

GPT-4 Sales Report  
**Contoso, 2011 vs 2012**  
Prepared: 29 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "\_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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## **Overview of Contoso's Performance in 2012**

Contoso experienced a robust year in 2012, with a 14.1% increase in sales revenue and a 13.3% rise in units sold, driven by strong market demand and operational improvements. The company's gross margin improved significantly, with a \$22.1 million increase, largely due to a 32% rise in the gross margin of the Standard pack type, which dominated sales with a 90% share in supermarkets. This indicates a strong market acceptance of the Standard pack type, particularly in the Regular price tier.

## **Market Dynamics and Retail Channel Performance**

Supermarkets emerged as the leading retail channel, experiencing a 27.6% growth and favoring the Standard and Regular priced packs. In contrast, hypermarkets saw a 1.0% decline, struggling particularly with Budget tier products, although they performed better with Premium and Deluxe packs. This suggests a shift in consumer preferences towards supermarkets and higher-priced product tiers.

## **Brand and Product Insights**

The brands Omicron and Theta led the market in the Regular tier, demonstrating pricing stability and market dominance. Beta excelled in the Premium tier, indicating effective market segmentation and brand positioning. However, the Giftset and Deluxe packs, along with the Budget price tier, underperformed, highlighting areas that require strategic reassessment.

## **Opportunities for Growth**

Despite the overall positive performance, there are growth opportunities in optimizing product offerings across different retail channels and improving inventory management. Focusing on targeted marketing for premium pack types like Giftset and Deluxe could also enhance sales, leveraging the strong performance of flagship products and adapting to the diverse needs of customers.

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**At a glance:** Contoso's Standard pack type, especially in Supermarkets, has seen a 32% increase in gross margin, dominating 2012 sales with a 90% share and reflecting strong market acceptance. However, the Giftset and Deluxe packs, along with the Budget price tier, are underperforming, indicating a need for strategic review. Overall, Contoso's sales rose by 14.1% from 2011 to 2012, largely driven by volume and product mix changes, with a notable \$22.1 million increase in gross margin due to enhanced core operations. Pages 8 to 13.

**Sales breakdown:** Contoso's 2012 sales data shows a strong preference for Standard pack types, especially in Supermarkets which dominate the market and excel in the Regular price tier. While Supermarkets also saw growth in the Premium tier, Hypermarkets struggled with a decline in the Budget tier and stagnant growth in the Regular tier, though they performed better with Premium and Deluxe packs. The brand performance highlights 'Omicron' and 'Theta' as leaders in the Regular tier, with 'Beta' excelling in the Premium tier, indicating effective market segmentation and brand positioning. Pages 15 to 21.

**Data insights:** Contoso's 2012 sales data reveals a strong performance with a consistent gross margin of 81.4% across all brands, led by flagship products Omicron and Theta, which show market dominance and pricing stability. The Standard pack type leads in sales due to its affordability, while premium pack types like Giftset and Deluxe offer growth opportunities with targeted marketing. To enhance sales further, Contoso could benefit from tailoring product offerings to different retail channels, optimizing inventory management while meeting diverse customer needs. Pages 23 to 29.

**Trends:** Between 2011 and 2012, the business saw a 13.3% increase in units sold and a 14.1% rise in sales revenue, reflecting strong market demand and operational effectiveness. Consumer preferences shifted towards supermarkets, which experienced a 27.6% growth, while hypermarkets declined by 1.0%. Brands like Kappa, Alpha, and Beta significantly outperformed others, with Tyrell Corp and Momcorp leading company growth, whereas Lexcorp and Wayne Ent faced sharp declines. Pages 31 to 35.

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Contoso has experienced varied performance across its different pack types and sales channels over the years. The Standard pack type, particularly in Supermarkets, has shown significant growth with a 32% increase in gross margin, indicating strong market penetration and consumer acceptance (p.9). This pack type's success is further supported by its dominance in sales strategy in 2012, where it constituted 90% of sales and performed exceptionally well in Supermarkets, which captured 56% of the sales (p.10).

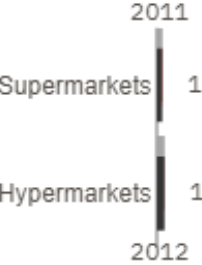
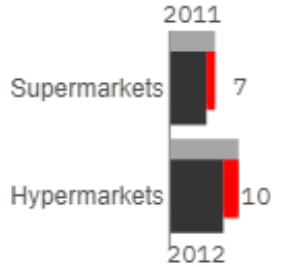
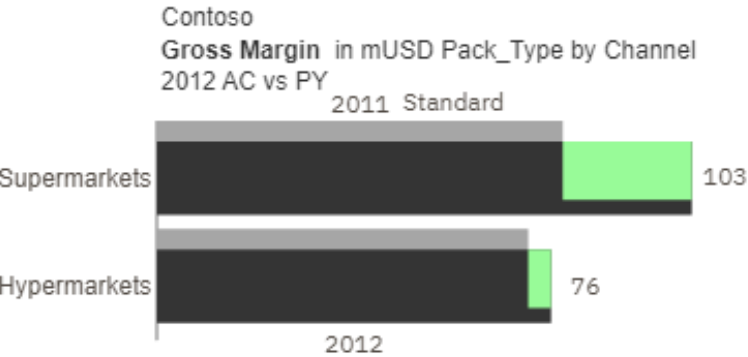
However, not all pack types have seen positive trends. The Giftset pack is struggling in both Hypermarkets and Supermarkets, suggesting possible waning consumer interest or increased competition (p.9). Additionally, Deluxe and Giftset pack types, along with the Budget price tier, have experienced declines, pointing to potential areas requiring strategic adjustments (p.12).

From a broader perspective, Contoso's overall sales grew by 14.1% between 2011 and 2012, with the increase primarily driven by changes in volume and product mix rather than price adjustments, as Units & Mix accounted for 88.8% of this growth (p.11). This period also saw impressive growth in sales in the Supermarkets channel and for Standard pack types, which increased by 26% and 20% respectively (p.12).

Financially, Contoso's gross margin increased by \$22.1 million between 2011 and 2012, mainly due to improved core operations despite some increases in indirect costs. This financial uplift highlights the success of Contoso's operational strategies during this period (p.13). These insights suggest that while Contoso has strong areas of performance, particularly with the Standard pack in Supermarkets, there are clear opportunities for improvement in other product lines and market segments.

