

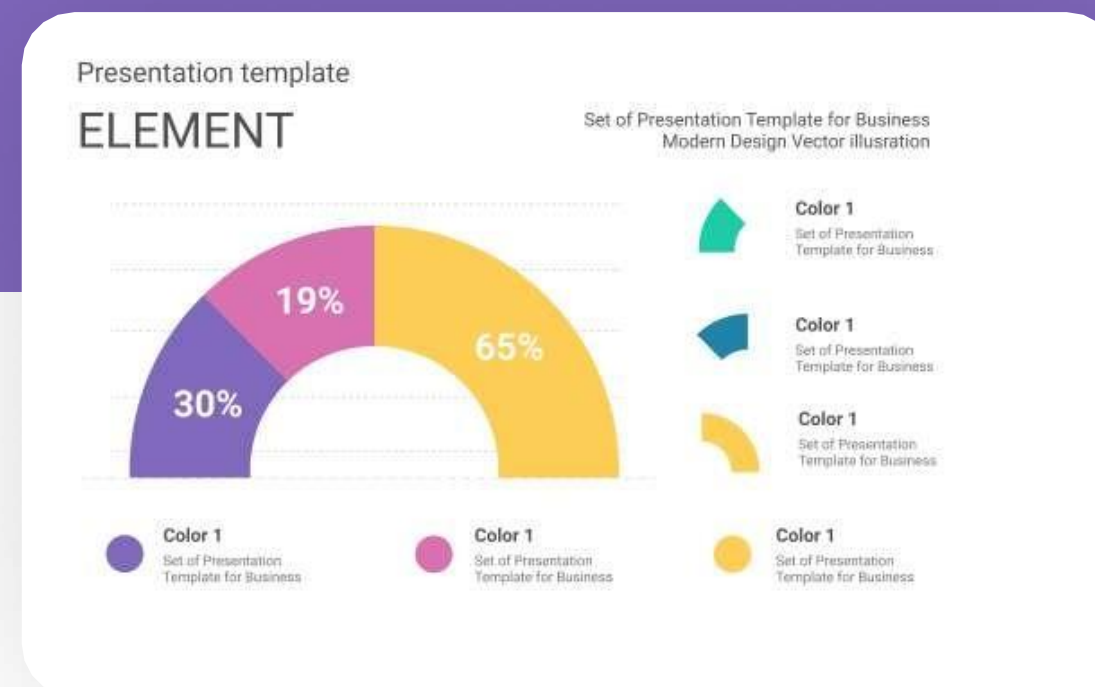
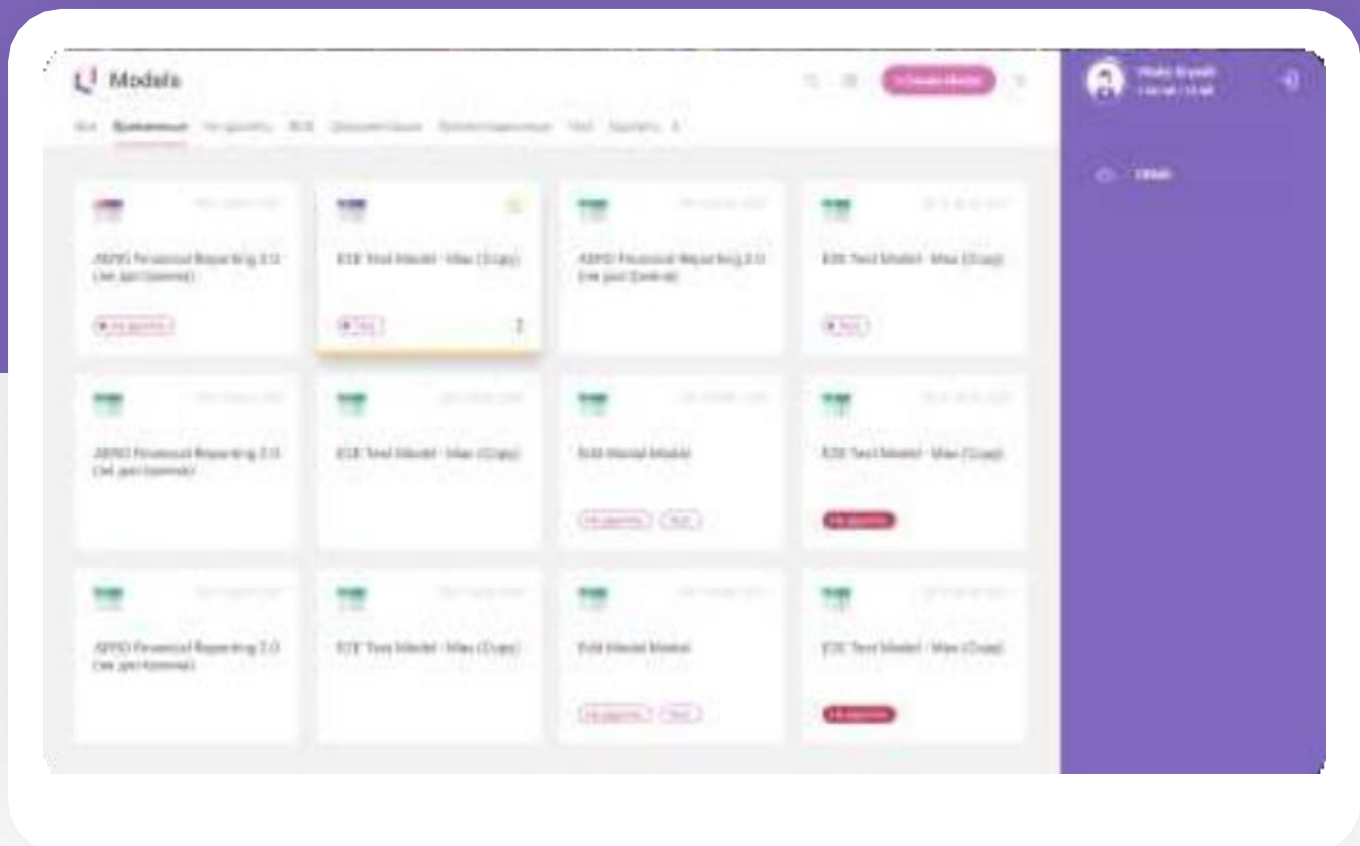


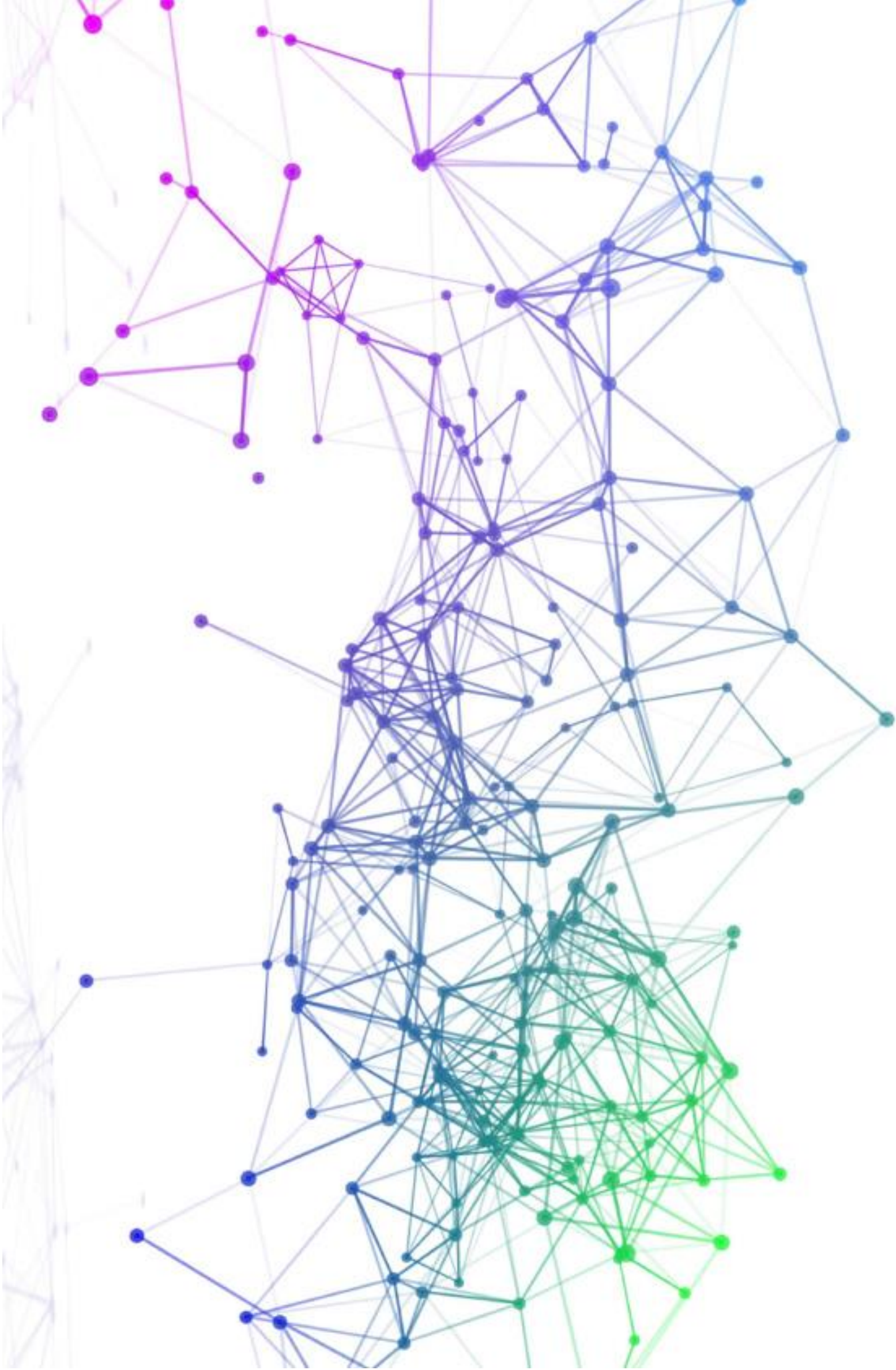
DEMO

Fast Delivery

FP&A:

