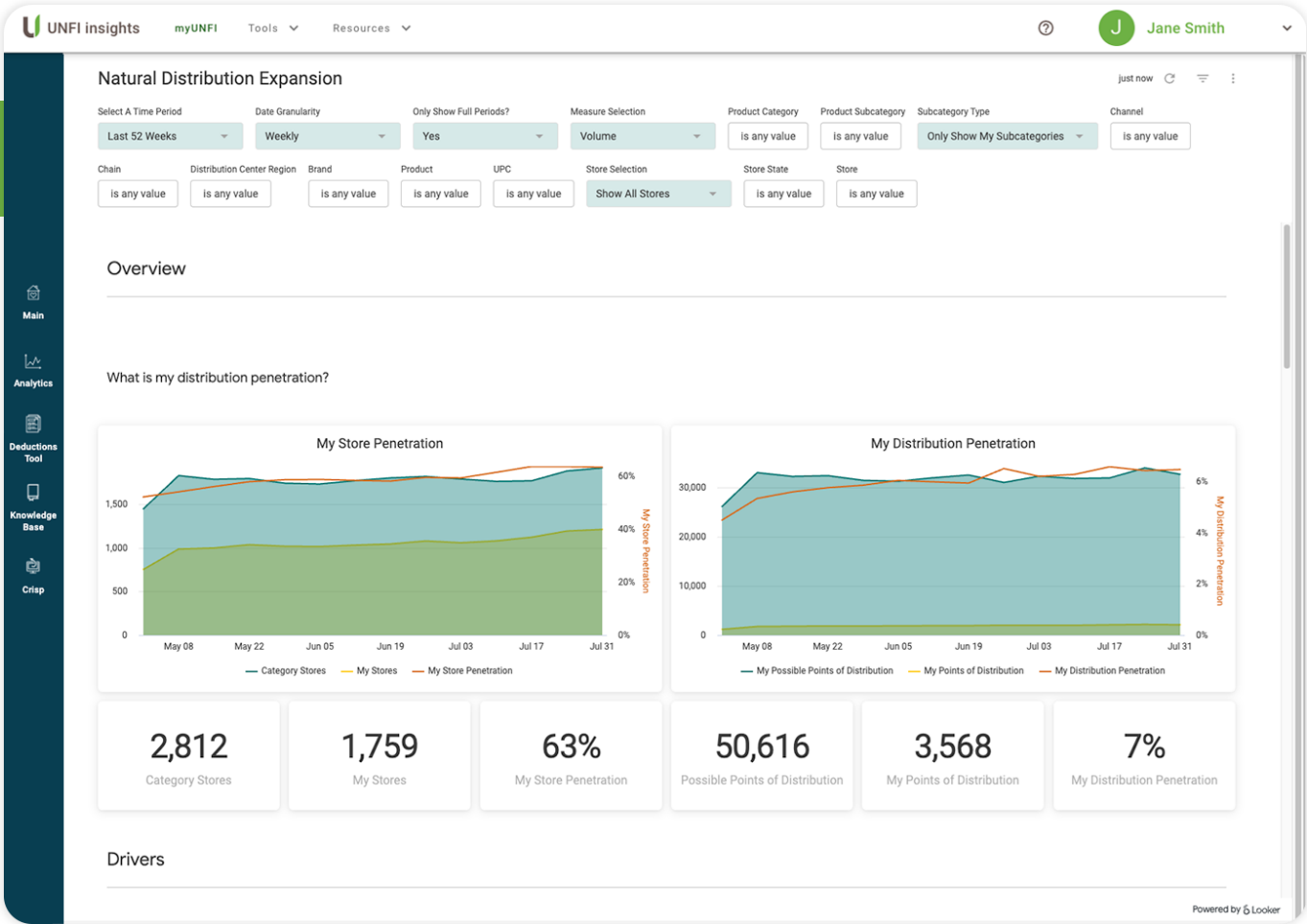
Sales dashboards

Category Performance

- Understand your products' category performance and share over time

- Track the success of initiatives to increase your category share
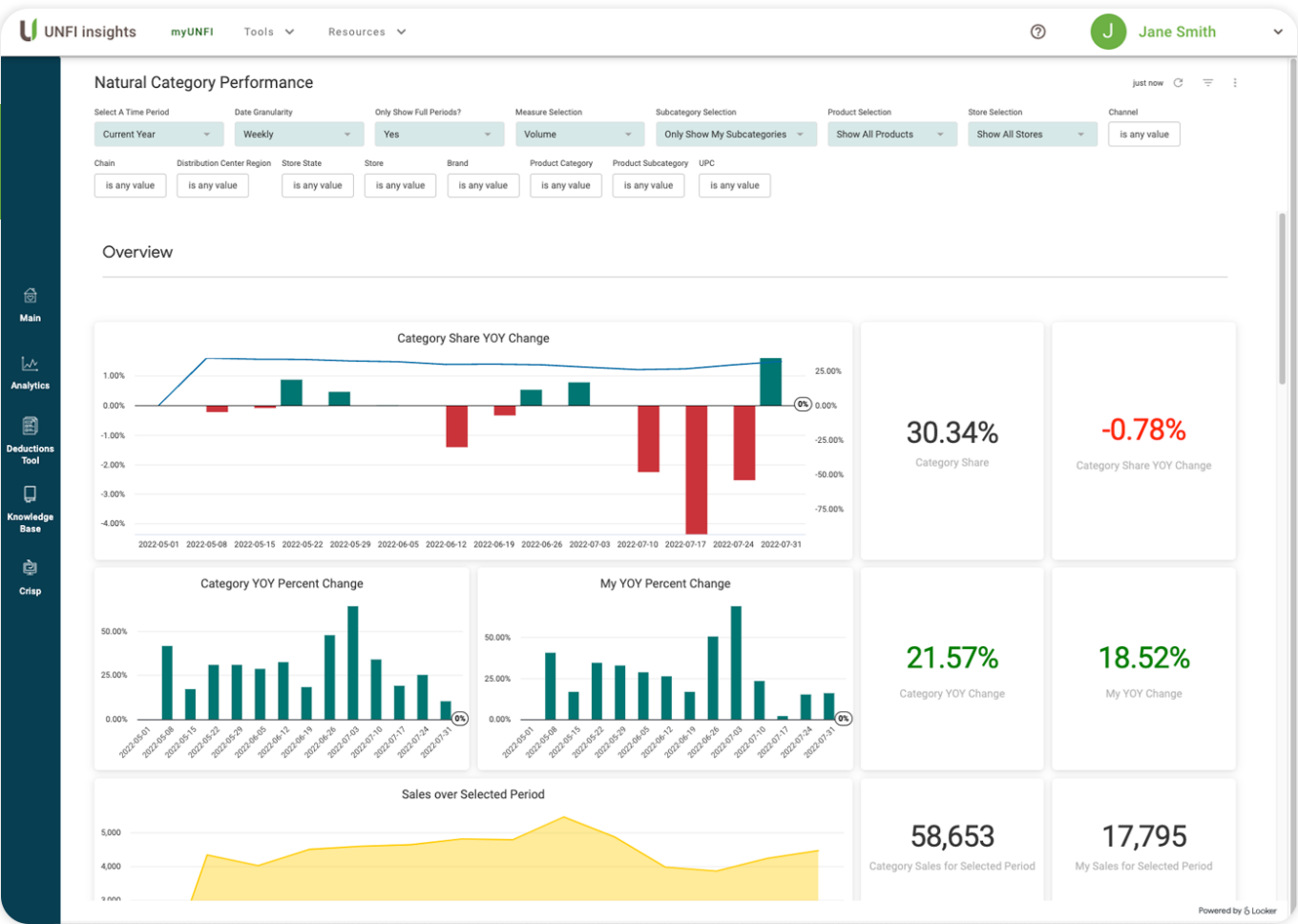
- Demonstrate to buyers how your products contribute to UNFI's category growth

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Dashboards:

Supply chain

Supply chain dashboards

Distribution Center Inventory

- Gives you tools to create and implement a supply chain strategy with your buyer

- Monitor on-hand DC inventory to proactively replenish supply, avoid out-of-stocks, and allocate resources efficiently