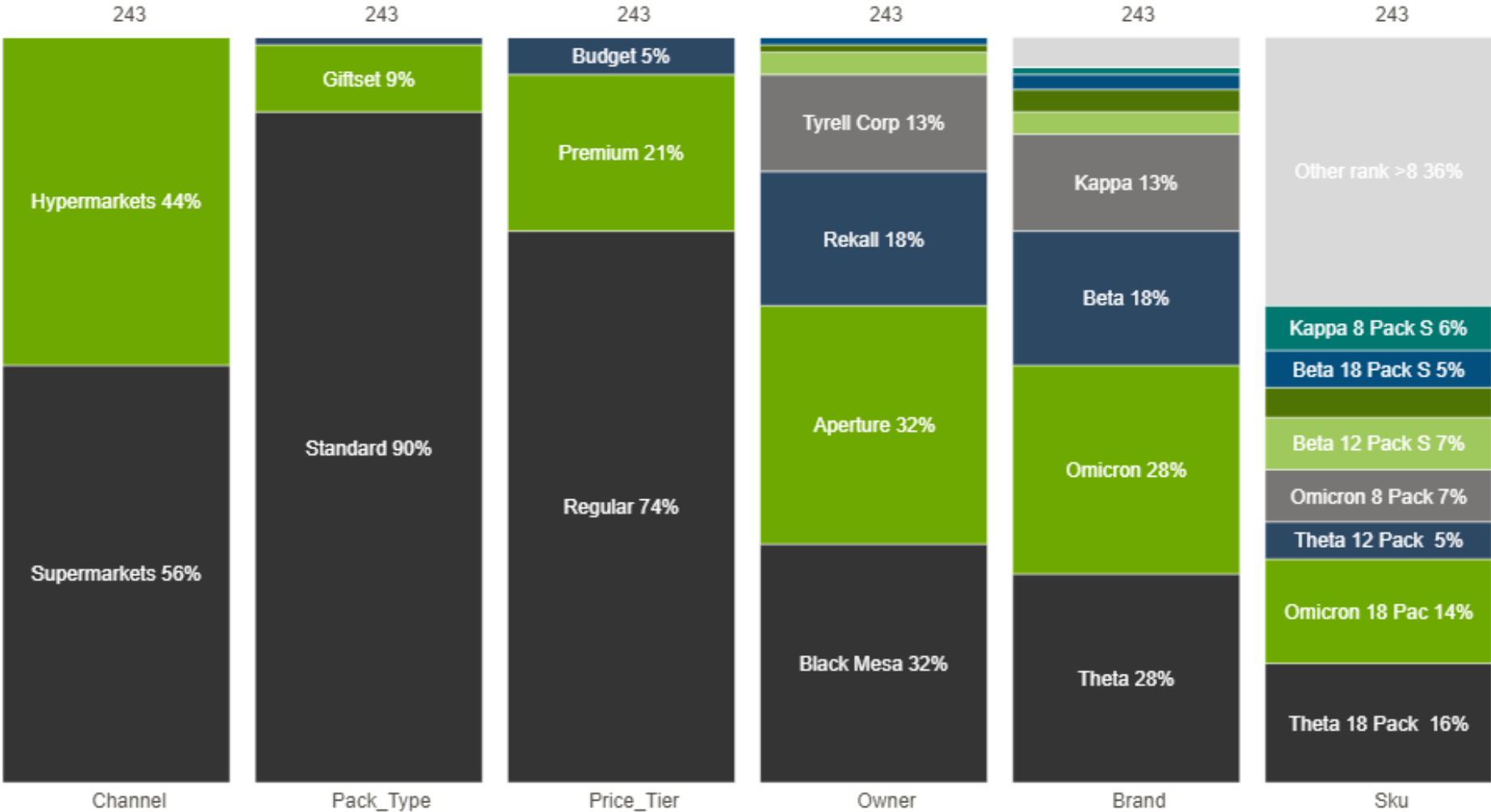


Contoso's performance varies across different pack types and sales channels. The Standard pack, especially in Supermarkets, has grown impressively with a 32% increase in gross margin, showing strong market penetration and consumer acceptance. On the other hand, the Giftset pack is struggling in both Hypermarkets and Supermarkets, which might suggest waning consumer interest or heightened competition.



In 2012, Contoso focused its sales strategy on mainstream products, with Standard packs making up 90% of sales. Supermarkets were slightly more popular than Hypermarkets, capturing 56% of the sales. This approach, emphasizing volume-driven sales, likely boosted the performance of the Standard pack type.

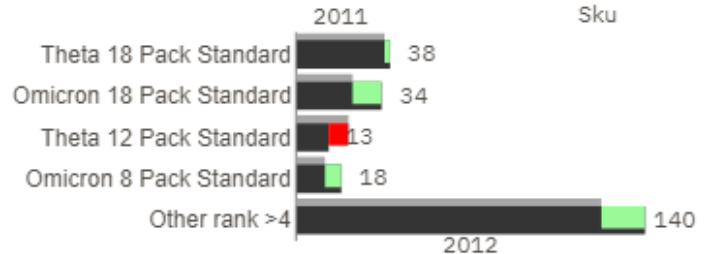
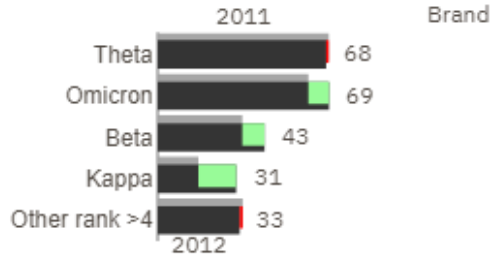
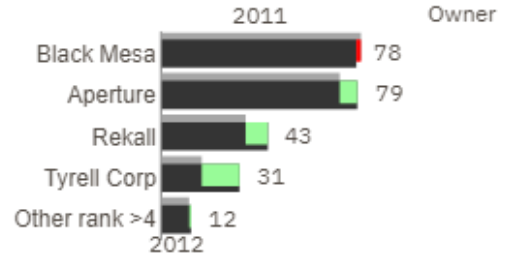
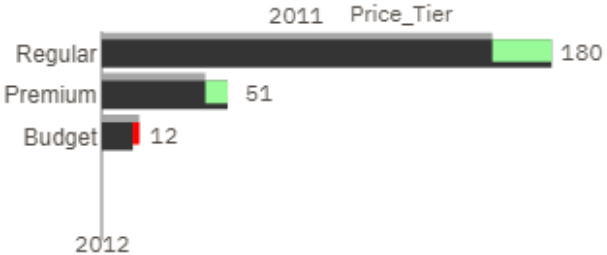
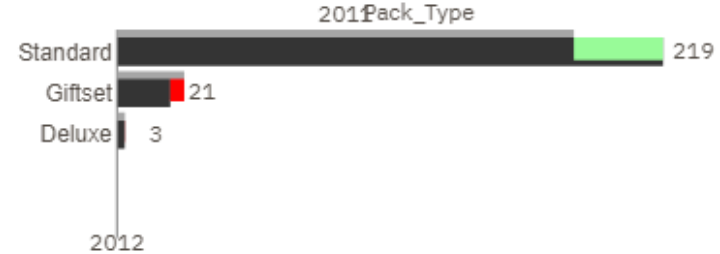
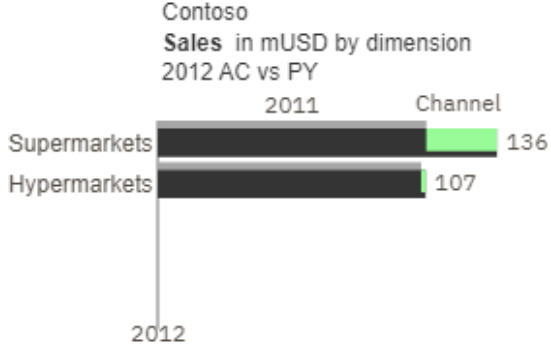
Contoso  
Sales in mUSD by dimension  
2012



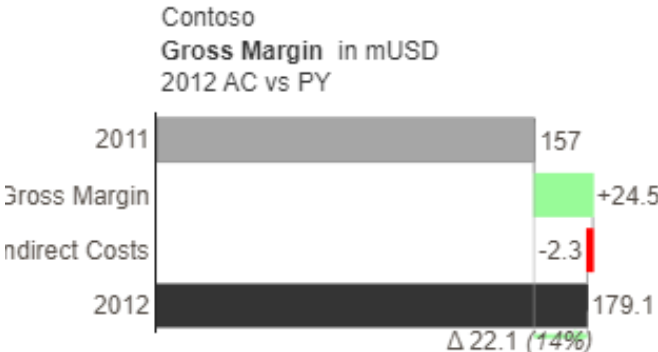
Between 2011 and 2012, overall sales grew by 14.1%, with Units & Mix accounting for 88.8% of this increase. This growth was mainly due to changes in volume and product mix rather than price adjustments.



In 2011 and 2012, sales in the Supermarkets channel and for Standard pack types saw impressive growth, increasing by 26% and 20% respectively. These Standard packs performed particularly well in supermarkets. On the other hand, Deluxe and Giftset pack types, along with the Budget price tier, experienced declines, indicating potential areas for strategy adjustments.



Between 2011 and 2012, Contoso's gross margin rose by \$22.1 million, mainly due to improved core operations, despite some increases in indirect costs. This highlights the success of Contoso's operational strategies during that time.