Operations and Cohort Planning





DEMO Fast Delivery FP&A. Roadmap

01

- Master data and openings management

02

- New Warehouse planning

03

- Existing Warehouse planning

04

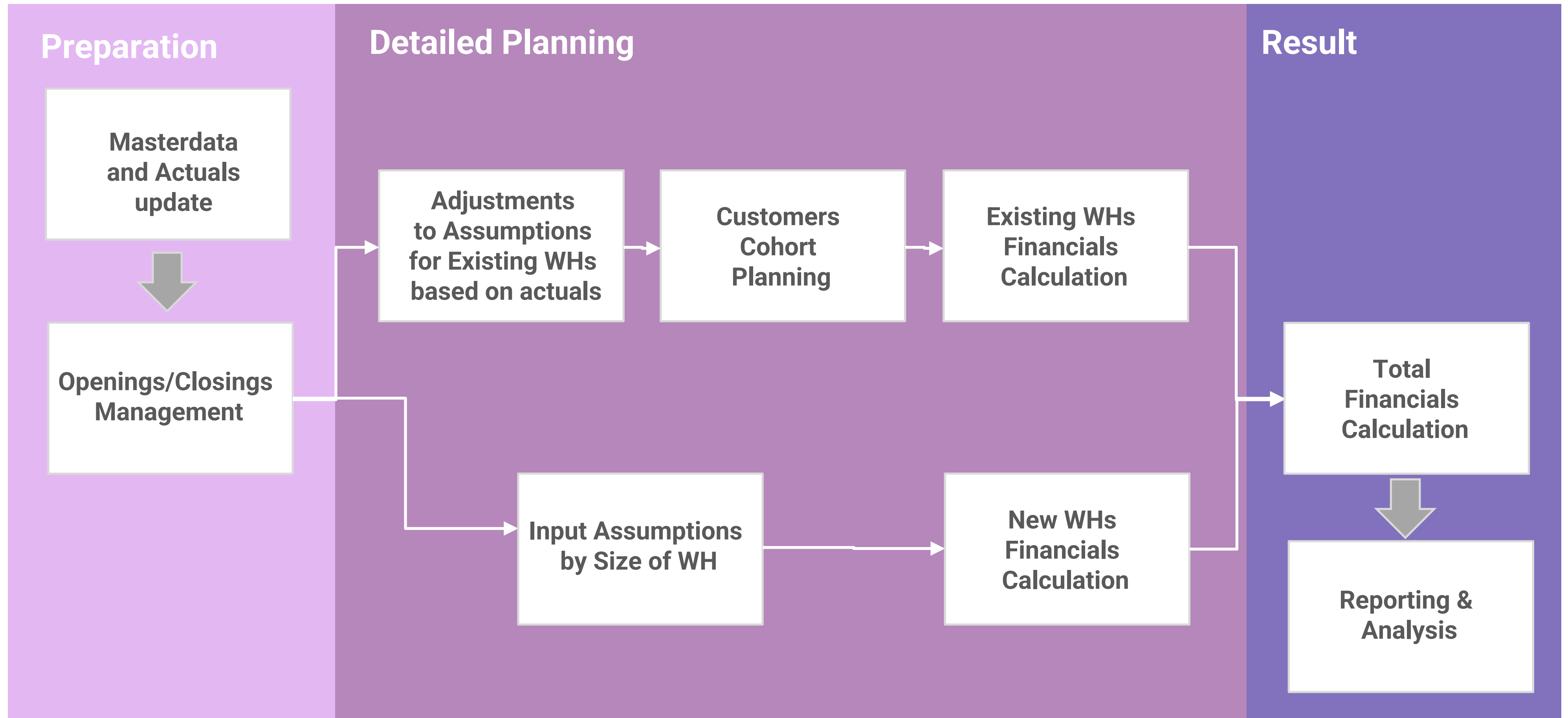
- Analytics & Versions Comparison



DEMO Fast Delivery FP&A: Operations and Cohort Planning

- 1) Master data and openings management
Administration
Openings Management
- 2) New Warehouse planning
Economics by Type: Estimated Financial results
Economics by Type: Key assumptions
New Warehouse Planning
- 3) Existing Warehouse planning
Warehouse Summary
Key Assumptions
Cohort Planning
- 4) Analytics & Versions Comparison
General Report
Analytics & Outliers

DEMO Fast Delivery FP&A: Operations and Cohort Planning



* WH - Warehouse

Navigation menu



Fast Delivery Financial Model

NAVIGATION	
Administration	Existing Warehouse Planning
Openings Management	Cohort Planning
Economics by Type	Reports
New Warehouse Planning	



1. Master data and openings management: Administration

Versions Management

1

Set Last Actual Month for Versions

	Last Actual Month
Actual	Dec 23
Previous forecast	Nov 23
Forecast	Dec 23

3

Copy data from Version to Version

2

Set Source and Target Version for Copy

Version (from)	Previous forecast
Version (to)	Forecast

- 1) Select the Last Actual Month for each version in the left table.
- 2) If you want to use the existing data from one version for running any scenario, select a version you want to copy from and a version to copy to

Warehouse List Management

4

+ Add One Warehouse

WH Name	
WH Size (Parent)	
District	

5

+ Add Several Warehouses

Warehouses to add, #	5
----------------------	---

- 3) Click the Copy data from Version to Version button for this operation

Geography Lists Management

4

+ Add One District

District Name	
City (Parent)	

5

Add Several Cities

Cities to add, #	
------------------	--

District Properties

	Item Name	Parent
All Cities	All Cities	
Hastings	Hastings	All Cities
Hastings West	Hastings West	Hastings
Hastings East	Hastings East	Hastings
Whitstable	Whitstable	All Cities
Whitstable West	Whitstable West	Whitstable
Whitstable East	Whitstable East	Whitstable
Rye	Rye	All Cities
Rye West	Rye West	Rye
Rye East	Rye East	Rye
Margate	Margate	All Cities
Margate West	Margate West	Margate
Margate East	Margate East	Margate

Cities List

	Item Name
All Cities	All Cities
Hastings	Hastings
Whitstable	Whitstable
Rye	Rye
Margate	Margate
Brighton	Brighton
Canterbury	Canterbury
Bath	Bath
Cambridge	Cambridge
Southend on Sea	Southend on Sea
Bristol	Bristol
York	York

Warehouse Properties

	Item Name	Parent	City	District
All Warehouses	All Warehouses			
Large	Large	All Warehouses		
WH1	WH1	Large	Hastings	Hastings West
WH2	WH2	Large	Hastings	Hastings East
WH3	WH3	Large	Hastings	Hastings West
Medium	Medium	All Warehouses		
WH4	WH4	Medium	Whitstable	Whitstable West
WH5	WH5	Medium	Rye	Rye East
WH6	WH6	Medium	Margate	Margate West
WH7	WH7	Medium	Brighton	Brighton West
WH8	WH8	Medium	Brighton	Brighton West
WH16	WH16	Medium	Hastings	Hastings West
WH19	WH19	Medium	Margate	Margate West
WH20	WH20	Medium	Margate	Margate West
WH21	WH21	Medium	Margate	Margate West
WH22	WH22	Medium	Margate	Margate West
WH23	WH23	Medium	Margate	Margate West
Small	Small	All Warehouses		
WH9	WH9	Small	Whitstable	Whitstable East

Warehouse Parameters by Version Forecast

	New/ Existing	Open Date	Close Date
All Warehouses			
Large			
WH1	New	01.01.2024	
WH2	New	01.02.2024	
WH3	New	01.04.2024	
Medium			
WH4	Existing	01.05.2022	
WH5	Existing	01.08.2022	
WH6	Existing	01.03.2023	
WH7	Existing	01.04.2023	30.06.2024
WH8	New	01.01.2024	
WH16	New	01.02.2024	
WH19	New	01.02.2024	
WH20	New	01.02.2024	
WH21	New	01.02.2024	
WH22	New	01.02.2024	
WH23	New	01.02.2024	
Small			
WH9	Existing	01.02.2023	

- 4) To add one Warehouse / District to the list, input necessary properties a new item and click the Add One Warehouse / District button for this operation
- 5) In case you need to add more than one item at once, input the number of items to create, and click the Add Several Warehouses / Cities button.

