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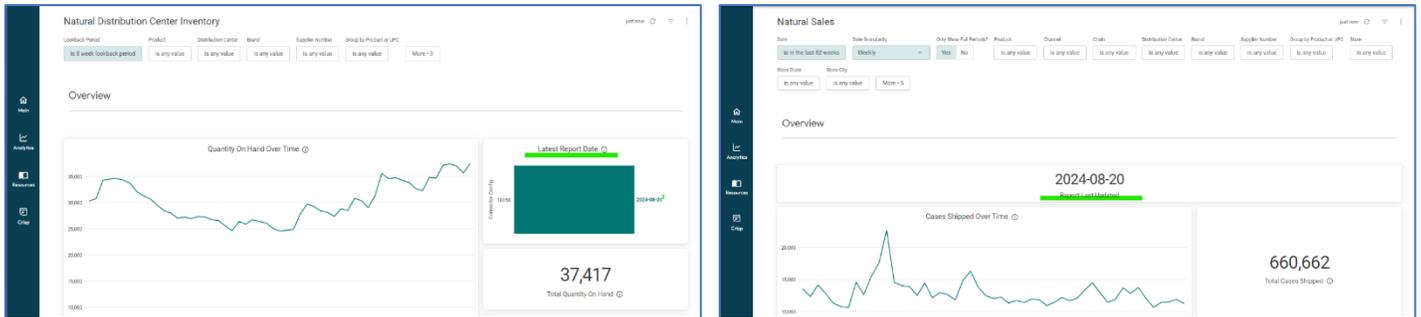
*For additional FAQ’s please visit the Crisp Academy: [Frequently Asked Questions and Other Resources](#)

Q. When are UNFI Insights reports updated with new data?

A. Inventory reports are updated daily, and sales & service level reports are updated weekly, on Wednesdays. Data loaded reflects the previous week, Sunday – Saturday.

Q. How can I tell when the data was last updated?

A. Each Dashboard will have this information at the top of the screen, in the “Overview” section, either in the middle or to the right of the screen, depending on the dashboard:



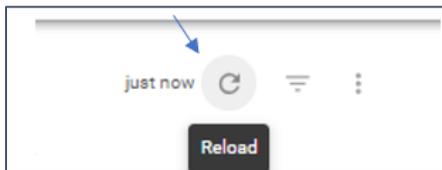
Q. Why are our products grouped together by UNFI product numbers instead of by UPC? Can these be separated?

A. By default, your data dashboards display UPCs grouped by product display name. If more than one product has the same display name in the source data, the UPCs will be grouped in the dashboards. This will also reflect in any data that you export.

To change this, there is a filter called "Group by Product or UPC." You can switch that filter to "UPC" to break each line item up by unique UPCs instead of grouping products by display name.

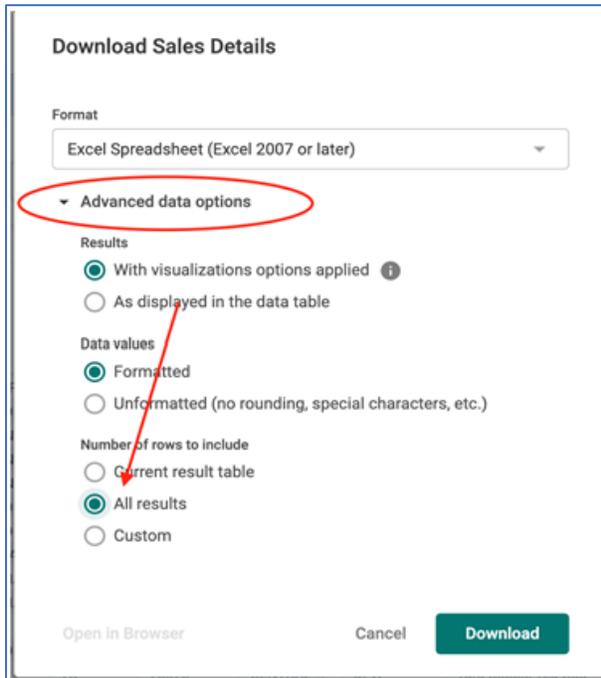


After making changes to your filters, you will need to click the update button in the top right corner of your dashboard to apply your changes.