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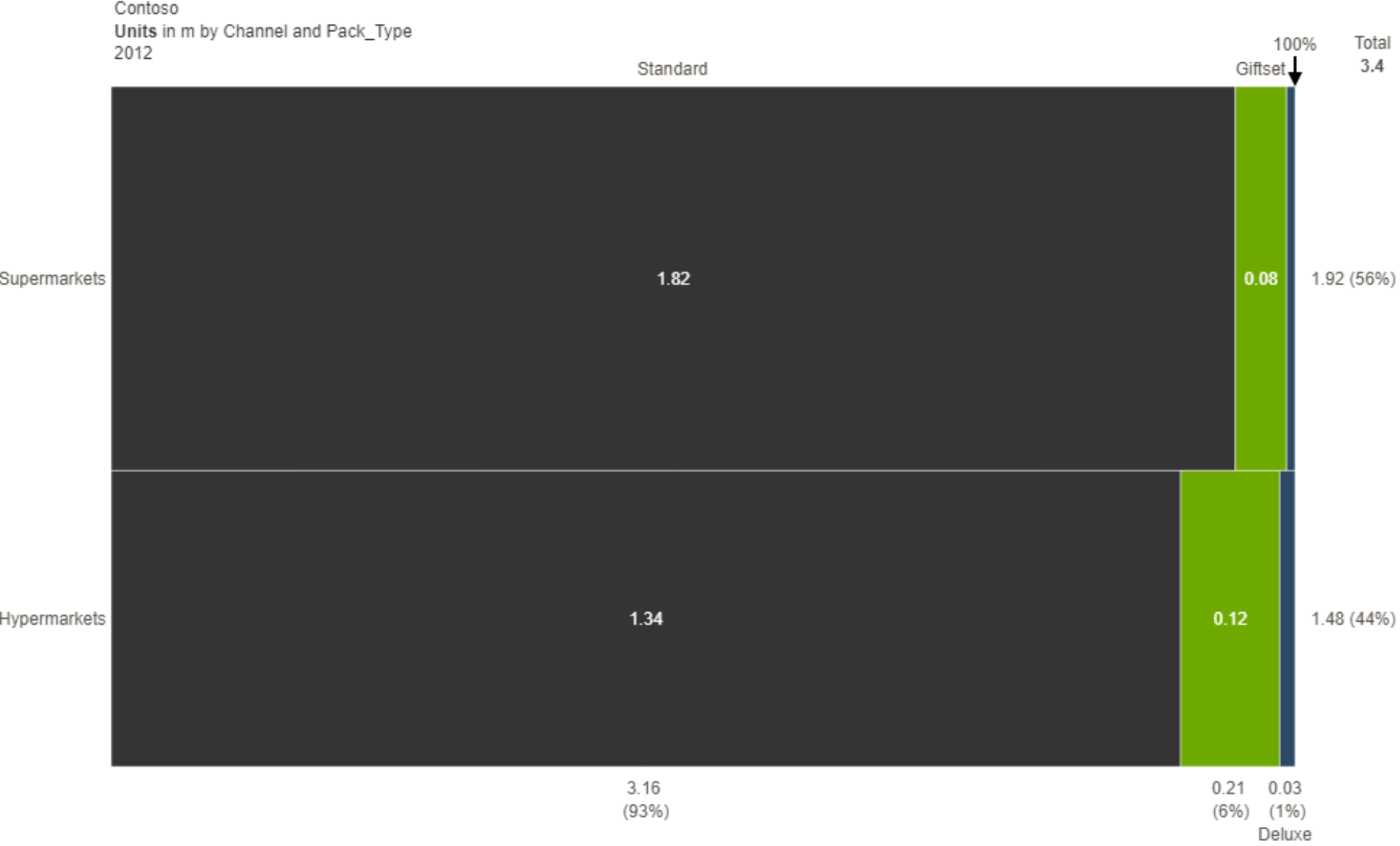
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Contoso's 2012 sales data reveals a strong preference for Standard pack types across both Supermarkets and Hypermarkets, accounting for 93% of total units sold. Supermarkets, holding a larger market share of 56%, show a slightly higher preference for Standard packs compared to Hypermarkets, which tend to sell more Giftset and Deluxe packs, suggesting a focus on premium or gift-oriented products (p.16). Sales are segmented by price tiers—Regular, Premium, and Budget—and by channels. The Regular tier records the highest sales volumes, particularly in Standard packs, with Supermarkets leading in Regular tier sales. Conversely, Hypermarkets perform better in the Premium and Budget tiers, showing a distinct preference for Premium tier in Giftset and Deluxe types (p.17).

In terms of growth, Contoso's overall sales increased by 14% in 2012. However, the Budget tier experienced a 17% decline, indicating challenges in this segment, while the Premium tier surged by 21%, reflecting a strong consumer preference for higher-priced products (p.18). Growth rates across sales channels and price tiers show that Supermarkets generally outperform Hypermarkets, with notable growth in both Premium and Regular tiers. Hypermarkets, however, are facing difficulties, with a significant decline in the Budget tier and almost no growth in the Regular tier (p.19).

Brand performance varies across tiers; 'Omicron' and 'Theta' lead in the Regular tier, while 'Beta' dominates the Premium tier. The Budget tier features only lesser-known brands, suggesting a strategic focus away from Contoso's main brands in this segment (p.20). The sales data confirms that 'Beta' leads in the Premium tier, and 'Omicron' and 'Theta' perform well in the Regular tier at both Supermarkets and Hypermarkets. This indicates effective market segmentation and brand positioning, with Supermarkets excelling in the Regular tier and Hypermarkets more successful in the Premium market (p.21).

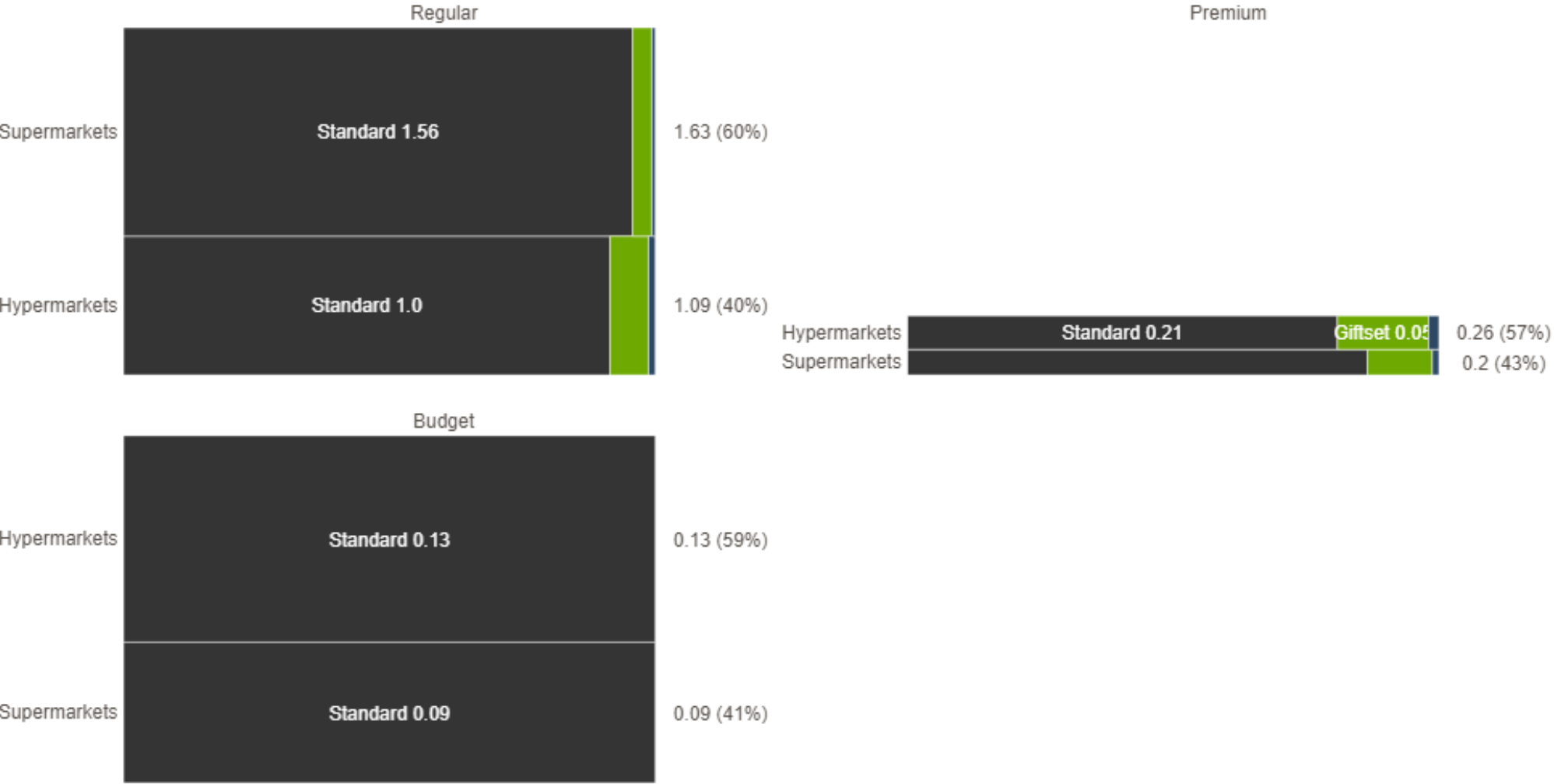
Contoso's 2012 sales data shows a strong preference for Standard pack types in both Supermarkets and Hypermarkets, making up 93% of total units sold. Supermarkets, which hold a larger market share at 56%, slightly prefer Standard packs more than Hypermarkets. On the other hand, Hypermarkets have higher sales of Giftset and Deluxe packs, indicating a focus on more premium or gift-oriented products.