Edit the tables in case you add several items

1. Master data and openings management: Openings Management

View ▾ Edit ▾ ↻ 📄

1 Previous forecast ▾ Navigation Economics by Type >>>

Show only new items? 3

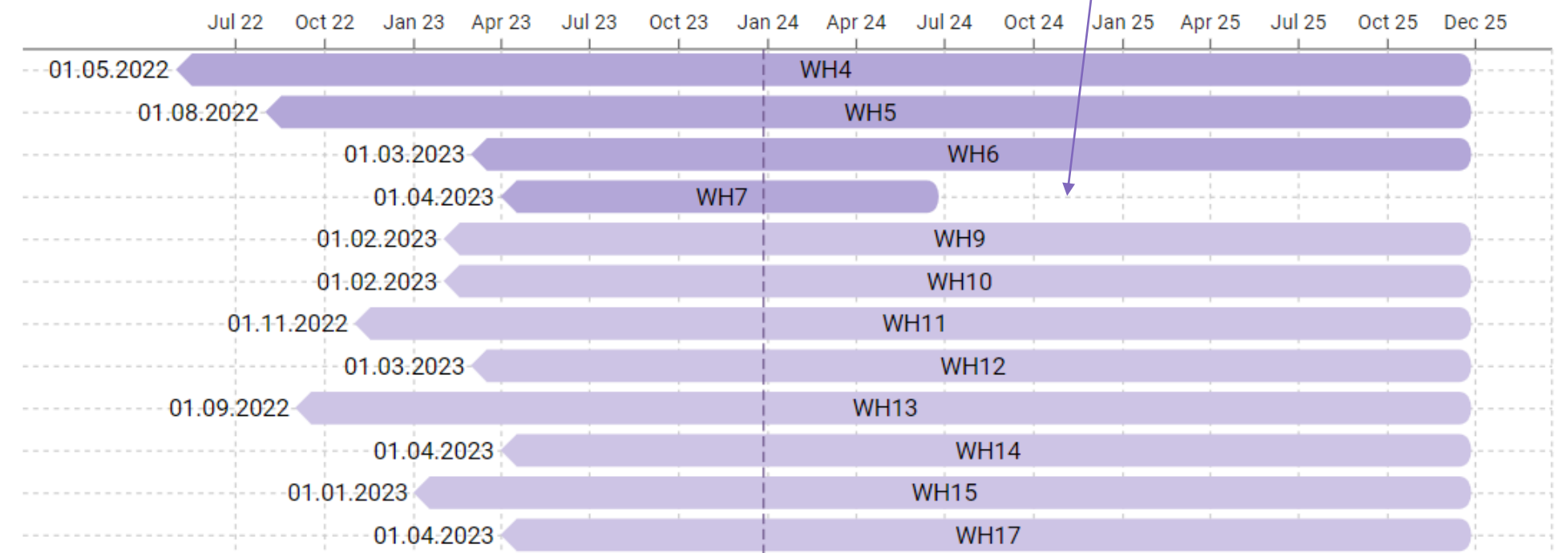
2 Size New/ Existing City

Existing

	City	District	New/ Existing	Open Date	Close Date	Break-even Month
Medium						
WH4	Whitstable	Whitstable West	Existing	01.05.2022		19
WH5	Rye	Rye East	Existing	01.08.2022		10
WH6	Margate	Margate West	Existing	01.03.2023		18
WH7	Brighton	Brighton West	Existing	01.04.2023	30.06.2024	16
Small						
WH9	Whitstable	Whitstable East	Existing	01.02.2023		16
WH10	Hastings	Hastings West	Existing	01.02.2023		14
WH11	Hastings	Hastings East	Existing	01.11.2022		21
WH12	Canterbury	Canterbury West	Existing	01.03.2023		17
WH13	Margate	Margate East	Existing	01.09.2022		12
WH14	Brighton	Brighton East	Existing	01.04.2023		23
WH15	Rye	Rye East	Existing	01.01.2023		22
WH17	Whitstable	Whitstable West	Existing	01.04.2023		23

- 1) Select Version on the top of the dashboard
- 2) Select parameters to filter the table
- 3) Choose **Show only new items** selection to show all the warehouses with missing parameters

The Gantt chart shows all the warehouses from the left table with additional information with vertical intersection on the current date



2. New Warehouse planning: Economics by Type (1/2)

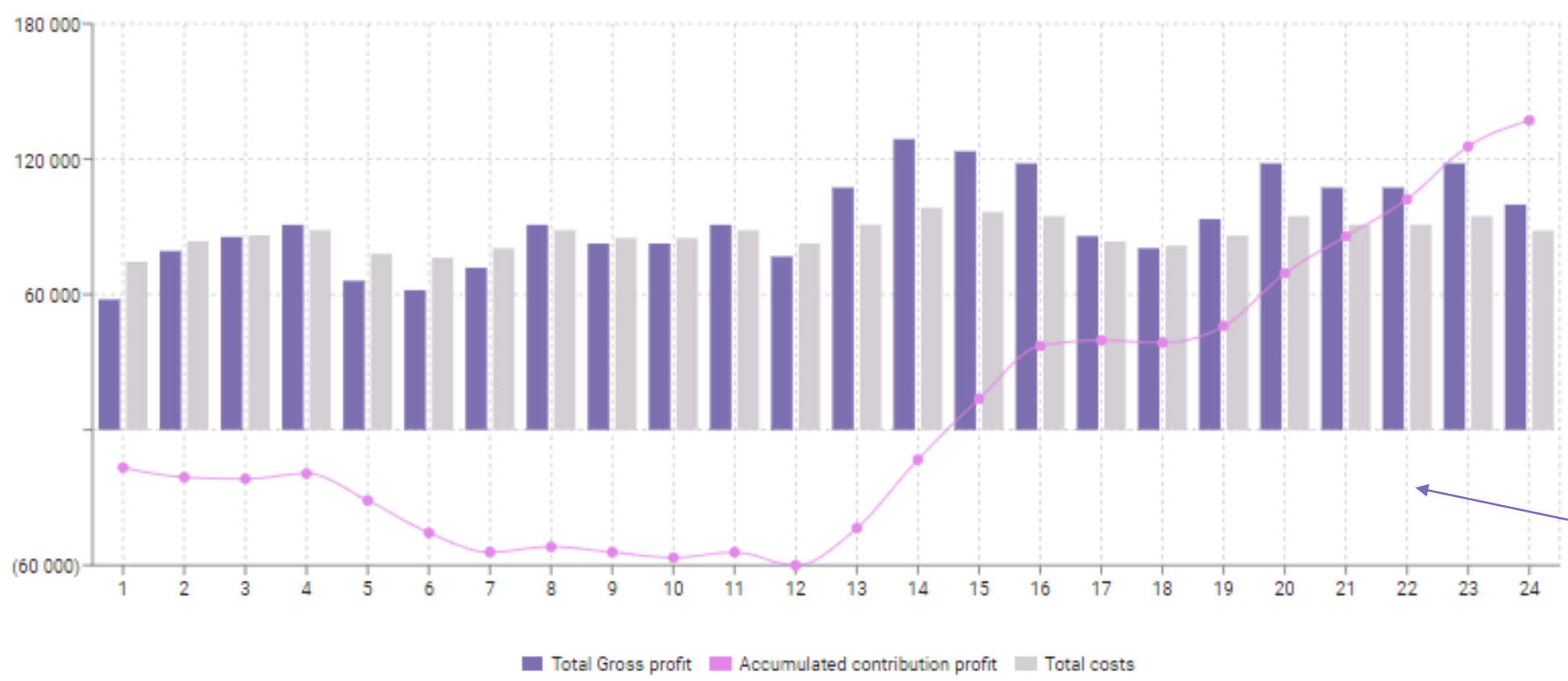
1

Economics by Type

Estimated Financial Results

INSTRUCTION:
1) Select Version and Warehouse type by Size on the top of the dashboard

Note: The estimated Break-even point is calculated automatically depending on the assumptions



Input Financial Assumptions for New WH

	Large	Medium	Small
Topline			
Target Sales / month, \$	1 100 000	600 000	280 000
Average Order Value, \$	50	45	40
Net commercial margin, %	25.0%	24.0%	22.0%
Delivery revenue / order, \$	2.0	2.0	2.0
Sales growth YoY, %	20.0%	25.0%	30.0%
Financials			
Fulfillment, fixed cost / month, \$	170 000	90 000	50 000
Fulfillment, var cost / order, \$	1.0	1.0	1.0
Courier delivery, cost / order, \$	4.0	4.0	4.0
Costs inflation YoY, %	10.0%	10.0%	7.0%
Break-even point	10	12	15

2) Look at the estimated projection of financials for the first 24 months on the chart and in the table below.

3) If necessary, you may change the assumptions:

- Key Financial Assumptions are in the table Input Assumptions for New WH
- Key Sales Assumptions are located in another section below.

- 1) Select Version and Warehouse type by Size on the top of the dashboard
- 2) If necessary, change the assumptions for different types