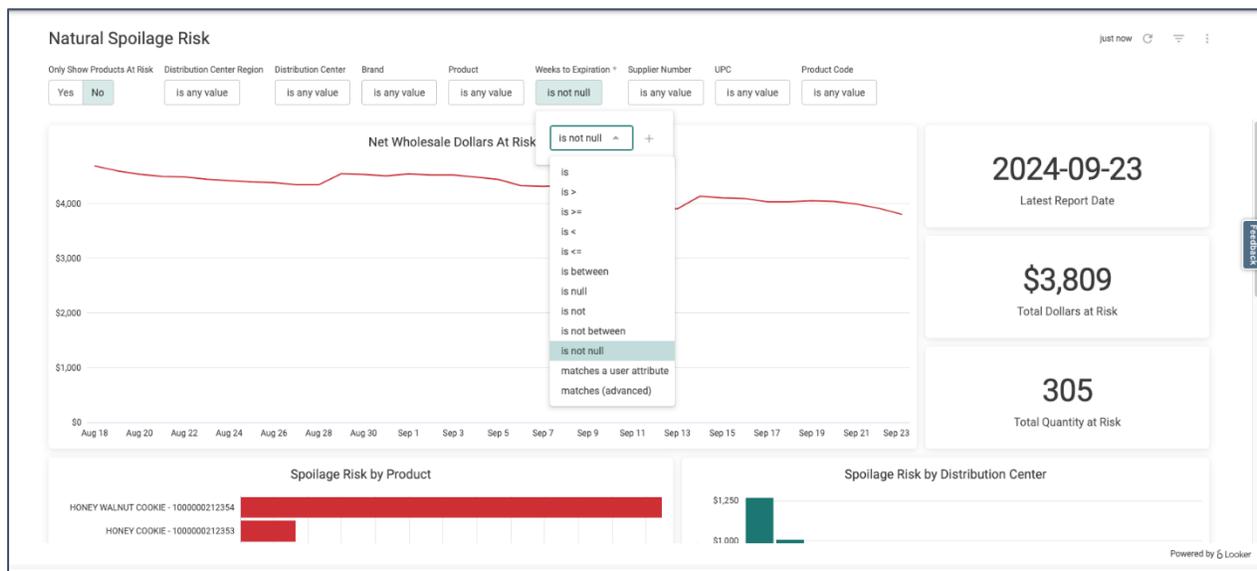
Q. Why am I only getting 500 rows of data when I download my report?

A. When you are downloading a table that has more than 500 rows of data, select "Advanced Options" in the download pop up (right below the dropdown where you pick the export format). Then, select "All Results". This will pull all rows of data from the selected table into your downloaded file.



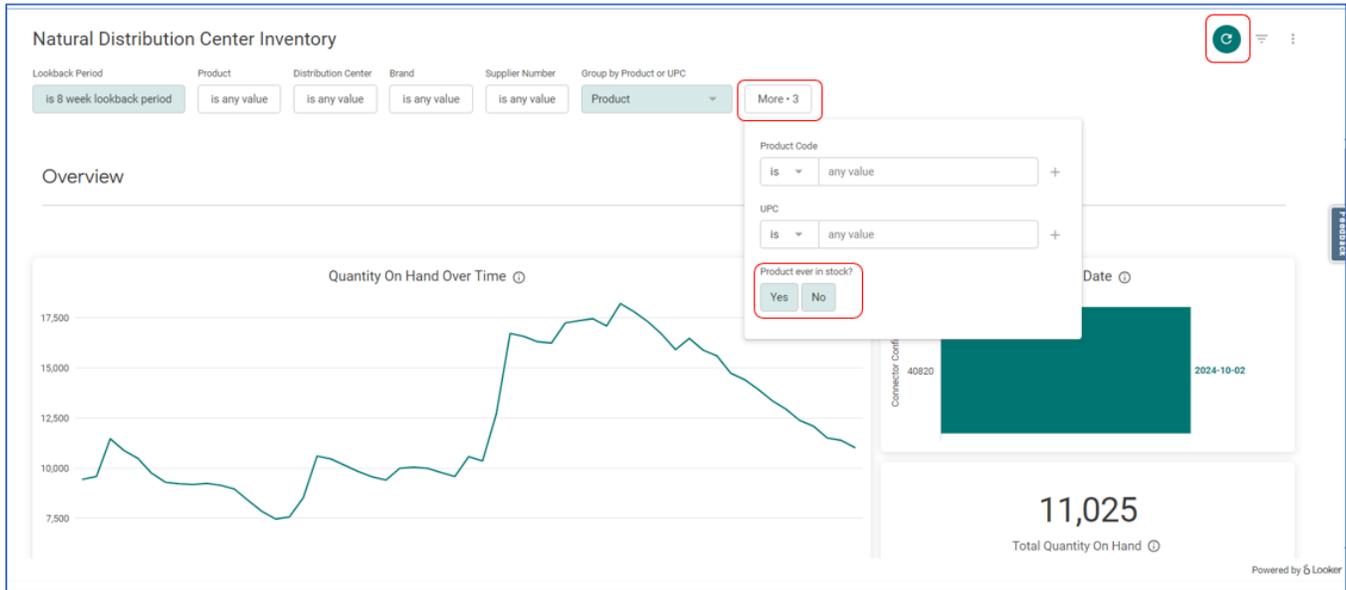
Q. How can we see ALL inventory with expiration dates vs. just showing the inventory at risk?