Sales are segmented by price tiers—Regular, Premium, and Budget—and by channels, namely Supermarkets and Hypermarkets. The Regular tier sees the highest sales volumes, especially in Standard packs. Supermarkets lead in Regular tier sales, whereas Hypermarkets perform better in the Premium and Budget tiers, with a notable preference for Premium tier in Giftset and Deluxe types.

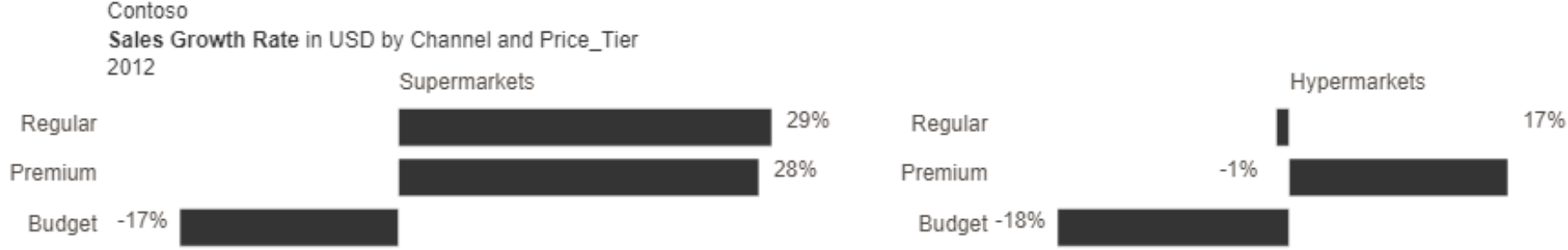
Contoso  
Units in m by Price\_Tier, Channel and Pack\_Type  
2012



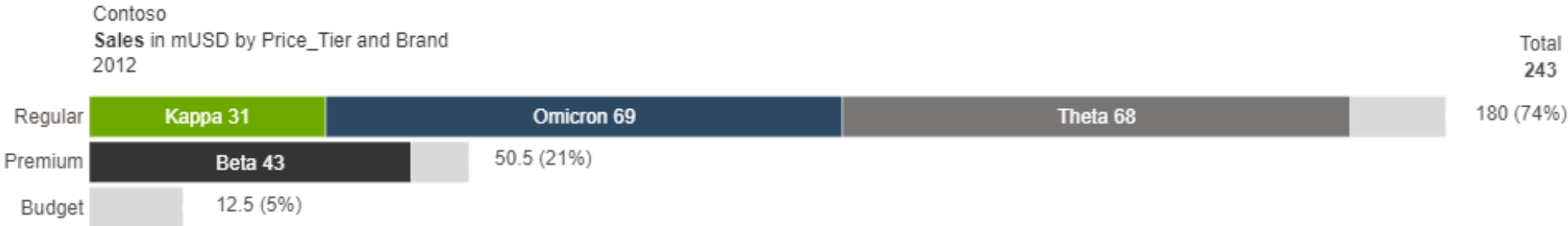
In 2012, Contoso's overall sales grew by 14%. However, the Budget tier saw a 17% decline, highlighting challenges in this segment. Meanwhile, the Premium tier surged by 21%, showing a strong consumer preference for higher-priced products.



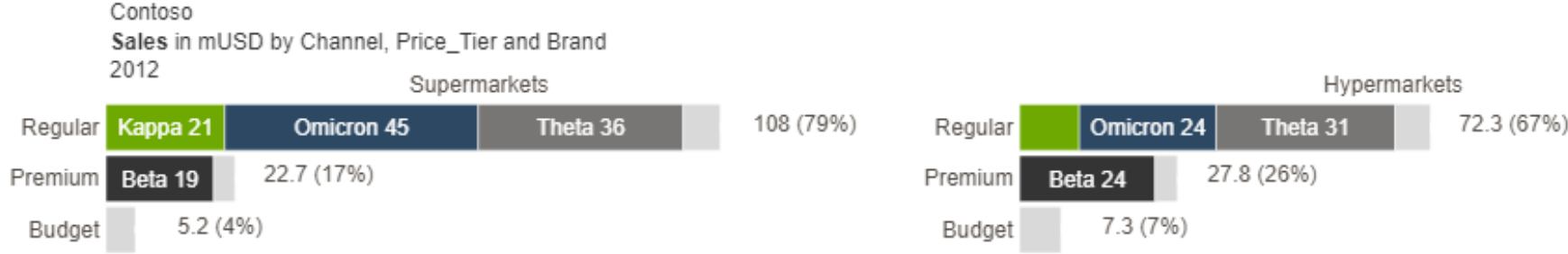
When comparing growth rates across sales channels and price tiers, Supermarkets generally perform better than Hypermarkets. In particular, Supermarkets see notable growth in both Premium and Regular tiers. On the other hand, Hypermarkets are struggling, with a noticeable decline in the Budget tier and almost no growth in the Regular tier.



In the Regular tier, 'Omicron' and 'Theta' are the leading brands, while 'Beta' takes the lead in the Premium tier. The Budget tier features only lesser-known brands, suggesting a gap or a deliberate strategy by Contoso to focus away from its main brands in this segment.



The sales data shows that 'Beta' leads in the Premium tier, while 'Omicron' and 'Theta' perform well in the Regular tier at both Supermarkets and Hypermarkets. Supermarkets excel in the Regular tier, and Hypermarkets are more successful in the Premium market. This indicates effective market segmentation and brand positioning.



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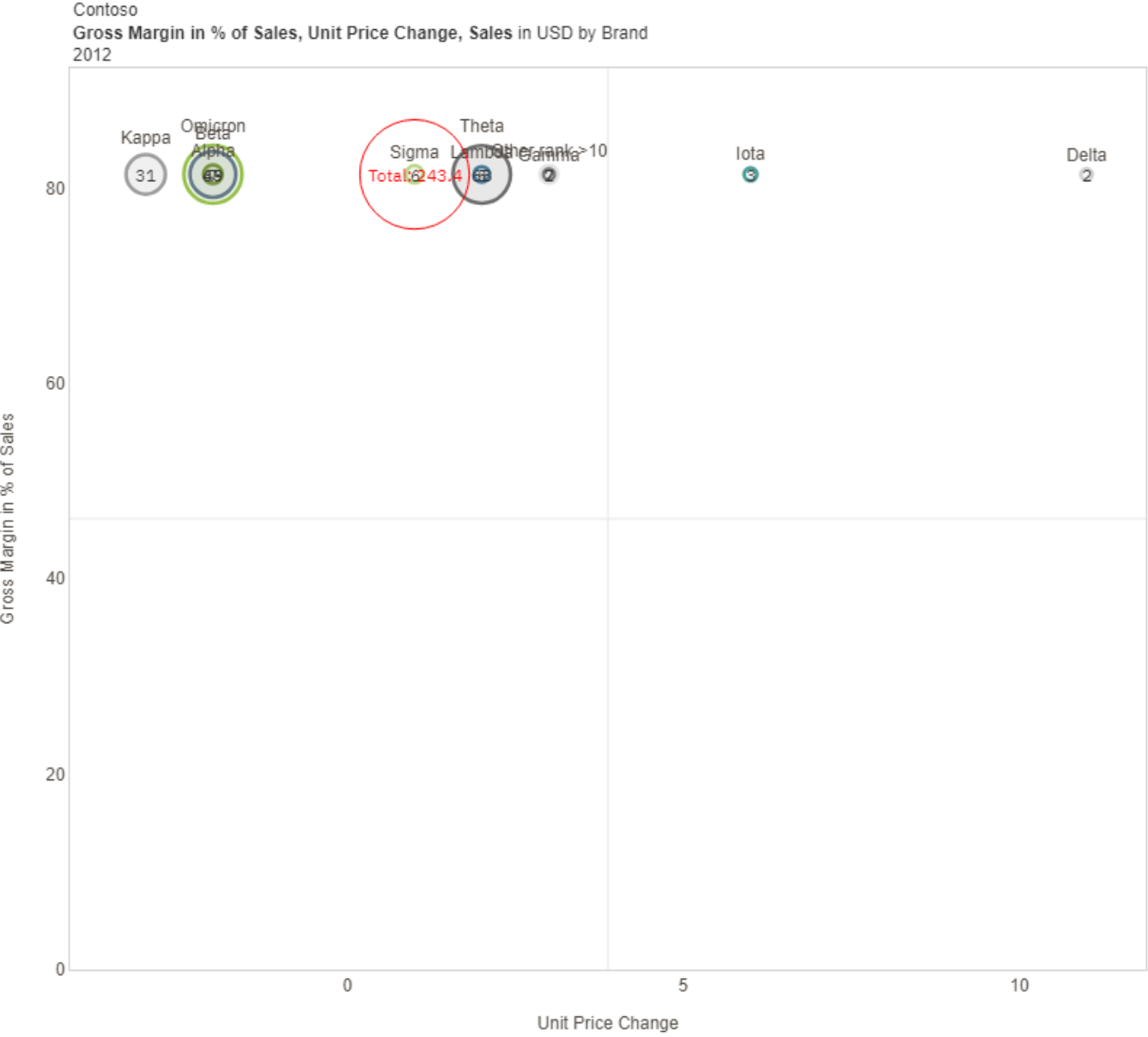
Contoso's 2012 sales data highlights a consistent gross margin of 81.4% across all brands, indicating a standardized pricing strategy. The Omicron and Theta brands emerge as top performers, suggesting their role as flagship products with strong market presence or consumer preference. These brands also exhibit pricing stability, which likely contributes to their high sales volumes (p.24). Similarly, Black Mesa and Aperture are noted for leading in sales, with Theta and Omicron sub-brands confirming their market dominance. Despite varied unit prices among different brands, the overall gross margin consistency suggests a strategic, unified pricing approach that adapts to market conditions (p.25).