WH Financials by Size

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Topline																			
GMV	196 000	268 800	289 800	308 000	224 000	210 000	243 600	308 000	280 000	280 000	308 000	260 400	364 000	436 800	418 600	400 400	291 200	273 000	316 680
Average Order Value	40	40	40	40	40	40	40	40	40	40	40	40	52	52	52	52	52	52	52
Orders	4 900	6 720	7 245	7 700	5 600	5 250	6 090	7 700	7 000	7 000	7 700	6 510	7 000	8 400	8 050	7 700	5 600	5 250	6 290
Commercial gross profit	43 120	59 136	63 756	67 760	49 280	46 200	53 592	67 760	61 600	61 600	67 760	57 288	80 080	96 096	92 092	88 088	64 064	60 060	69 670
Net commercial margin, %	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%
Delivery revenue	14 700	20 160	21 735	23 100	16 800	15 750	18 270	23 100	21 000	21 000	23 100	19 530	27 300	32 760	31 395	30 030	21 840	20 475	23 751
Total Gross profit	57 820	79 296	85 491	90 860	66 080	61 950	71 862	90 860	82 600	82 600	90 860	76 818	107 380	128 856	123 487	118 118	85 904	80 535	93 421
Gross profit margin, % GMV	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%	29.5%
Fulfillment cost	(54 900)	(56 720)	(57 245)	(57 700)	(55 600)	(55 250)	(56 090)	(57 700)	(57 000)	(57 000)	(57 700)	(56 510)	(60 990)	(62 488)	(62 114)	(61 739)	(59 492)	(59 118)	(60 016)
FF variable costs	(4 900)	(6 720)	(7 245)	(7 700)	(5 600)	(5 250)	(6 090)	(7 700)	(7 000)	(7 000)	(7 700)	(6 510)	(7 490)	(8 998)	(8 614)	(8 239)	(5 992)	(5 618)	(6 516)
FF fix costs	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(50 000)	(53 500)	(53 500)	(53 500)	(53 500)	(53 500)	(53 500)
Courier delivery cost	(19 600)	(26 880)	(28 980)	(30 800)	(22 400)	(21 000)	(24 360)	(30 800)	(28 000)	(28 000)	(30 800)	(26 040)	(29 960)	(35 952)	(34 454)	(32 956)	(23 968)	(22 470)	(26 065)
Contribution profit	(16 680)	(4 304)	(734)	2 360	(11 920)	(14 300)	(8 588)	2 360	(2 400)	(2 400)	2 360	(5 732)	16 430	30 416	26 920	23 423	2 444	(1 053)	7 339
Contribution margin, % GMV	(8.5)%	(1.6)%	(0.3)%	0.8%	(5.3)%	(6.8)%	(3.5)%	0.8%	(0.9)%	(0.9)%	0.8%	(2.2)%	4.5%	7.0%	6.4%	5.8%	0.8%	(0.4)%	2.3%

The chart and the table below show the estimated projection of financials for the first 24 months by a selected Warehouse type

2. New Warehouse planning: Economics by Type (2/2)

Key Assumptions

1

Sales Seasonality
Sales Ramp-up

Note: Total Sales Seasonality should be equal to 1 200%

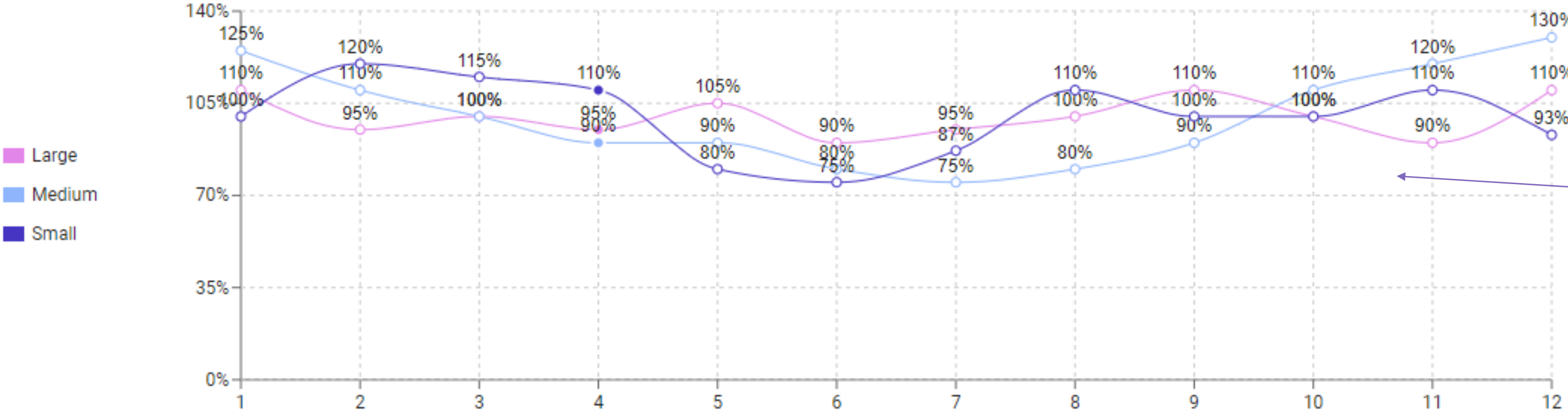
1) Switch between Sales Seasonality and Sales Ramp-up selector

Input Sales Assumptions for New WH for Calendar Months

2

	Total	1	2	3	4	5	6	7	8	9	10	11	12
Large	1 200%	110%	95%	100%	95%	105%	90%	95%	100%	110%	100%	90%	110%
Medium	1 200%	125%	110%	100%	90%	90%	80%	75%	80%	90%	110%	120%	130%
Small	1 200%	100%	120%	115%	110%	80%	75%	87%	110%	100%	100%	110%	93%

2) Input assumptions into the table



The chart reflects all the changes in Sales Assumptions by Warehouse Type

2. New Warehouse planning: New Warehouse planning

1

View Edit Previous forecast Navigation Existing Warehouse Planning >>>

New Warehouse Planning

2

Warehouse Summary

Size City

INSTRUCTION:

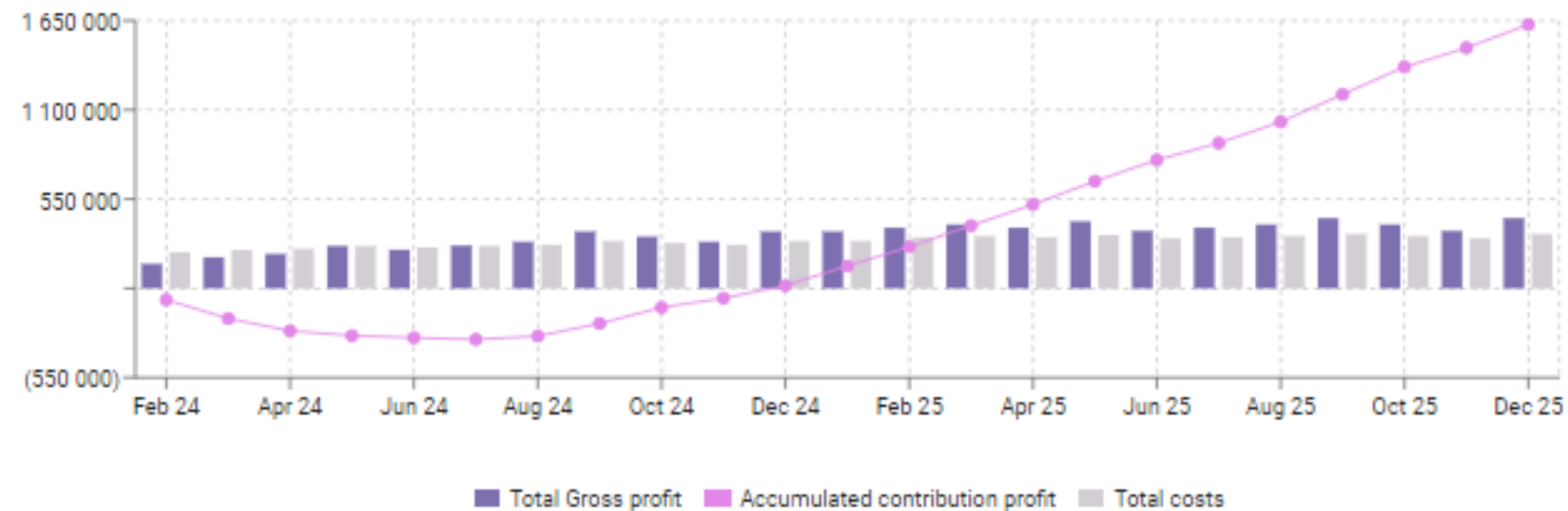
- 1) Select Version on the top of the dashboard
- 2) Select parameters on the left to filter the table

- 3) Click on the left part of any row in the table to update the graph and the tables below
- Note that the forecast is based on Economics by Type assumptions

WH Parameters (New)

	City	District	Size	New/ Existing	Open Date	Close Date	Break-even Month
WH1	Hastings	Hastings W...	Large	New	01.01.2024		11
WH2	Hastings	Hastings E...	Large	New	01.02.2024		11
WH3	Hastings	Hastings W...	Large	New	01.04.2024		11
WH8	Brighton	Brighton W...	Medium	New	01.01.2024		12
WH16	Hastings	Hastings W...	Medium	New	01.02.2024		12
WH18	Hastings	Hastings W...	Small	New	01.01.2024		16

Estimated Financial Results



The table shows the estimated projection of financials for the selected Warehouse

WH Financials (New)

	FY24	FY25	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
Topline													
GMV	10 045 750	15 598 000	522 500	660 000	731 500	900 900	821 700	909 150	990 000	1 210 000	1 100 000	990 000	1 210 000
Average Order Value	50	50	50	50	50	50	50	50	50	50	50	50	50
Orders	200 915	311 960	10 450	13 200	14 630	18 018	16 434	18 183	19 800	24 200	22 000	19 800	24 200
Commercial gross profit	2 511 438	3 899 500	130 625	165 000	182 875	225 225	205 425	227 288	247 500	302 500	275 000	247 500	302 500
Net commercial margin, %	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
Delivery revenue	401 830	739 024	20 900	26 400	29 260	36 036	32 868	36 366	39 600	48 400	44 000	39 600	48 400
Total Gross profit	2 913 268	4 638 524	151 525	191 400	212 135	261 261	238 293	263 654	287 100	350 900	319 000	287 100	350 900
Gross profit margin, % GMV	29.0%	29.7%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%	29.0%
Fulfillment cost	(2 070 915)	(2 567 736)	(180 450)	(183 200)	(184 630)	(188 018)	(186 434)	(188 183)	(189 800)	(194 200)	(192 000)	(189 800)	(194 200)
FF variable costs	(200 915)	(340 736)	(10 450)	(13 200)	(14 630)	(18 018)	(16 434)	(18 183)	(19 800)	(24 200)	(22 000)	(19 800)	(24 200)
FF fix costs	(1 870 000)	(2 227 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)	(170 000)
Courier delivery cost	(803 660)	(1 247 840)	(41 800)	(52 800)	(58 520)	(72 072)	(65 736)	(72 732)	(79 200)	(96 800)	(88 000)	(79 200)	(96 800)
Contribution profit	38 693	822 948	(70 725)	(44 600)	(31 015)	1 171	(13 877)	2 739	18 100	59 900	39 000	18 100	59 900
Contribution margin, % GMV	0.4%	5.3%	(13.5)%	(6.8)%	(4.2)%	0.1%	(1.7)%	0.3%	1.8%	5.0%	3.5%	1.8%	5.0%