A. By default, the UNFI Insights Spoilage Risk dashboard will show products at risk of expiring in the next 12 weeks. To view all products with an expiration date, users can change the "Only Show Products at Risk" toggle to "No" and "Weeks to Expiration" to "is not null". This will show all products with expiration, even if they are forecasted to be used prior to expiration.



Q. We have items on PO but they are not appearing on the Inventory dashboard, why aren't they reflected in the data for that DC?

A. By default, the UNFI Insights dashboard is set to show inventory for items that have historically been on hand per DC. To see new items, or items that are new to a specific DC, you need to update the default filter. Click on the "More" button at the top of the screen, you will see the option "Product ever in stock?" Click NO and then click on the refresh icon. This will allow visibility for items that are on order but that haven't previously been on hand.



Q. Where can I find the Customer level data like in the Supplier Breakout (SBO) Report?

A. The Sales Details table at the bottom of the Sales dashboard is the closest equivalent. Users can use the date filter to select their week date range (data is always weekly, Sun-Sat). Then, users can [export](#) the Sales Details table to see sales by all points of distribution (store x product) for that week.

The screenshot shows the 'Natural Sales' dashboard. The 'Sales Details' table is highlighted with a green bar. The table lists sales data for various stores, including Store, Source Number, Address, City, State, Zip, Channel, Chain, Distribution Center, Product/UPK, Product Code, Average Cases Shipped, and Cases Shipped. The table is limited to displaying 500 rows. The data is as of 25m ago.

Store	Source Number	Address	City	State	Zip	Channel	Chain	Distribution Center	Product/UPK	Product Code	Average Cases Shipped	Cases Shipped
1	DEM 35	7199	108 FORT EDDY ROAD	CONCORD	NH	03301	SuperMarket Chain	DEM			48.0	48
2	MARKET BASKET INC 72	28656	6A CORNERSTONE SOU...	WESTFORD	MA	01886	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		48.0	48
3	CONFIDENTIAL 98371	Confiden...	CONFIDENTIAL	PUYALLUP	WA	98371	SuperMarket Chain	CONFIDENTIAL	RID		42.0	42
4	DEMOULAS SUPERMARKET 30	7190	380 LAFAYETTE ROAD	SEABROOK	NH	03874	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		42.0	42
5	DEMOULAS SUPERMARKET 12	7163	350 WINTHROP AVENUE	NORTH ANDOVER	MA	01845	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		42.0	42
6	MARKET BASKET INC 84	71839	56 SOUTH BROADWAY	SALEM	NH	03079	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
7	DEMOULAS SUPERMARKET 4	7175	288 CHELMSFORD STRE...	SOUTH CHELMSFO...	MA	01824	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
8	MARKET BASKET INC 69	20128	1 FACTORY OUTLET RO...	BOURNE	MA	02532	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
9	DEMOULAS SUPERMARKET 25	7184	34 PLAISTOW ROAD	PLAISTOW	NH	03865	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
10	DEMOULAS SUPERMARKET 21	7194	1464 WOODBURY AVEN...	PORTSMOUTH	NH	03801	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
11	MARKET BASKET INC 76	43104	1200 NEWPORT AVENUE	ATTLEBORO	MA	02703	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
12	MARKET BASKET INC 60	7211	1 GENERAL WAY	READING	MA	01867	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		36.0	36
13	MARKET BASKET 85	88257	90 ROCK ROW	WESTBROOK	ME	04092	SuperMarket Chain	DEMOULAS SUPERMARKET	DAY		34.0	34