In terms of product types, the Standard pack type dominates in sales, distribution, and units, attributed to its affordability. Conversely, the Giftset and Deluxe packs, which are priced higher, target a premium segment that presents a growth opportunity with the right marketing strategies (p.26). Market leadership is evident with Aperture and Black Mesa, which excel in sales and units sold. Black Mesa, in particular, shows superior market penetration or distribution efficiency. Recall, despite lower sales, focuses on premium products as indicated by its highest unit price (p.27).

The scatter chart analysis of SKUs shows most hovering around a Gross Margin Growth Rate of 0%, with unit price changes between -20% and +20%, suggesting stability or stagnation in growth. However, products like the Theta 8 Pack Standard demonstrate significant margin improvement at stable prices, indicating successful strategies or unique market conditions (p.28).

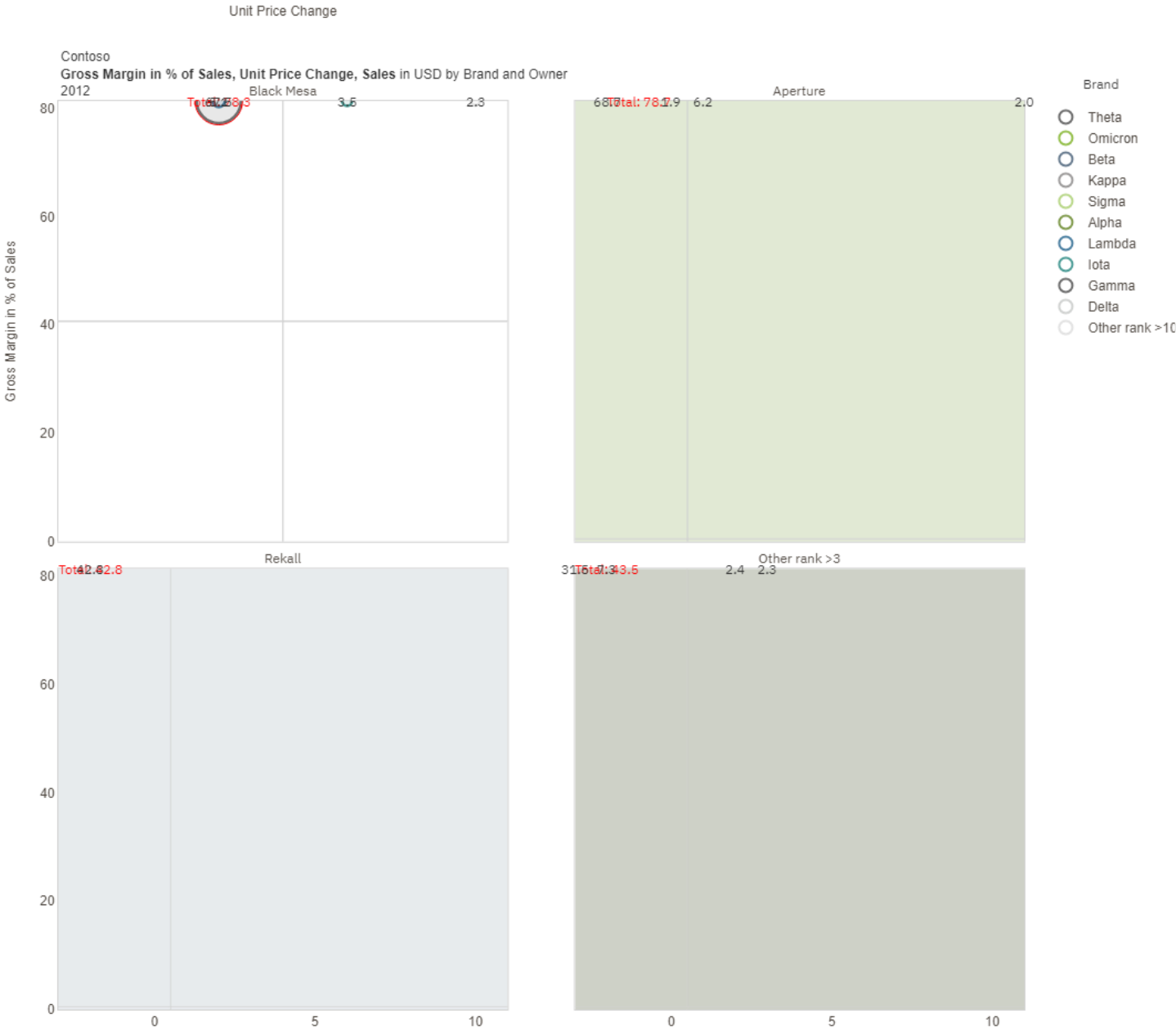
Lastly, Contoso's strategy to maintain consistent product offerings across Supermarkets and Hypermarkets simplifies inventory management and reduces costs. However, this might limit the ability to cater to specific customer groups. Introducing unique products for different retail channels could potentially target customers more effectively and boost sales (p.29).

Contoso's 2012 sales data shows a consistent gross margin of 81.4% across all brands, indicating a standardized pricing strategy. The majority of sales are from the Omicron and Theta brands, suggesting they are likely flagship products with strong market presence or consumer preference. These top brands also show minor unit price changes, pointing to pricing stability that may contribute to their high sales volumes.