Warehouse Economics Comparison

	FY24	FY25	Difference
Topline			
GMV	10 045 750	15 598 000	5 552 250
Average Order Value	50	50	-
Orders	200 915	311 960	111 045
Commercial gross profit	2 511 438	3 899 500	1 388 063
Net commercial margin, %	25.0%	25.0%	-
Delivery revenue	401 830	739 024	337 194
Total Gross profit	2 913 268	4 638 524	1 725 257
Gross profit margin, % GMV	29.0%	29.7%	0.7%
Fulfillment cost	(2 070 915)	(2 567 736)	(496 821)
FF variable costs	(200 915)	(340 736)	(139 821)
FF fix costs	(1 870 000)	(2 227 000)	(357 000)
Courier delivery cost	(803 660)	(1 247 840)	(444 180)
Contribution profit	38 693	822 948	784 255
Contribution margin, % GMV	0.4%	5.3%	4.9%

The table shows the yearly data and comparison of financials for the selected Warehouse

- 1) Select Version on the top of the dashboard
- 2) Select parameters on the left to filter the table
- 3) Click on the left part of any row in the table with Warehouse list to update the graph and the tables below



3. Existing Warehouse planning: Existing Warehouse planning (1/3)

1

View Edit Forecast Navigation Cohort Planning >>> Reports>>>

Existing Warehouse Planning

Warehouse Summary

2

Size: All Warehouses City: Whitstable

INSTRUCTION:
 1) Select Version on the top of the dashboard
 2) Select parameters on the left to filter the table

3) Click on the left part of any row in the table to update the graph and the tables below
 Note that the forecast is based on local and Cohort assumptions

- 1) Select Version on the top of the dashboard
- 2) Select parameters on the left to filter the table
- 3) Click on the left part of any row in the table with Warehouse list to update the graph and the tables below

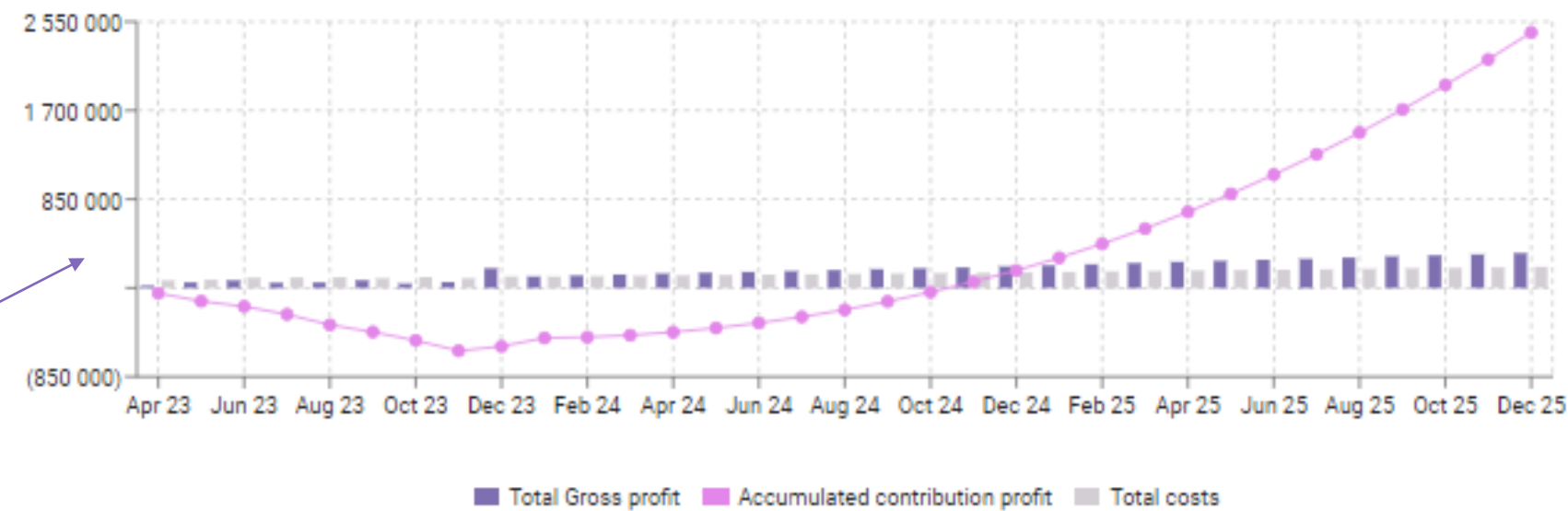
WH Parameters (Existing)

	City	District	Size	New/ Existing	Open Date	Close Date	Break-even Month
WH4	Whitstable	Whitstable ...	Medium	Existing	01.05.2022		19
WH9	Whitstable	Whitstable ...	Small	Existing	01.02.2023		16
WH17	Whitstable	Whitstable ...	Small	Existing	01.04.2023		20

3

The table and the chart show the estimated projection of financials for the selected Warehouse

Estimated Financial Results



WH Financials (Existing)

	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24
Topline													
GMV	64 714	229 661	132 747	127 527	322 093	384 364	130 081	211 575	491 273	368 243	399 287	430 865	4
Average Order Value	42	70	30	24	60	54	20	27	57	40	40	40	
Orders	1 541	3 281	4 425	5 314	5 368	7 118	6 504	7 836	8 619	9 323	10 109	10 908	
Commercial gross profit	16 178	36 746	46 461	17 854	41 872	38 436	35 122	40 199	137 556	77 331	83 850	90 482	
Net commercial margin, %	25.0%	16.0%	35.0%	14.0%	13.0%	10.0%	27.0%	19.0%	28.0%	21.0%	21.0%	21.0%	
Delivery revenue	6 163	16 404	26 549	31 882	10 736	35 589	6 504	15 672	51 713	32 629	35 380	38 178	
Total Gross profit	22 342	53 150	73 011	49 735	52 609	74 026	41 626	55 872	189 269	109 960	119 230	128 660	1
Gross profit margin, % GMV	34.5%	23.1%	55.0%	39.0%	16.3%	19.3%	32.0%	26.4%	38.5%	29.9%	29.9%	29.9%	
Fulfillment cost	(65 119)	(65 325)	(72 010)	(77 802)	(85 269)	(70 249)	(82 280)	(67 340)	(76 724)	(77 184)	(78 343)	(79 522)	(8
FF variable costs	(770)	(5 906)	(8 407)	(10 096)	(5 368)	(13 524)	(11 707)	(13 321)	(4 309)	(13 751)	(14 910)	(16 089)	(
FF fix costs	(64 349)	(59 429)	(63 603)	(67 706)	(79 901)	(56 725)	(70 573)	(54 019)	(72 415)	(63 433)	(63 433)	(63 433)	(
Courier delivery cost	(7 704)	(13 780)	(25 664)	(22 849)	(16 641)	(22 777)	(21 463)	(25 859)	(32 752)	(31 697)	(34 369)	(37 087)	(3
Contribution profit	(50 482)	(25 964)	(24 664)	(50 915)	(49 302)	(19 000)	(62 118)	(37 328)	79 793	1 079	6 518	12 050	
Contribution margin, % GMV	(78.0)%	(11.3)%	(18.6)%	(39.9)%	(15.3)%	(4.9)%	(47.8)%	(17.6)%	16.2%	0.3%	1.6%	2.8%	

Warehouse Economics Comparison

	FY24	FY25	Difference
Topline			
GMV	4 086 600	5 312 580	1 225 980
Average Order Value	40	40	-
Orders	102 165	132 815	30 650
Commercial gross profit	899 052	1 168 768	269 716
Net commercial margin, %	22.0%	22.0%	-
Delivery revenue	377 339	637 702	260 364
Total Gross profit	1 276 391	1 806 470	530 079
Gross profit margin, % GMV	31.2%	34.0%	2.8%
Fulfillment cost	(739 175)	(825 481)	(86 306)
FF variable costs	(107 675)	(149 776)	(42 101)
FF fix costs	(631 500)	(675 705)	(44 205)
Courier delivery cost	(408 660)	(531 258)	(122 598)
Contribution profit	128 555	449 731	321 175
Contribution margin, % GMV	3.1%	8.5%	5.3%

The table shows the yearly data and comparison of financials for the selected Warehouse



