EXAMPLE: The Money Chart (Regarding Velocities)

- No one right way to demonstrate comparative velocities, but have your version of a “money chart”

	Natural (52W)				Conventional (52W)			
	Sales		Velocity		Sales		Velocity	
	$	% Growth	$ / TDP	% Growth	$	% Growth	$ / TDP	% Growth
Competitor A	$10,359,248	8%	$10,334	7%	$32,175,730	4%	$142,245	32%
Competitor B	$4,506,780	-4%	$8,346	-6%	$2,461,430	3%	$63,751	31%
Focus Brand	**$4,179,710**	**70%**	**$16,471**	**30%**	**$444,041**	**55%**	**$206,530**	**50%**
Competitor C	$2,246,449	-5%	$7,462	-15%	$1,063,049	81%	$61,271	39%

- $/TDP is a good metric to track velocity. It gages how much in sales your brand generates per placement on shelf. If your velocity is higher than competitors, that makes a compelling case for retailers to give your brand more shelf space. It’s also a compelling story to point to for other retailers and for investors, and can supplement your other selling points (e.g., differentiation)
- If your data story is strong at a channel or customer level (e.g., all of your SKUs are in the top 1/3 by $/TDP in your set, your top 3 SKUs sell better than your top competitor’s), leverage this data!