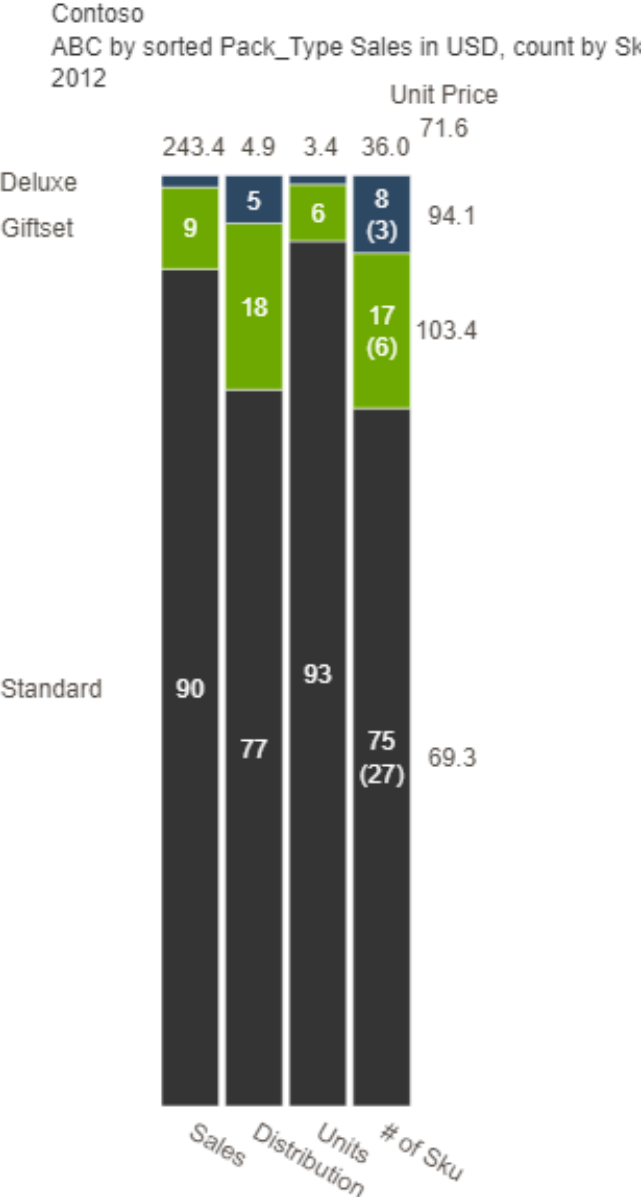




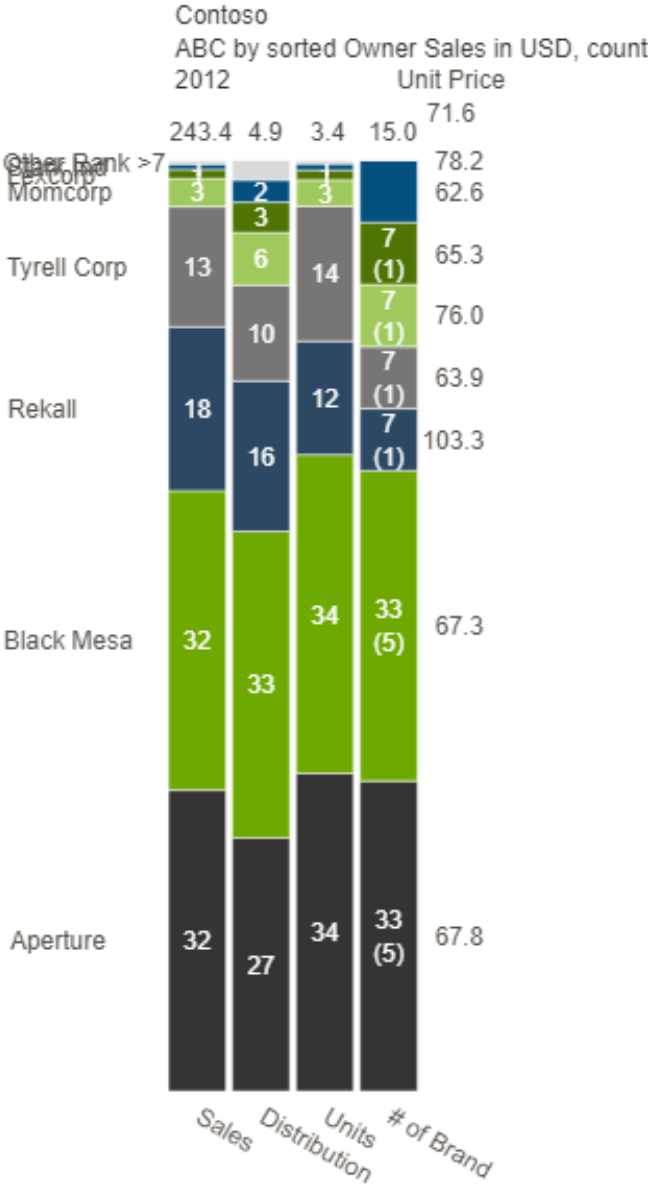
Black Mesa and Aperture lead in sales, with their respective sub-brands, Theta and Omicron, topping the charts. This confirms Theta and Omicron's market dominance. Despite different brands having varied unit prices, the overall gross margin remains consistent, suggesting a unified pricing strategy across the company. This approach seems to adapt to market conditions or competitive pressures, indicating a strategic pricing adjustment per brand.



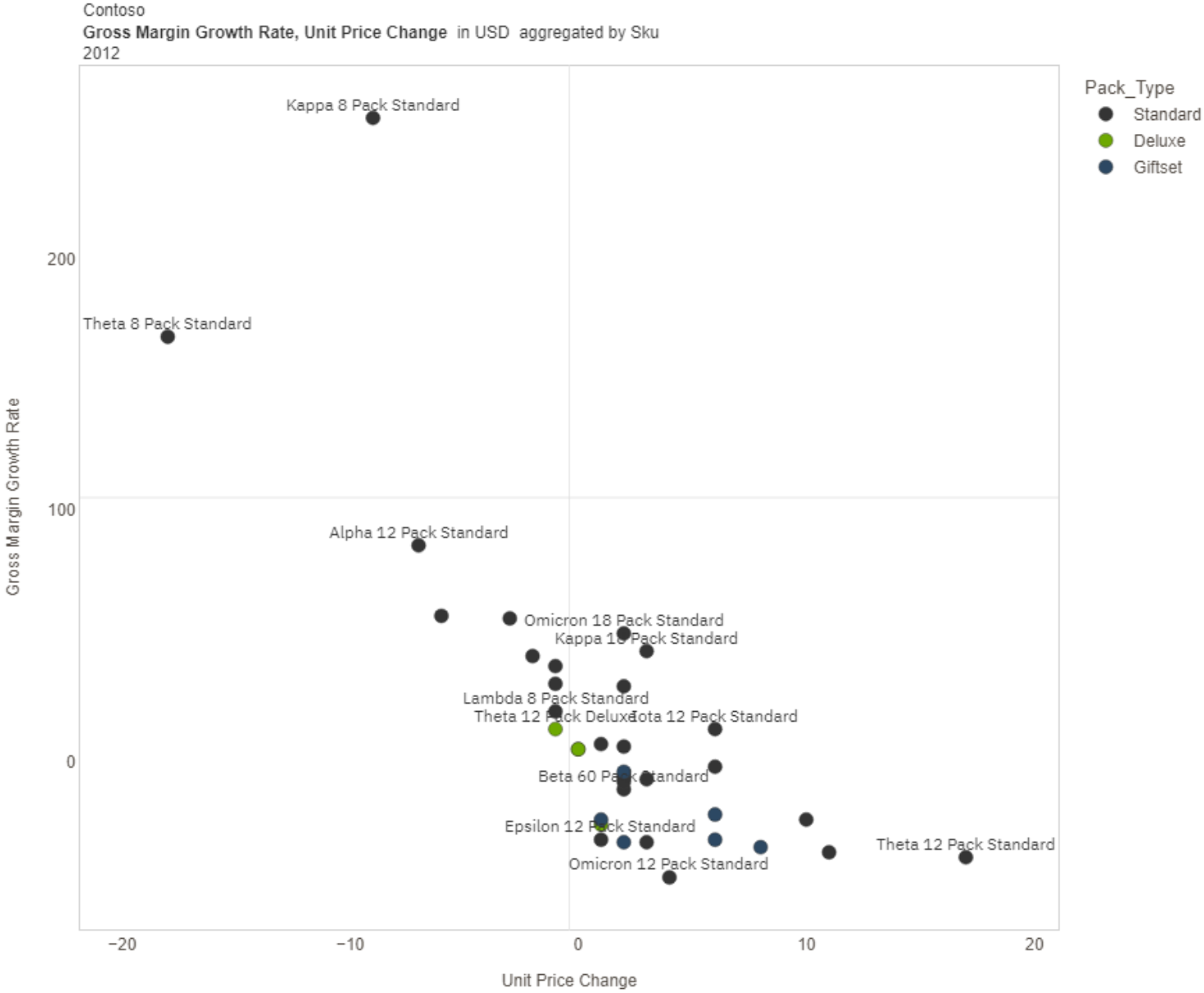
The Standard pack type leads in sales, distribution, and units, making it the most popular due to its affordability. In contrast, the Giftset and Deluxe packs are priced higher, targeting customers looking for luxury or exclusivity. This premium segment presents a growth opportunity with effective marketing.



Aperture and Black Mesa lead the market in both sales and units sold, indicating a strong market presence. This could be due to a wide range of products or high sales per product. Black Mesa shows better market penetration or distribution efficiency, as evidenced by its higher distribution percentage compared to its sales. On the other hand, ReCALL, with lower sales and units, has the highest unit price, pointing to its focus on premium products or a niche market.