3. Existing Warehouse planning: Existing Warehouse planning (2/3)

Key Assumptions

Adjustments to Financial Assumptions for Existing WH

	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24
Historical											
Delivery revenue / order, \$	4	2	6	1	3	3	3	3	3	3	3
Average Order Value, \$	21	21	67	61	50	50	50	50	50	50	50
Net commercial margin, %	17.00%	12.00%	27.00%	16.00%	18.33%	18.33%	18.33%	18.33%	18.33%	18.33%	18.33%
FF cost / order, \$	1.6	1	1.6	2	1.5	1.5	1.5	1.5	1.5	1.5	1.5
FF fix costs, \$	67 445	51 888	54 064	79 238	61 730	61 730	61 730	61 730	61 730	61 730	61 730
Courier delivery cost / order, \$	5.1	5.9	5.5	3.2	4.9	4.9	4.9	4.9	4.9	4.9	4.9
Adjustments											
Adj Delivery revenue / order, \$	-	-	-	-	-	-	-	-	-	-	-
Adj Average Order Value, \$	-	-	-	-	-	-	-	-	-	-	-
Adj Net commercial margin, %	-	-	-	-	25.00%	-	-	-	-	-	-
Adj FF cost / order, \$	-	-	-	-	-	-	-	-	-	-	-
Adj FF fix costs, \$	-	-	-	-	-	-	-	-	-	-	-
Adj Courier delivery cost / order, \$	-	-	-	-	-	-	-	-	-	-	-
Final											
Final Delivery revenue / order, \$	4	2	6	1	3	3	3	3	3	3	3
Final Average Order Value, \$	21	21	67	61	50	50	50	50	50	50	50
Final Net commercial margin, %	17.00%	12.00%	27.00%	16.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%
Final FF cost / order, \$	1.6	1	1.6	2	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Final FF fix costs, \$	67 445	51 888	54 064	79 238	61 730	61 730	61 730	61 730	61 730	61 730	61 730
Final Courier delivery cost / order, \$	5.1	5.9	5.5	3.2	4.9	4.9	4.9	4.9	4.9	4.9	4.9

Actual periods are highlighted with purplish

All the overridden adjustments are highlighted with green and are assumed to be active for the following periods until any next adjustment

- 1) Define months number for average calculation based on actual data for WH Type (Size) in the table Months number for average (Rule by Size)
- 2) If necessary, override averages for the selected Warehouse in the table Months number for average (WH Adjustment)
- 3) Input adjustments to the historical assumptions into the table for the selected Warehouse

Months number for average (Rule by Size) 1

	Months for average Rule
Large	5
Medium	4
Small	4

Months number for average (WH Adjustment) 2

Months for average Adj	3
Months for average Final	3

3. Existing Warehouse planning: Cohort planning (3/3)

1

View Edit Forecast Medium Navigation <<< Existing Warehouse Planning Reports >>>

Cohort Planning for Existing Warehouses

Input Assumptions by Size

Actual Metrics

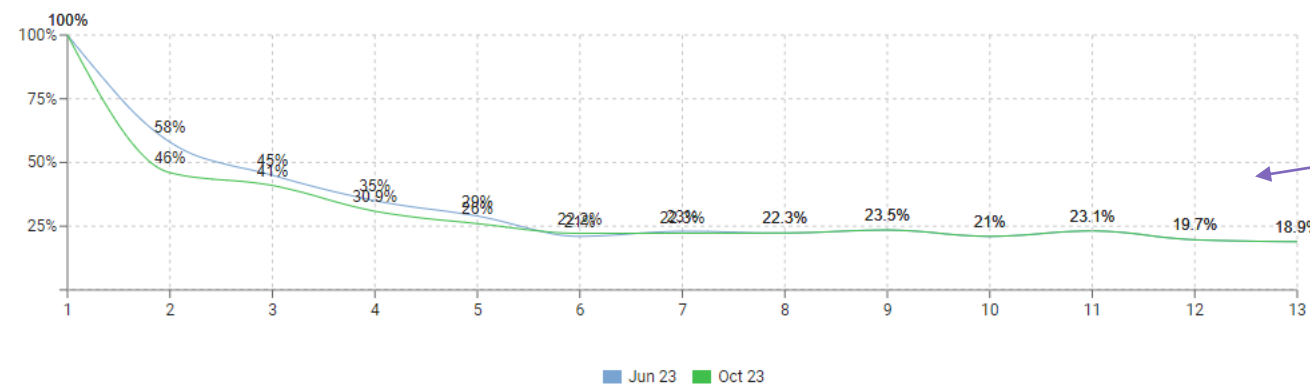
	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
New customers base growth MoM, %	0.0%	0.0%	0.0%	0.0%	0.0%	-15.8%	3.7%	0.2%	8.2%	-5.2%	-0.9%	5.6%
Orders per new customer	1.30	1.10	1.00	1.20	1.20	1.30	1.30	1.00	1.10	1.00	1.00	1.10
Orders per retained customer	2.40	2.50	2.50	2.30	2.20	2.70	2.60	2.40	2.40	2.30	2.60	2.50
Retention (> Year)	16.0%	17.0%	20.0%	19.0%	17.0%	19.0%	19.0%	19.0%	18.0%	16.0%	22.0%	16.0%

2

Metrics Input for Forecast by Size

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
New customers base growth MoM, %	0.0%	5.0%	10.0%	-3.0%	-5.0%	5.0%	0.0%	7.0%	0.0%	-4.0%	0.0%	10.0%
Retention adjustment (> Year)	100.0%	99.0%	99.0%	100.0%	100.0%	99.0%	99.0%	100.0%	100.0%	99.0%	99.0%	100.0%
Orders per New customer	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20
Orders per Retained customer	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50
Retention (> Year)	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%

Retention Analytics by Cohorts, %



Select several cohorts with necessary first months below the graph and analyze their performance and churn using the graph

Calculation Results

3

Size	City
All Warehouses	Whitstable

Existing Warehouses List

4

WH	City	District	Size	New/ Existing	Open Date	Close Date
WH4	Whitstable	Whitstable ...	Medium	Existing	01.05.2022	
WH9	Whitstable	Whitstable ...	Small	Existing	01.02.2023	
WH17	Whitstable	Whitstable ...	Small	Existing	01.04.2023	

5

Show only forecast period?	<input checked="" type="checkbox"/>
----------------------------	-------------------------------------

Retention (Month=Cohort)	Customers (Month=Cohort)	Customers Final	Orders Final
--------------------------	--------------------------	-----------------	--------------

Actual data is highlighted with purplish and forecast data - with green

Metrics Forecast by Cohorts

	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24
1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2	51.0%	45.0%	59.0%	58.0%	60.0%	48.0%	48.0%	46.0%	52.0%	51.9%	51.9%	51.9%
3	41.0%	37.0%	43.0%	45.0%	44.0%	42.0%	35.0%	41.0%	41.0%	41.0%	41.0%	41.0%
4	29.0%	30.0%	29.0%	35.0%	30.0%	33.0%	30.0%	30.9%	30.9%	30.9%	30.9%	30.9%
5	24.0%	29.0%	23.0%	29.0%	26.0%	25.0%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%
6	23.0%	21.0%	24.0%	21.0%	22.0%	22.2%	22.2%	22.2%	22.2%	22.2%	22.2%	22.2%
7	23.0%	22.0%	21.0%	23.0%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%
8	21.0%	23.0%	23.0%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%	22.3%
9	26.0%	21.0%	23.5%	23.5%	23.5%	23.5%	23.5%	23.5%	23.5%	23.5%	23.5%	23.5%
10	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%
11	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%	23.2%
12	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%	19.7%
13	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%

- 1) Select Version and Size of Warehouse on the top of the dashboard
- 2) Adjust metrics assumptions in the table Metrics Input for Forecast
- 3) Select parameters to filter the table Existing Warehouses List
- 4) Click on the left part of any row in the table to select any Warehouse
- 5) Select parameters above the table Metrics Forecast by Cohorts to adjust the view

4. Analytics & Versions Comparison: Reports (1/2)

View Edit Forecast Navigation <<< New Warehouse Planning <<< Existing Warehouse Planning Administration >>>

Reports

General Report

Size: Medium New/Existing: City:

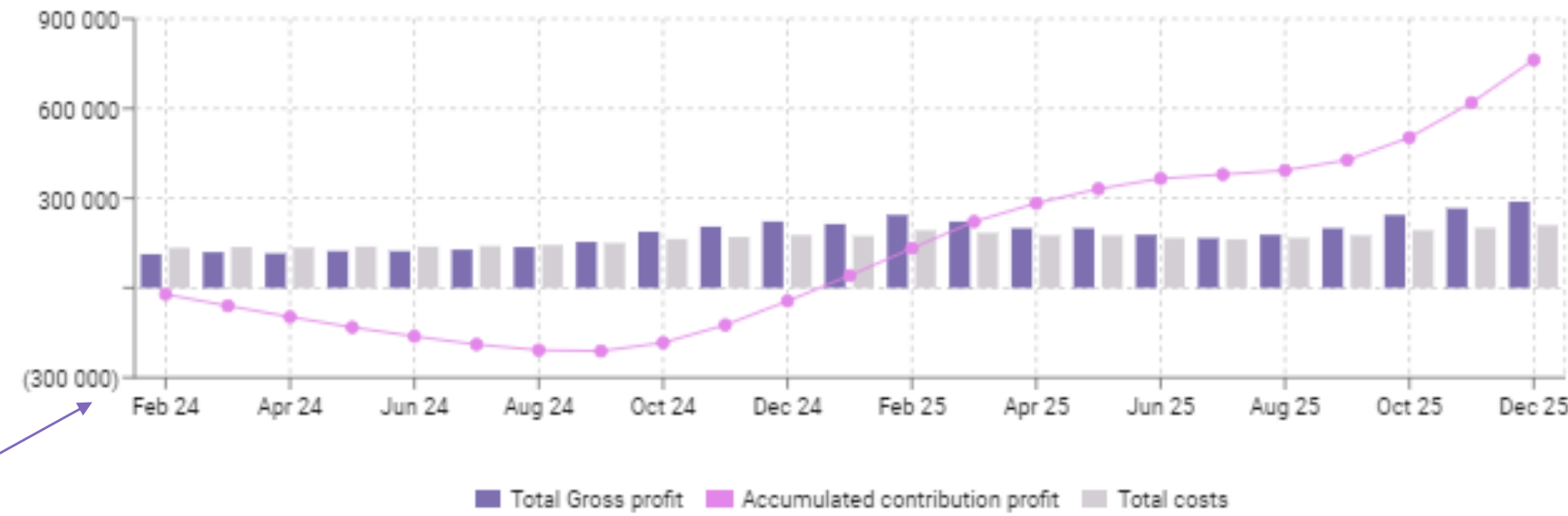
INSTRUCTION:
 1) Select Version on the top of the dashboard
 2) Select parameters on the left to filter the table