Q. Can we run Monthly Sales reports using calendar dates?

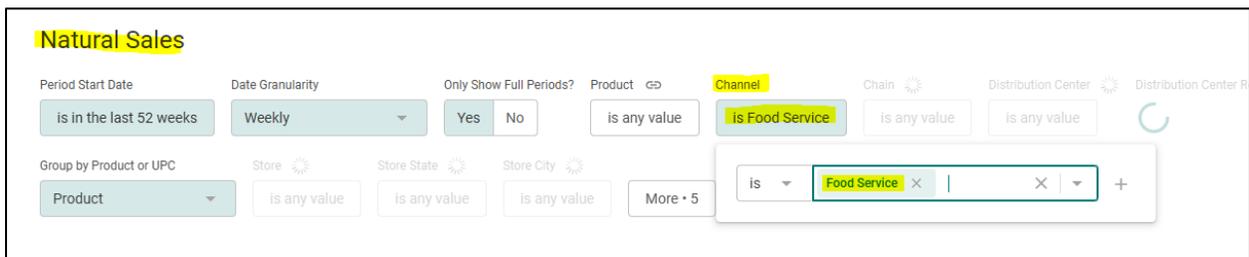
A. The reports in UNFI Insights are using weekly sales, Sunday to Saturday, therefore capturing full week data only. For example, a UNFI Insights sales report for January 2025 would contain full week dates 12/29/24 to 2/1/25



January 2025						
SU	MO	TU	WE	TH	FR	SA
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Q. How can I see channel specific data in UNFI Insights? Food Service for example?

A. Please go to the sales, distribution or velocity dashboard of your choice, open up the filter for CHANNEL and select from the list in the drop down and use the refresh icon. The dashboard will load all the sales details specific to that channel. Customer specific details are down at the bottom of the page in the “Sales Details” section.



Q. When I select NCG in the “Chain” dropdown, it brings up multiple NCG listings, what do they mean?

A. The acronyms in the chain names (ex: NCG Central CB, NCG East all PGM, etc.) are internal UNFI customer identifiers, to see all NCG stores, users should select all the NCG chains in the drop down.

Q. When I am looking for total NCG, and I combine each of these chains, would that result in double stated sales?

A. The chain names reflected in the dashboard filter options reflect the way the chains are labeled in the source data. To see a combined view, you can filter by multiple chain names at the same time. Click into the chain filter after selecting the first chain name to search for additional chain names to add to your chain filter. Each point of distribution is associated with a single chain name variation, so filtering by a group of similar chain names will not result in any duplicative data.

Q. Why am I seeing rounded numbers in the reports? I need to see the exact \$0.00

A. Currently, UNFI Insights data is automatically set up to round up/down and we cannot prevent this rounding within the data dashboards. However, you can request an Outbound Connector account to pull the source reports from UNFI directly into Excel. The source reports would give you access to the \$X.XX granularity that you are looking for. Please contact Support@gocrisp.com to request an account.

Q. How is inventory & sales for Northeast Repack reflected in UNFI Insights?

A. Northeast Repack inventory is procured from Carlisle, so any inventory information for these items will only be visible in the Conventional Dashboard under Carlisle. The product is sold to Natural stores out of downstream Natural DCs including Dayville, Hudson Valley, Manchester, and Chesterfield. Therefore, the sales out the door related information will populate under the Natural Dashboards for each respective DC.

Q. How can we determine the Repack volume sold to Conventional customers vs. Natural DCs?

A. Now that repack is being procured into Carlisle to support multiple DCs, it would not be possible to identify specific quantities purchased for each individual DC. We have 1 forecast for Carlisle which takes all DCs into consideration.