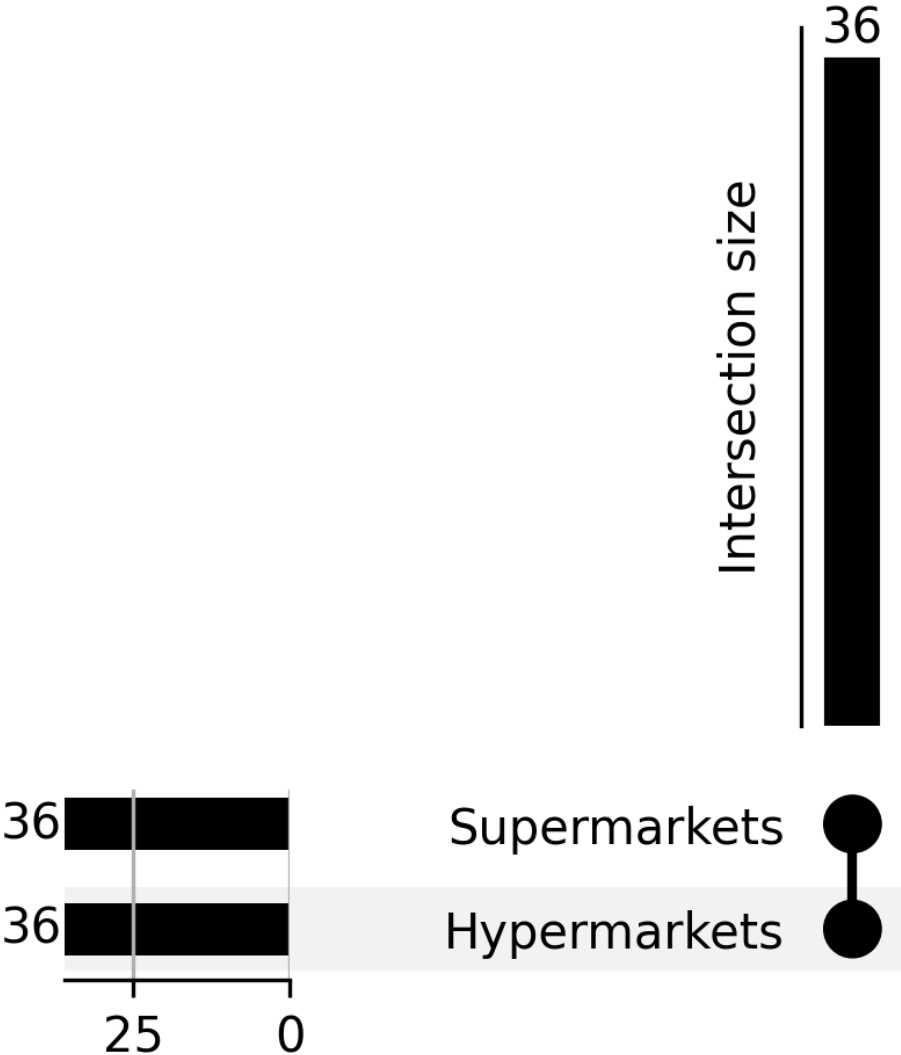


The scatter chart analysis reveals that most SKUs are grouped around a Gross Margin Growth Rate of 0%, with unit price changes generally between -20% and +20%. This pattern suggests that these SKUs are either stable or stagnant in terms of growth. However, products like the Theta 8 Pack Standard stand out by showing significant margin improvement at stable prices, highlighting successful strategies or unique market conditions affecting certain SKUs.



Supermarkets and Hypermarkets both stock the same products, showing Contoso's strategy to keep their offerings consistent across different store types. This approach simplifies inventory management and cuts costs. However, it might restrict their ability to cater to specific customer groups. Introducing unique products for different channels could help better target customers and increase sales.

## Contoso Channel overlap by Sku 2012



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The business experienced significant growth between 2011 and 2012, with a 13.3% increase in units sold and a 14.1% rise in sales revenue, indicating a strong market demand and effective operations (p.32). This period also saw a shift in consumer preferences within the product market, as evidenced by the varying performance across sales channels. Supermarkets showed a remarkable growth with a CAGR of 27.6%, contrasting with Hypermarkets which saw a 1.0% decline in sales, suggesting a consumer shift towards Supermarkets (p.33).

Brand performance within the market also varied significantly. Brands such as Kappa, Alpha, and Beta demonstrated exceptional growth with CAGRs of 98.0%, 52.0%, and 28.3% respectively, capturing increased market share from less successful brands like Iota and those in the 'Other rank >8' category, which are in decline (p.34). This indicates a competitive market where strong brands are rapidly expanding their presence.

Company performance mirrored these trends of disparity. Tyrell Corp and Momcorp were standout performers, with impressive CAGRs of 92.8% and 48.4% respectively, which points to substantial growth and market capture. Conversely, Lexcorp and Wayne Ent faced steep declines, each with a CAGR of -32.0%, highlighting significant challenges or losses in the market (p.35).

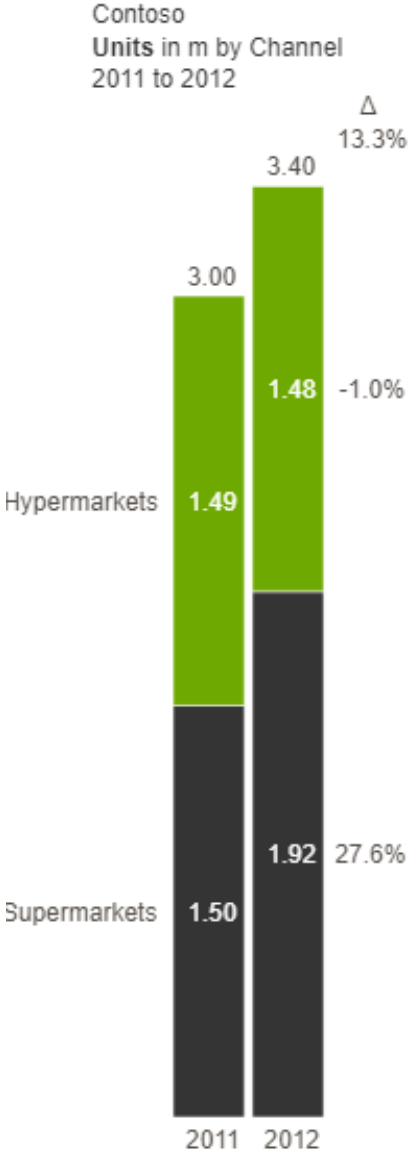
Overall, the data from 2011 to 2012 reflects a dynamic market with significant shifts in consumer preferences and competitive performance. Companies and brands that adapted to market demands and effectively managed their operations saw robust growth, while others faced declines, indicating the critical importance of agility and strategic planning in this evolving market landscape.

The business saw robust growth from 2011 to 2012, with units sold increasing by 13.3% and sales revenue rising by 14.1%. This reflects strong market demand and effective operations, indicating a positive trend in product demand and market expansion.

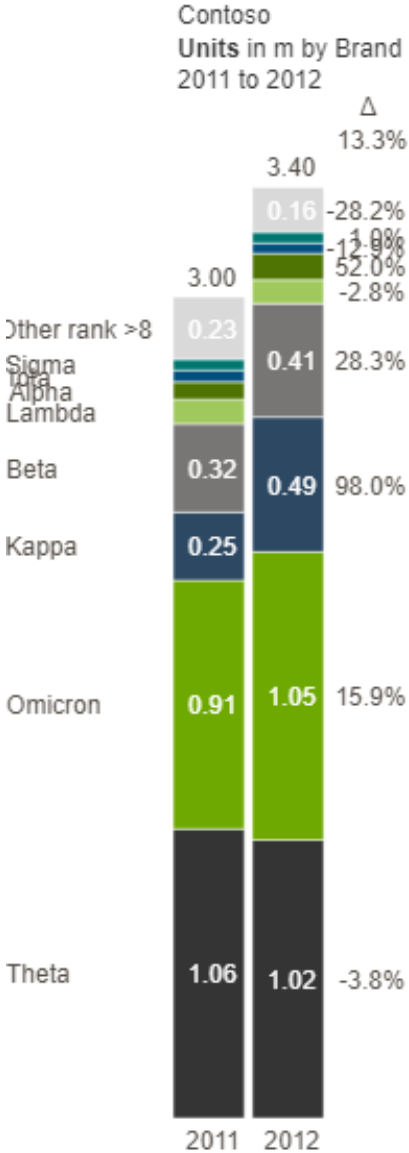




The product market is expanding, showing a combined annual growth rate (CAGR) of 13.3% across all sales channels. However, performance varies by channel. Supermarkets are thriving with a CAGR of 27.6%, while Hypermarkets are struggling, with a decrease of 1.0% in sales. This indicates a shift in consumer preferences, favoring Supermarkets over Hypermarkets.