3) Click on the left part of any row in the table to update the graph and the tables below

Warehouse Parameters

	City	District	Size	New/ Existing	Open Date	Close Date	Break-even Month
All Warehouses							
Medium							
WH4	Whitstable	Whitstable ...	Medium	Existing	01.05.2022		19
WH5	Rye	Rye East	Medium	Existing	01.08.2022		10
WH6	Margate	Margate W...	Medium	Existing	01.03.2023		26
WH7	Brighton	Brighton W...	Medium	Existing	01.04.2023	30.06.2024	16
WH8	Brighton	Brighton W...	Medium	New	01.01.2024		12
WH16	Hastings	Hastings W...	Medium	New	01.02.2024		12
WH19	Margate	Margate W...	Medium	New	01.02.2024		12
WH20	Margate	Margate W...	Medium	New	01.02.2024		12
WH21	Margate	Margate W...	Medium	New	01.02.2024		12
WH22	Margate	Margate W...	Medium	New	01.02.2024		12
WH23	Margate	Margate W...	Medium	New	01.02.2024		12

Estimated Financial Results



- 1) Select Version on the top of the dashboard
- 2) Select parameters on the left to filter the table
- 3) Click on the left part of any row in the table with Warehouse list to update the graph and the tables below

The table and the chart show the estimated projection of financials for the selected Warehouse

WH Financials

	FY24	FY25	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	J
Topline																				
GMV	5 715 000	8 812 500	396 000	420 000	405 000	432 000	432 000	450 000	480 000	540 000	660 000	720 000	780 000	750 000	825 000	750 000	675 000	675 000	600 000	
Average Order Value	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
Orders	127 000	195 833	8 800	9 333	9 000	9 600	9 600	10 000	10 667	12 000	14 667	16 000	17 333	16 667	18 333	16 667	15 000	15 000	13 333	
Commercial gross profit	1 371 600	2 115 000	95 040	100 800	97 200	103 680	103 680	108 000	115 200	129 600	158 400	172 800	187 200	180 000	198 000	180 000	162 000	162 000	144 000	
Net commercial margin, %	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%	24.0%
Delivery revenue	254 000	481 250	17 600	18 667	18 000	19 200	19 200	20 000	21 333	24 000	29 333	32 000	34 667	33 333	45 833	41 667	37 500	37 500	33 333	
Total Gross profit	1 625 600	2 596 250	112 640	119 467	115 200	122 880	122 880	128 000	136 533	153 600	187 733	204 800	221 867	213 333	243 833	221 667	199 500	199 500	177 333	
Gross profit margin, % GMV	28.4%	29.5%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	28.4%	29.6%	29.6%	29.6%	29.6%	29.6%	29.6%
Fulfillment cost	(1 117 000)	(1 392 750)	(98 800)	(99 333)	(99 000)	(99 600)	(99 600)	(100 000)	(100 667)	(102 000)	(104 667)	(106 000)	(107 333)	(106 667)	(119 167)	(117 333)	(115 500)	(115 500)	(113 667)	
FF variable costs	(127 000)	(213 750)	(8 800)	(9 333)	(9 000)	(9 600)	(9 600)	(10 000)	(10 667)	(12 000)	(14 667)	(16 000)	(17 333)	(16 667)	(20 167)	(18 333)	(16 500)	(16 500)	(14 667)	
FF fix costs	(990 000)	(1 179 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(90 000)	(99 000)	(99 000)	(99 000)	(99 000)	(99 000)	
Courier delivery cost	(508 000)	(783 333)	(35 200)	(37 333)	(36 000)	(38 400)	(38 400)	(40 000)	(42 667)	(48 000)	(58 667)	(64 000)	(69 333)	(66 667)	(73 333)	(66 667)	(60 000)	(60 000)	(53 333)	
Contribution profit	600	420 167	(21 360)	(17 200)	(19 800)	(15 120)	(15 120)	(12 000)	(6 800)	3 600	24 400	34 800	45 200	40 000	51 333	37 667	24 000	24 000	10 333	
Contribution margin, % GMV		4.8%	(5.4)%	(4.1)%	(4.9)%	(3.5)%	(3.5)%	(2.7)%	(1.4)%	0.7%	3.7%	4.8%	5.8%	5.3%	6.2%	5.0%	3.6%	3.6%	1.7%	

The color of the cells depends on the sign of the value

4. Analytics & Versions Comparison: Reports (2/2)

View Edit Previous forecast Navigation <<< New Warehouse Planning <<< Existing Warehouse Planning Administration >>>

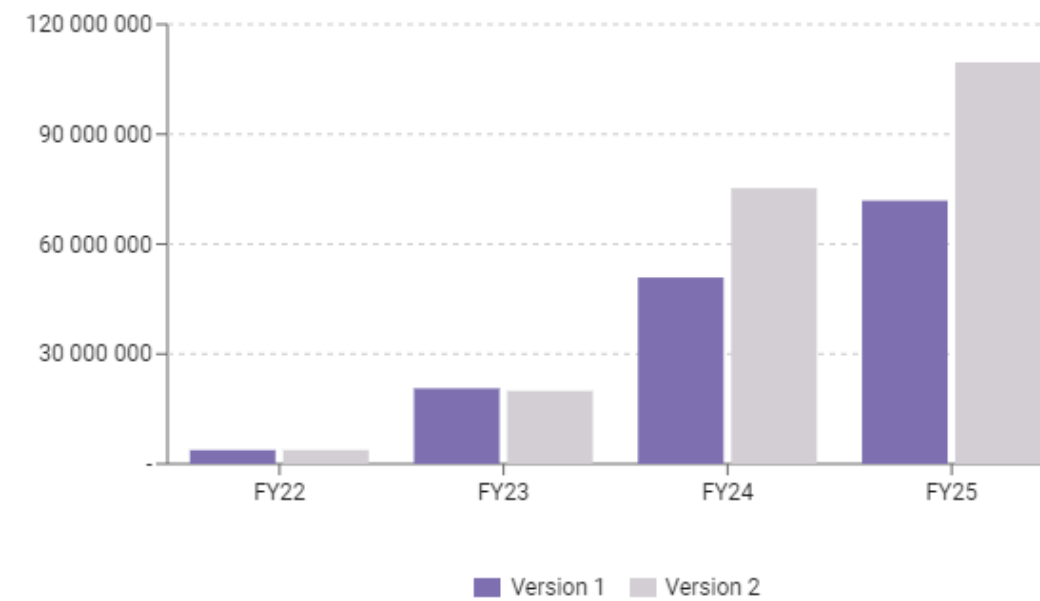
Analytics **1** Previous forecast Forecast **2** Show Months? Show Years? Select Year FY22 FY23 FY24 FY25

- INSTRUCTION:**
- 1) Select Versions to compare in the section on the left
 - 2) Select time aggregates to adjust the view of the chart

Financials Comparison by Version FY23 Medium

	Version 1	Version 2	Difference, abs	Difference, %
GMV	20 595 885	19 912 069	(683 816)	(3.3)%
Average Order Value	1 974	1 930	(44)	(2.2)%
Orders	449 603	450 646	1 043	0.2%
Commercial gross profit	4 808 403	4 534 101	(274 302)	(5.7)%
Delivery revenue	1 555 030	1 536 128	(18 902)	(1.2)%
Total Gross profit	6 363 433	6 070 230	(293 203)	(4.6)%
Fulfillment cost	(4 550 695)	(4 511 687)	39 008	(0.9)%
FF variable costs	(582 782)	(565 159)	17 623	(3.0)%
FF fix costs	(3 967 913)	(3 946 528)	21 385	(0.5)%
Courier delivery cost	(2 035 148)	(1 983 254)	51 894	(2.5)%
Contribution profit	(222 410)	(424 711)	(202 302)	91.0%
WH Number	43	43	-	-

Version comparison by Selected Metrics Medium GMV



WH Economics Comparison

	FY24	FY25	Difference
Topline			
GMV	11 187 550	15 840 000	4 652 450
Average Order Value	50	50	-
Orders	223 751	316 800	93 049
Commercial gross profit	2 796 888	3 960 000	1 163 113
Net commercial margin, %	25.0%	25.0%	-
Delivery revenue	447 502	760 320	312 818
Total Gross profit	3 244 390	4 720 320	1 475 931
Gross profit margin, % GMV	29.0%	29.8%	0.8%
Fulfillment cost	(2 263 751)	(2 592 480)	(328 729)
FF variable costs	(223 751)	(348 480)	(124 729)
FF fix costs	(2 040 000)	(2 244 000)	(204 000)
Courier delivery cost	(895 004)	(1 267 200)	(372 196)
Contribution profit	85 635	860 640	775 005
Contribution margin, % GMV	0.8%	5.4%	4.7%

- 1) Select Versions to compare in the section on the left
- 2) Select time aggregates to adjust the view of the chart