It would be best to view repack sales out the door to identify % of product shipping to Natural vs. Conventional customers. UNFI Insights provide this view for all DCs related to Carlisle and the Natural Northeast DCs impacted. Carlisle is visible in Conventional data for Inbound only. Since we do not ship to Natural Customers directly out of Carlisle, Suppliers have to look at the Natural sales out the door dashboards to view the Natural NE Repack DCs. You would run sales out the door for Conventional Carlisle DC, along with Natural Dayville, Chesterfield, Hudson Valley, and Manchester. Tally up the total sales and calculate the % to each respective DC.

Q. Why do I have item(s) showing with Inventory on Hand but showing \$0 Value on Hand?

A. The On Hand Dollar amount is a calculated field that uses the sales history for that product + DC combination to determine the price, then multiplies that by the quantity on hand. Since new UPCs (or items new to a specific DC) won't have sales history, we are seeing the Value On Hand as zero.

Q. Where can I find a report showing the outbound fill rate from UNFI to our retailers?

A. Outbound fill rate is not currently available within UNFI Insights. We will send out a communication to the Supplier community once the Outbound Fill Rate data is available

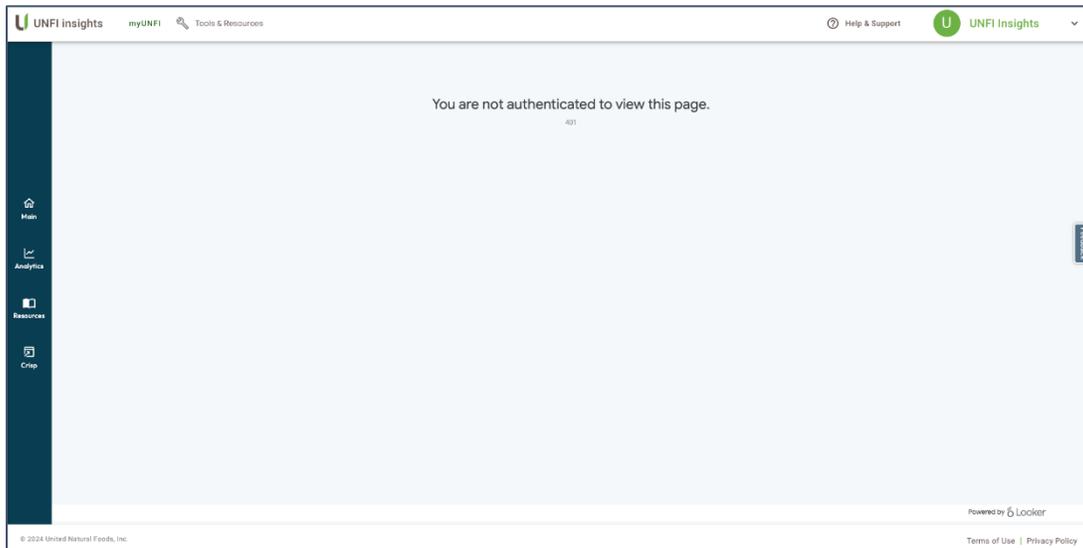
Q. How is the forecasting determined on the Distribution Center Inventory dashboard? Is the Forecast Quantity for the next week, month, other?

A. The weekly forecast is an estimate of expected base demand for the upcoming week, excluding any anticipated lift from promotions. This forecast is not a commitment and may change until purchase orders (POs) are finalized.

Q. How can we use this forecast for demand planning?

A. When creating a demand plan, suppliers should account for both the lead time and the UNFI order cycle. For example: If UNFI orders every 7 days and has a lead time of 14 days, the supplier should plan for 21 days of demand (supplier should multiply the weekly forecast by three to get 21 days of demand) For long-term planning, UNFI advises suppliers to use historical ordering data to build their own forecasts.

Troubleshooting: you are not authenticated, 401, 404 or similar errors



Please close & reopen your browser after each step & log back in to see what happens, you may need to do all three of these options to resolve.

1. Use a Supported Browser: UNFI Insights will only be accessible via Google Chrome or Microsoft Edge web browsers. ALL mobile browsers are currently **unsupported**.

2. Allow Third Party Cookies:

Google Chrome Go to settings, then Privacy & Settings, scroll down until you see “Additional Permissions”. Click on that and then “Third-Party cookies” and change to “Allow third-party cookies”

Microsoft Edge Go to settings, then Cookies and site permissions, you will see an option for “Block third-party cookies,” switch it off

3. Clear Your Browser Cache:

Google Chrome

Click the CTRL-SHIFT-DELETE keys at the same time

The **Clear browsing data** window appears.