- Identify which DCs are at risk for out of stocks, so you can prioritize OTIF shipments
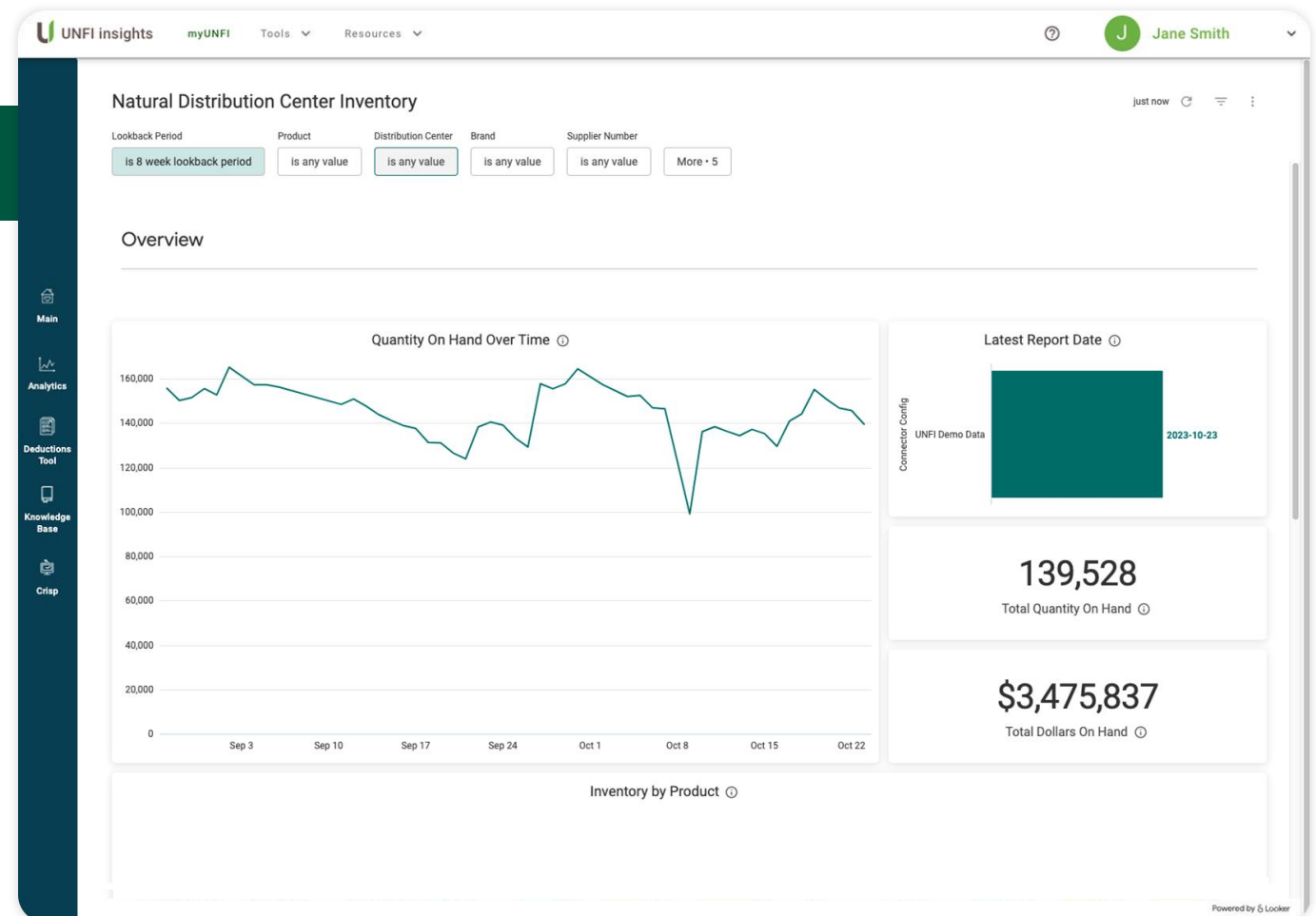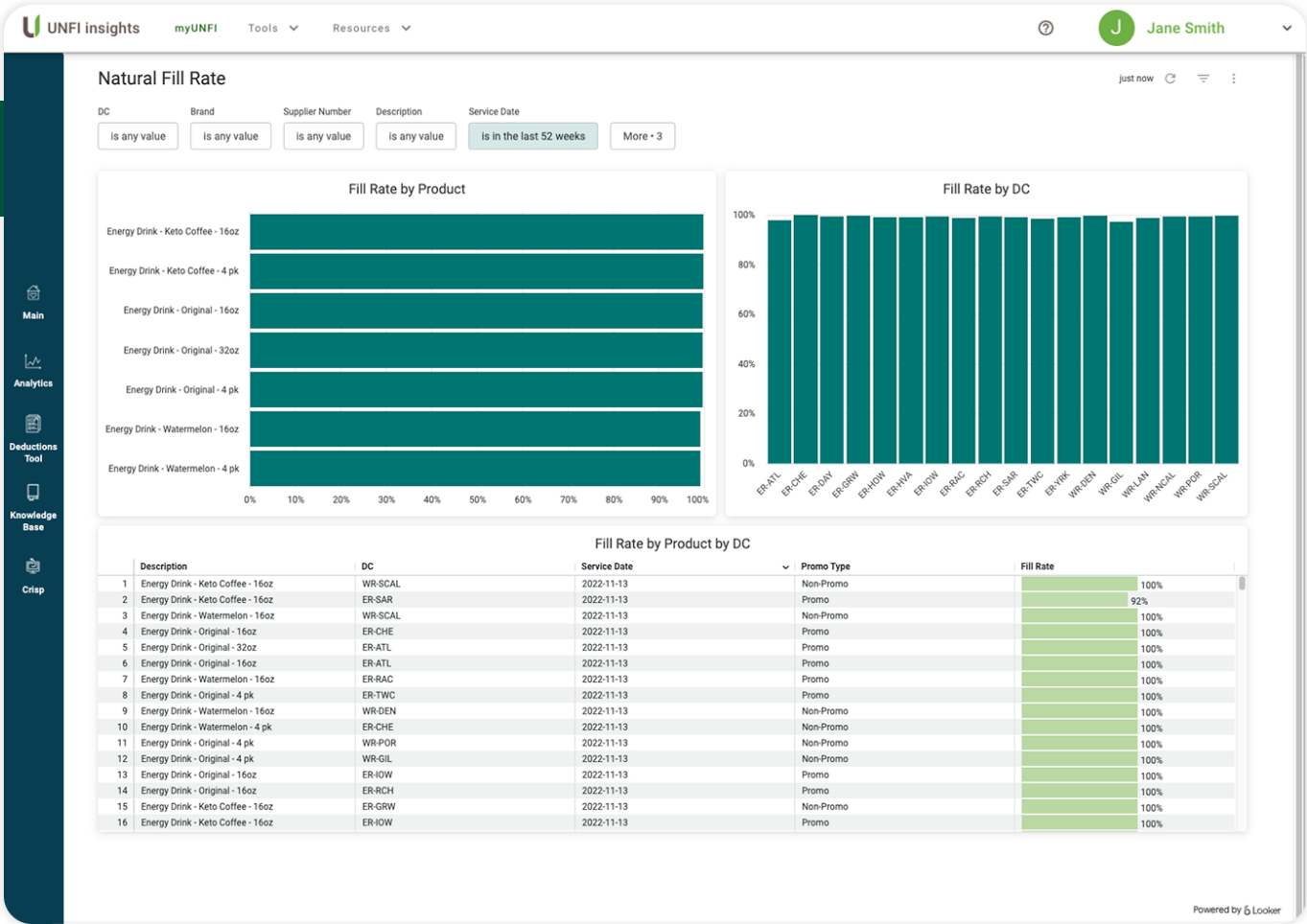
Supply chain dashboards