Outliers

3 Metric Period Version Rows to show

Contribution margin, % GMV FY24 Previous forecast 8

- INSTRUCTION:**
- 1) Select Metric, Period and Version that will be the basis for selection to top or bottom performing Warehouses
 - 2) Input how many top and bottom Warehouses to show, using Rows to show parameter

The metric selected for sorting is highlighted with green

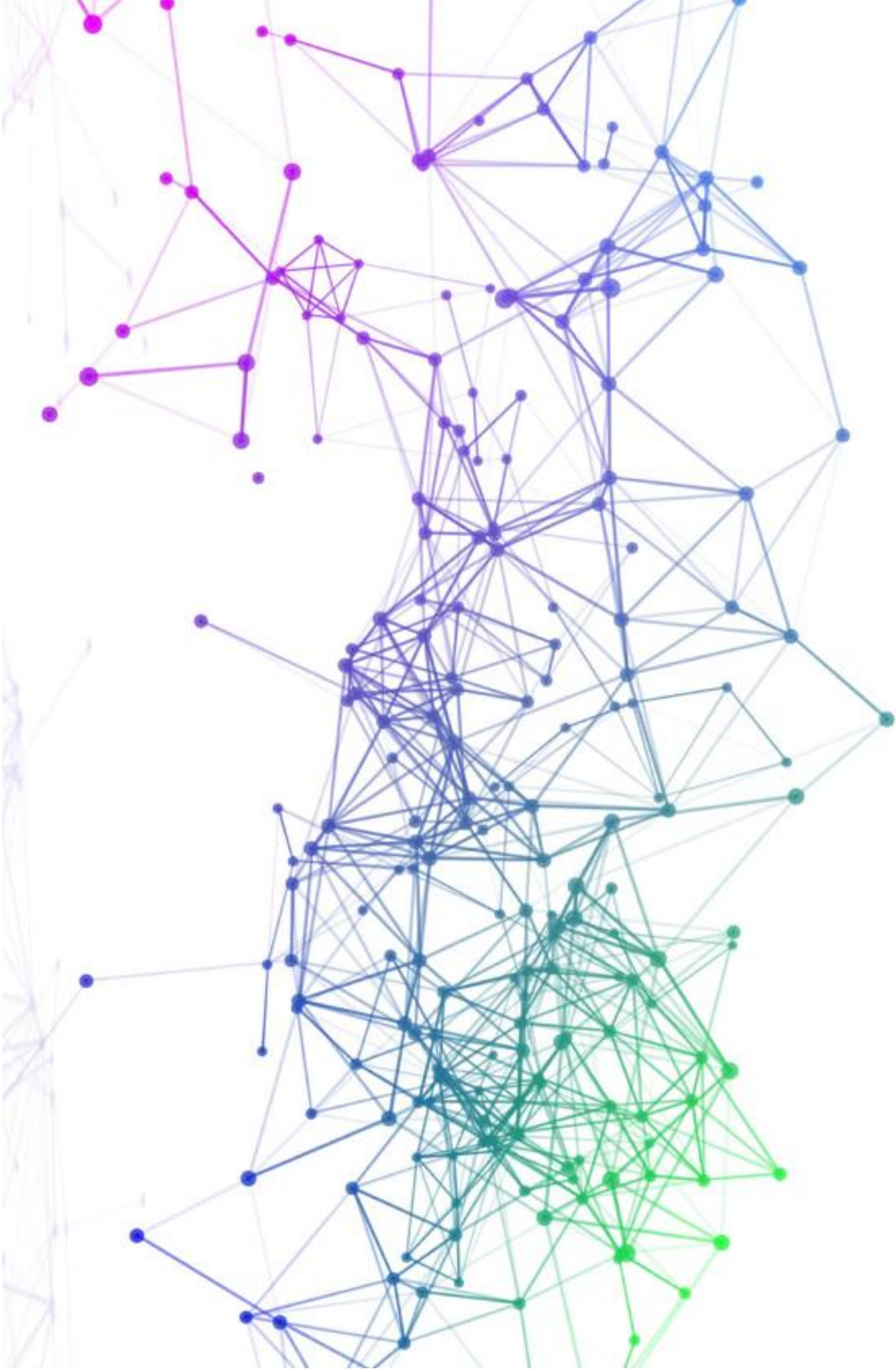
Top Performing Warehouses

	City	District	Size	New/ Existing Calc	Open Date Calc	Break-even Month	GMV	Average Order Value	Orders	Commercial gross profit	Delivery revenue	Total Gross profit	Gross profit margin, % GMV	Fulfillment cost	FF variable costs	FF fix costs	Courier delivery cost	Contribution profit	Contribution margin, % GMV	Comment
WH4	Whitstable	Whitstable ...	Medium	Existing	01.05.2022	19	15 965 854	53.8	297 039	4 230 951	1 188 157	5 419 108	33.9%	(1 476 009)	(386 150.9)	(1 089 858)	(1 581 733)	2 361 366	14.8%	
WH6	Margate	Margate W...	Medium	Existing	01.03.2023	18	7 635 485	34.3	222 934	1 775 250	1 507 197	3 282 448	43.0%	(1 470 287)	(367 840.8)	(1 102 446)	(886 162)	925 999	12.1%	
WH9	Whitstable	Whitstable ...	Small	Existing	01.02.2023	16	9 918 959	49.4	200 673	1 785 413	888 693	2 674 105	27.0%	(999 917)	(272 341.3)	(727 575)	(928 827)	745 361	7.5%	
WH10	Hastings	Hastings W...	Small	Existing	01.02.2023	14	9 614 687	47.6	202 111	2 238 849	808 442	3 047 291	31.7%	(1 127 713)	(280 067.5)	(847 646)	(978 792)	940 785	9.8%	
WH11	Hastings	Hastings Ea...	Small	Existing	01.11.2022	21	9 535 159	42.4	224 734	2 016 005	738 413	2 754 418	28.9%	(1 187 742)	(349 943.6)	(837 799)	(972 779)	593 897	6.2%	
WH12	Canterbury	Canterbury ...	Small	Existing	01.03.2023	17	8 800 309	48.3	182 255	1 961 212	416 583	2 377 794	27.0%	(1 025 483)	(221 309.5)	(804 173)	(804 525)	547 786	6.2%	
WH13	Margate	Margate East	Small	Existing	01.09.2022	12	10 693 545	46.00000000...	232 468	2 810 875	597 776	3 408 651	31.9%	(1 171 211)	(368 628.4)	(802 582)	(979 688)	1 257 752	11.8%	
WH15	Rye	Rye East	Small	Existing	01.01.2023	22	5 473 189	28.7	190 609	1 407 391	953 043	2 360 434	43.1%	(1 086 712)	(272 297.9)	(814 414)	(806 002)	467 720	8.5%	

Bottom Performing Warehouses

	City	District	Size	New/ Existing Calc	Open Date Calc	Break-even Month	GMV	Average Order Value	Orders	Commercial gross profit	Delivery revenue	Total Gross profit	Gross profit margin, % GMV	Fulfillment cost	FF variable costs	FF fix costs	Courier delivery cost	Contribution profit	Contribution margin, % GMV	Comment
WH1	Hastings	Hastings W...	Large	New	01.01.2024	11	11 187 550	50	223 751	2 796 888	447 502	3 244 390	29.0%	(2 263 751)	(223 751)	(2 040 000)	(895 004)	85 635	0.8%	
WH2	Hastings	Hastings Ea...	Large	New	01.02.2024	11	10 045 750	50	200 915	2 511 438	401 830	2 913 268	29.0%	(2 070 915)	(200 915)	(1 870 000)	(803 660)	38 693	0.4%	
WH3	Hastings	Hastings W...	Large	New	01.04.2024	11	7 879 300	50	157 586	1 969 825	315 172	2 284 997	29.0%	(1 687 586)	(157 586)	(1 530 000)	(630 344)	(32 933)	(0.4)%	
WH7	Brighton	Brighton W...	Medium	Existing	01.04.2023	16	4 095 700	46.5	88 080	819 140	330 298	1 149 438	28.1%	(664 241)	(123 311.4)	(540 930)	(405 166)	80 031	2.0%	
WH8	Brighton	Brighton W...	Medium	New	01.01.2024	12	6 390 000	45	142 000	1 533 600	284 000	1 817 600	28.4%	(1 222 000)	(142 000)	(1 080 000)	(568 000)	27 600	0.4%	
WH16	Hastings	Hastings W...	Medium	New	01.02.2024	12	5 715 000	45	127 000	1 371 600	254 000	1 625 600	28.4%	(1 117 000)	(127 000)	(990 000)	(508 000)	600	-	
WH14	Brighton	Brighton East	Small	Existing	01.04.2023	23	8 120 683	43.3	187 607	1 519 728	777 227	2 296 955	28.3%	(1 093 326)	(257 288.9)	(836 037)	(929 992)	273 637	3.4%	
WH18	Hastings	Hastings W...	Small	New	01.01.2024	16	3 176 600	40	79 415	698 852	238 245	937 097	29.5%	(679 415)	(79 415)	(600 000)	(317 660)	(59 978)	(1.9)%	

- 3) Select Metric, Period and Version that will be the basis for selection to top or bottom performing Warehouses
- 4) Input how many top and bottom Warehouses to show, using Rows to show parameter



Additional benefits for Finance planning

- Facilitates running alternative scenarios
- Helps to keep and manage all key information such as parameters and financials for a long list of Warehouses (Sales points) at one place
- Streamlines assumptions calculation using dynamic historical averages data
- Provides a separate module for customers cohorts estimation being a more precise base for orders and sales forecast
- Enables more advanced operations management due to additional analytics

Thank you!

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