Click the **Clear data** button.

When the **Clear browsing data** window disappears, the cache is cleared.

Microsoft Edge

Click the CTRL-SHIFT-DELETE keys at the same time.

The **Clear browsing data** window appears.

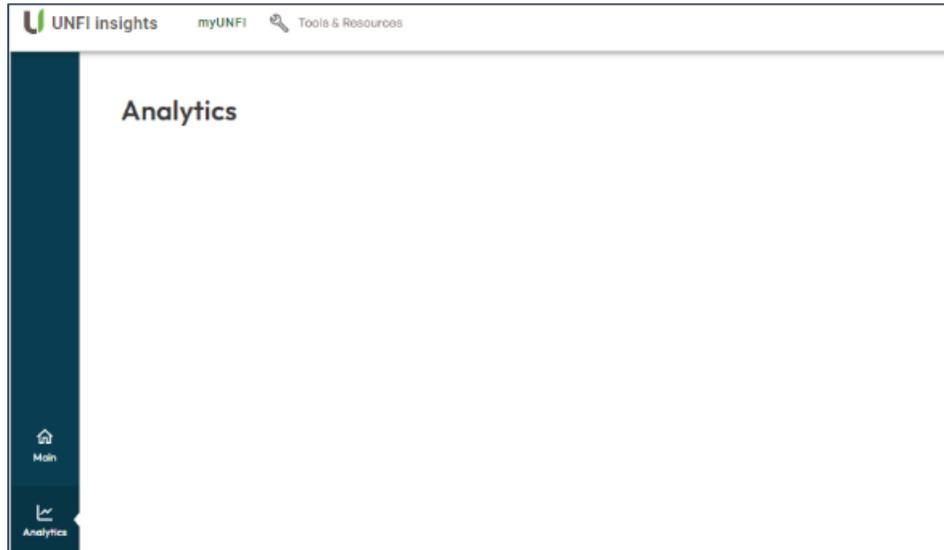
Click the **Clear now** button.

When the **Clear browsing data** window disappears, the cache is cleared.

4. Confirm Access to the Domain: Check with your IT team to ensure that there are no internal firewalls or VPNs blocking traffic to either of these domains

- <https://www.myunfi.com/>
- <https://platform.gocrisp.com/unfi-UNFI Insights-embedded/>

Troubleshooting blank analytics screen error



- A. This typically means the user isn't authorized for the supplier data. Please confirm that you are using the correct myUNFI User ID (SSA logins as assigned by UNFI). If you are using the correct login, and still see a blank Analytics screen, please navigate to this URL: <https://platform.gocrisp.com/unfi-UNFI-Insights-embedded/debug> and click "Fetch response".

Send a screenshot of the response and the contents of the API section to UNFIinsights@unfi.com so we can review & correct as needed.

A screenshot of the UNFI Insights debug page. The page is titled 'UNFI Insights' and is divided into three columns: 'Azure User', 'Firebase User', and 'Crisp User'.
Azure User
Environment: unfib2c.b2clogin.com
Local Account ID: 2ffaa5a2-055b-4029-beca-699d7eb8f609
Name: Email Test
Email: myunfi+dttest@gmail.com
Audience: d000c244-3acf-4153-b026-8b7589c8b032
Issuer: https://unfib2c.b2clogin.com/ffp/7a4a260f-831e-4378-92fc-c16d454da387/b2c_1a_p1_v1_si_pe_prod/v2.0/
Subject: insightsdttest
Accesstoken: Copy to clipboard
Firebase User
Display name: [redacted]
Provider ID: firebase
Firebase ID: ji5VYqqlCcTZK0im7GNjYMFICX23
Email: insightsdttest@oidc.unfib2c.onmicrosoft.com
Email verified: false
Sign-in provider: oidc.unfib2c.onmicrosoft.com
Sign-in providers: oidc.unfib2c.onmicrosoft.com
Display name: [redacted]
Email: myunfi+dttest@gmail.com
UID: insightsdttest
Crisp User
ID: 15632
Display name: [redacted]
Email Test: [redacted]
Email: myunfi+dttest@gmail.com
Roles: ROLE_USER
Authorization API
Fetch response (1)
Statuscode: 200
Body: {"suppliers": []} (2)