Natural ✅ Conventional ⊗

Inbound Fill Rate

- Track service levels to distribution centers and find areas where you may be over or under-shipping

- Identify items and shipping locations driving low fill rates

- Improve receiving accuracy by identifying item set-up or pallet labeling issues
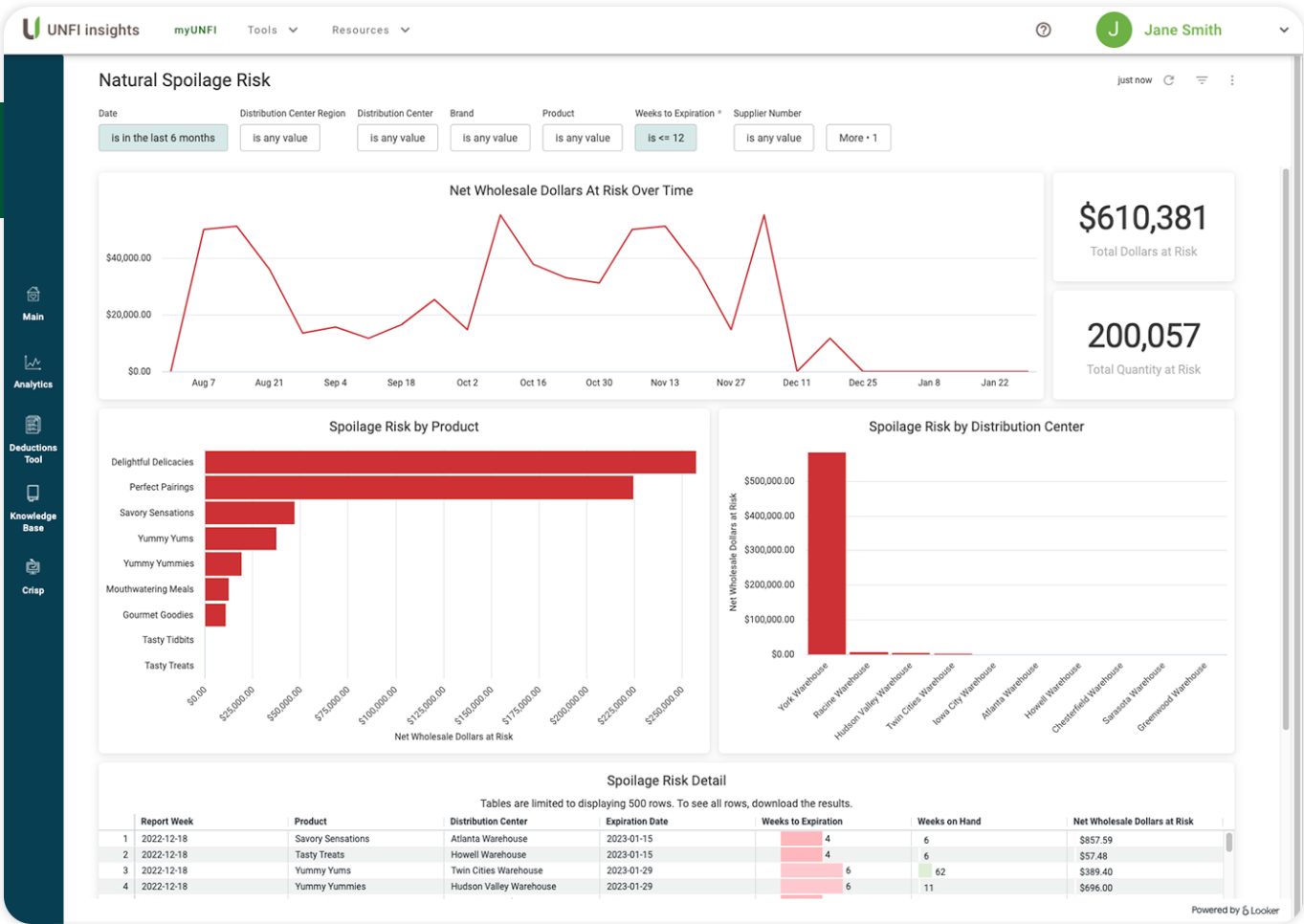
Supply chain dashboards

✅ Natural   ✅ Conventional

Spoilage Risk

- Identify products nearing expiration, helping you reduce waste and save costs

- Pinpoint DCs and products with the highest spoilage risk to proactively drive sales ahead of expiration

- Identify donation opportunities for products that are not likely to sell before expiration, reducing spoilage and costs
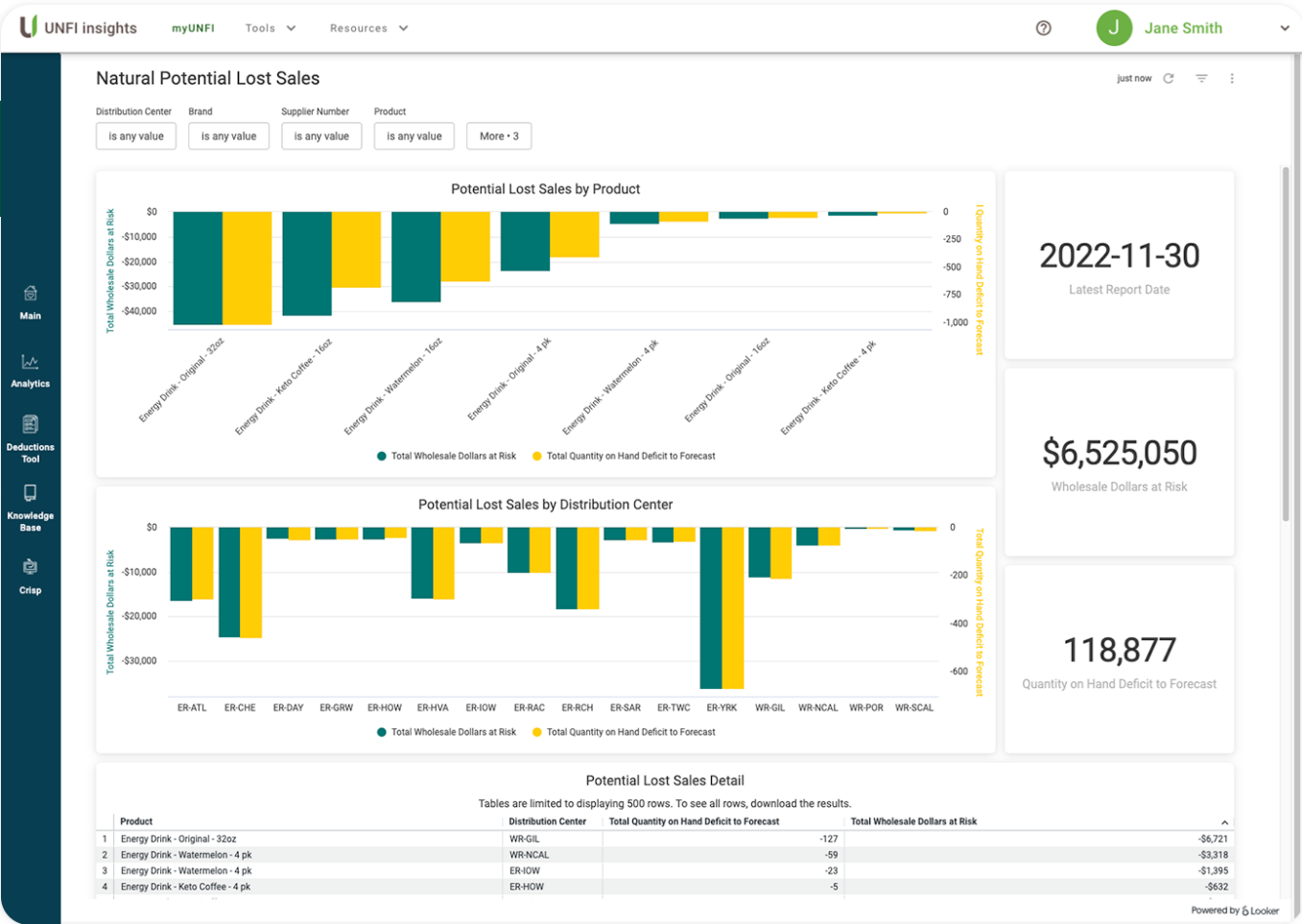
Supply chain dashboards

Potential Lost Sales

- Identify DCs and products where you may be missing out on sales due to low inventory and take action to remedy potential issues

- Compare UNFI's weekly demand forecast to quantity on hand and cases on order to recommend moving orders up or adding new orders

We can deliver data wherever you need it

No need to download reports:

Crisp automatically ingests data in real time from retail, distributor, and syndicated data portals.

Data that's ready to use:

UNFI Insights combines and consolidates your UNFI data into a consistent, ready-to-use format.

Pick and choose your data sets:

Choose reports from your retail partners to view within your favorite tools.

Analyze your data, your way:

Further augment your data, combine it with third-party data sets, and drill down to uncover meaningful insights.

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Learn more in the knowledge base:

Find additional features and step-by-step instructions with Crisp's UNFI Insights knowledge base.

Crisp Knowledge Base

Get Started

Get an overview of the Crisp platform and learn how to create connections to get your data into and out of Crisp.

Dashboards

Learn how to use Crisp dashboards to help you gain meaningful brand insights that you can save and share.

CPG Data Basics

Understand how to use Crisp data to meet business goals like increasing velocity and distribution and keeping products in stock.

Manage Your Account

Learn how to add and edit users, set up notifications, and manage passwords and account permissions.
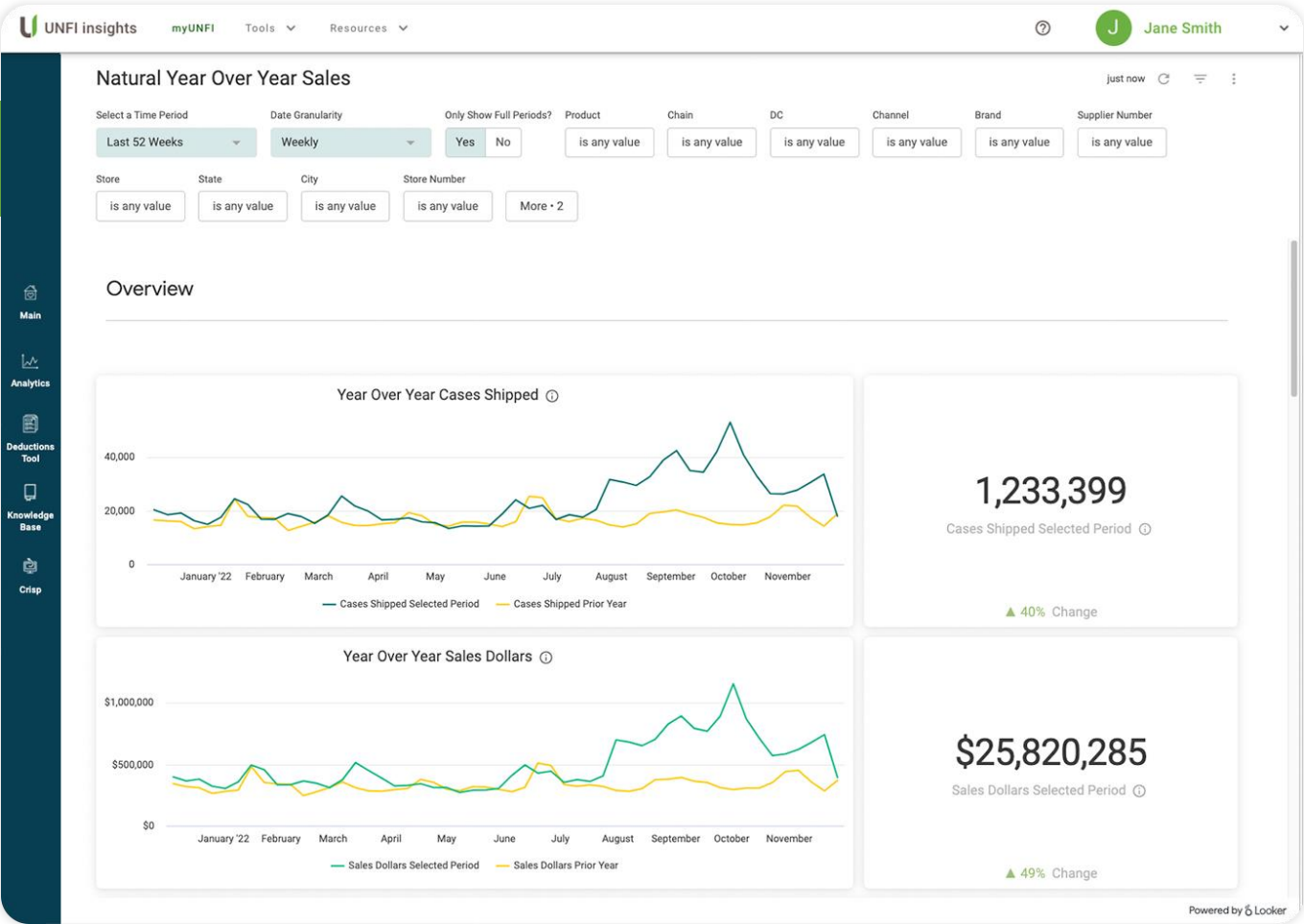
Please contact your SRM for more information.

Appendix

Sales dashboards

**Natural** **Conventional**

YoY Sales

- See how your UNFI sales stack up year-over-year

- Quickly compare performance overall or for a specific time frame

- Filter down by retailer, region, or item to better understand product performance and customer sales

Sales dashboards

YoY Velocity

- Easily assess same-store sales and compare performance across products

- See how factors like banner and region drive changes in velocity

- Plan, monitor, and evaluate promotions

- Build a case for new retailers to stock your products

Sales dashboards
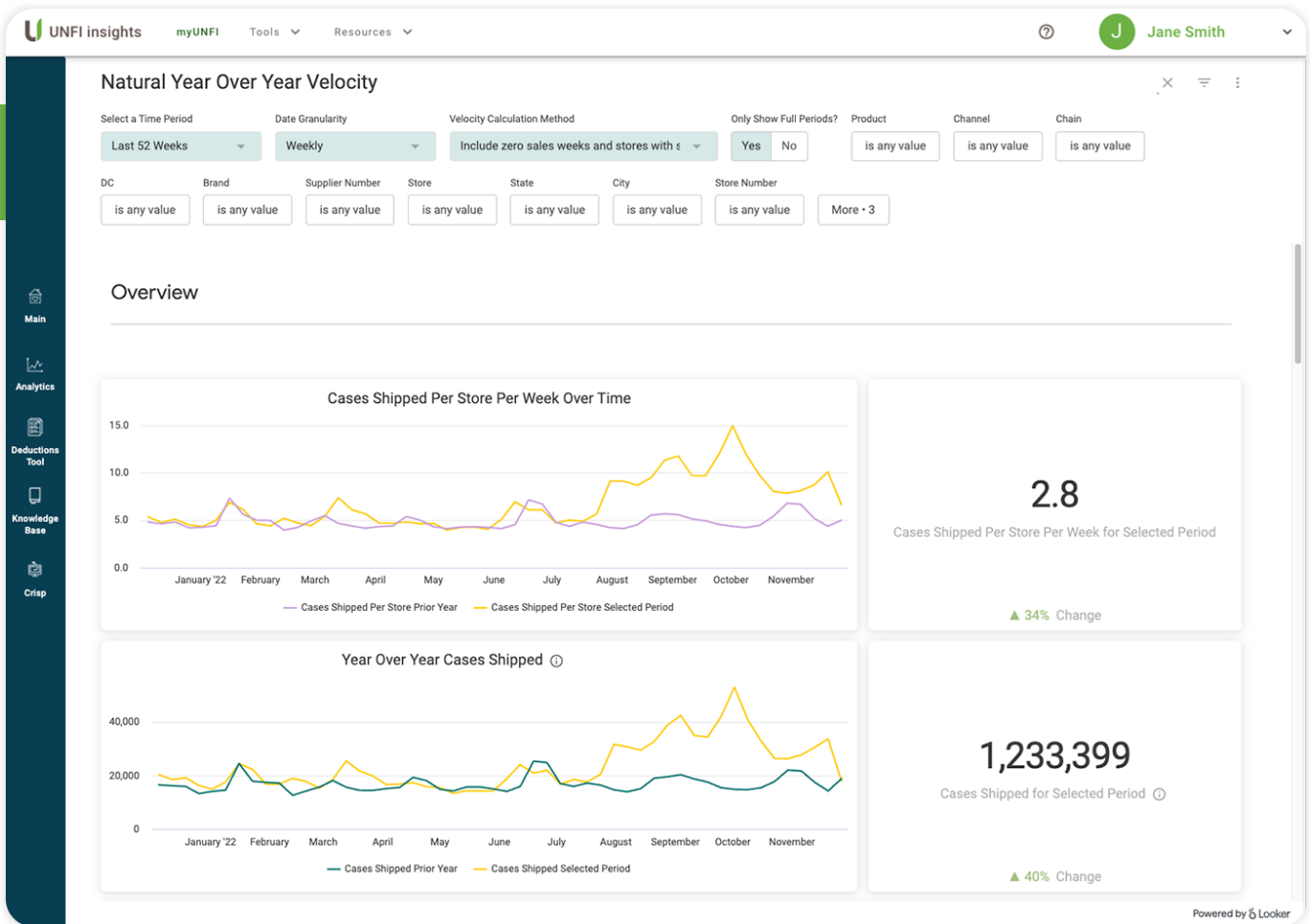
YoY Distribution

- Understand where your product is distributed and where it's selling

- Find opportunities to expand distribution

- Streamline operations based on distribution patterns