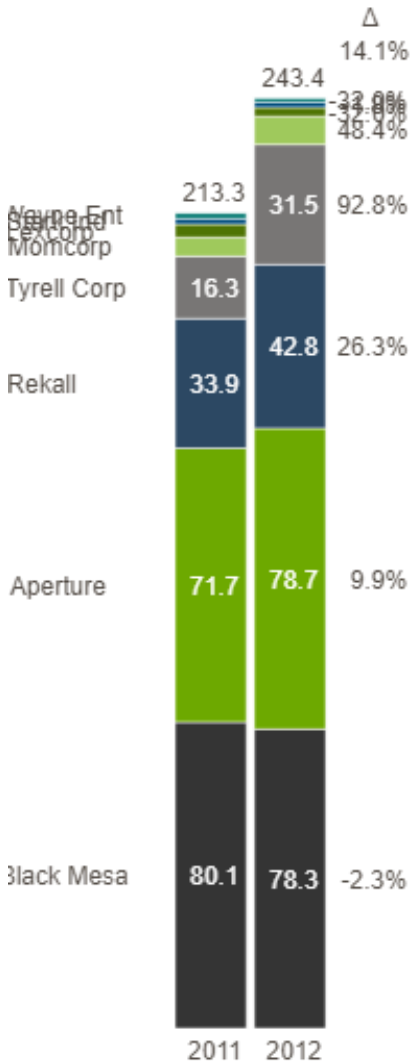


The growth trends among various brands are quite distinct. Brands like Kappa, Alpha, and Beta are thriving, with compound annual growth rates (CAGRs) of 98.0%, 52.0%, and 28.3% respectively. These brands are gaining market share at the expense of declining brands such as Iota and those in the 'Other rank >8' category.



Sales data from 2011 to 2012 shows varied performance among companies. Tyrell Corp and Momcorp experienced high growth, with CAGRs of 92.8% and 48.4% respectively, indicating rapid increases in sales. On the other hand, Lexcorp and Wayne Ent saw significant declines, each with a CAGR of -32.0%, suggesting major market losses or operational challenges.

Contoso  
Sales in mUSD by Owner like-for-like Sku 2011 to 2012



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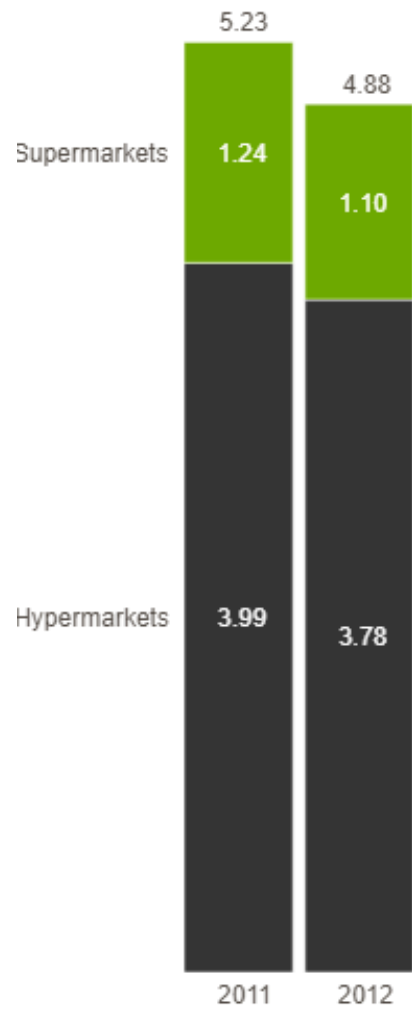
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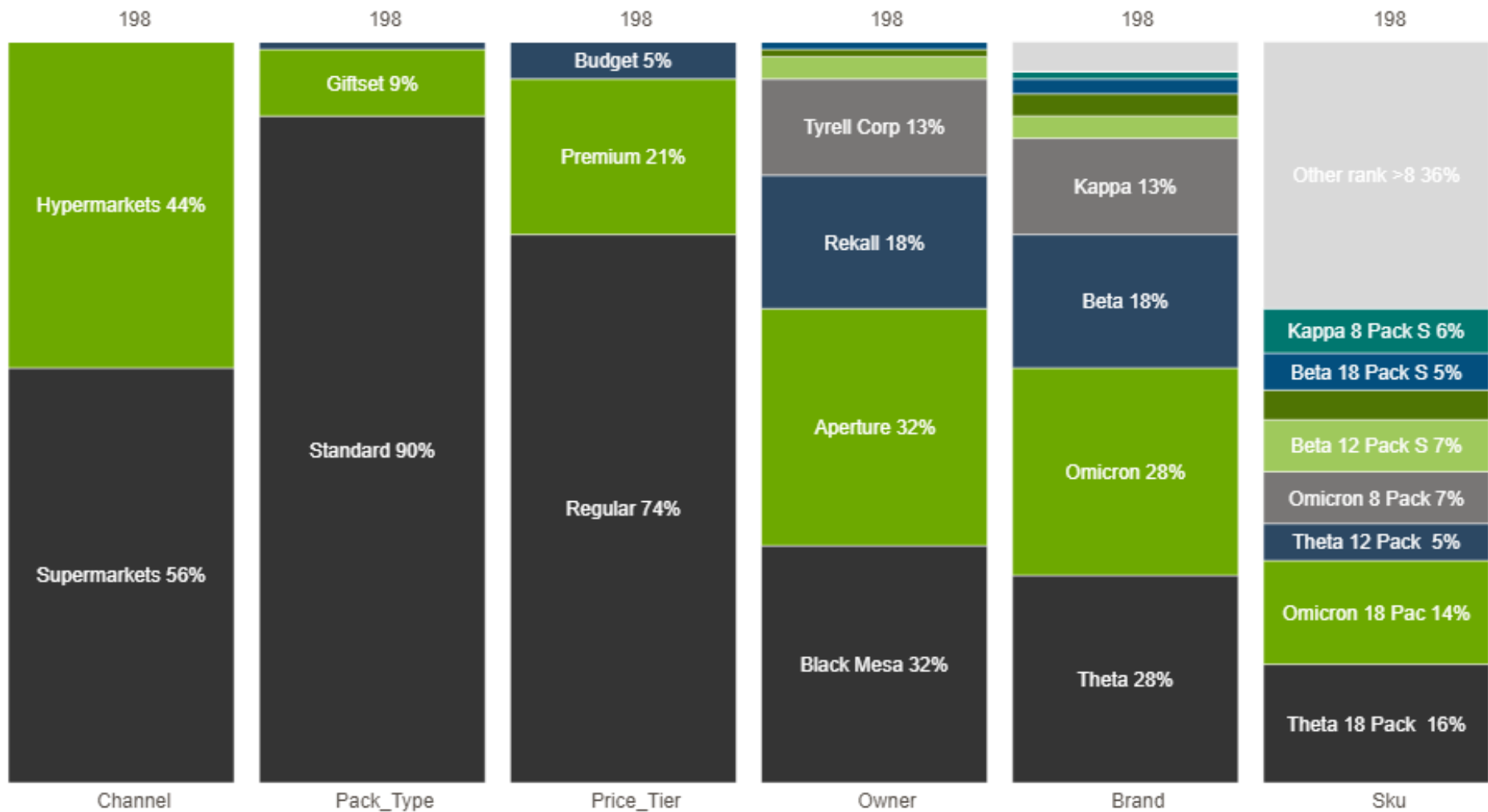
**Backup**

Contoso  
Distribution in m by Channel  
2011 to 2012

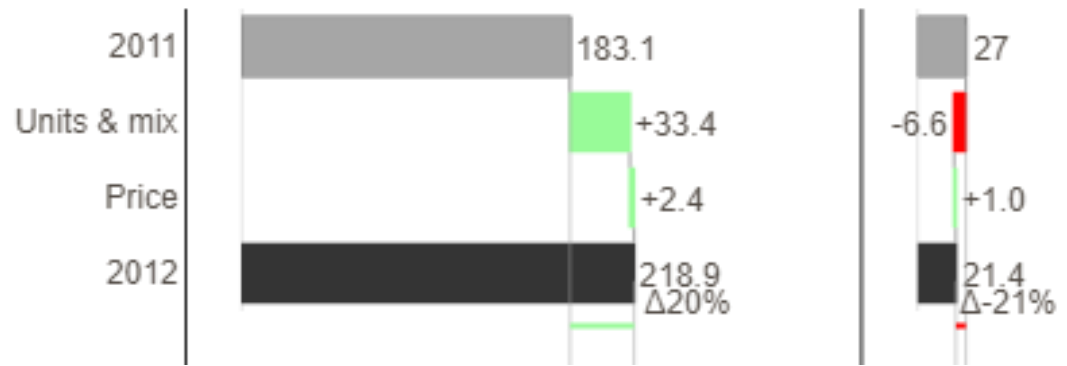


Contoso  
Units by Sku in k  
2011 to 2012

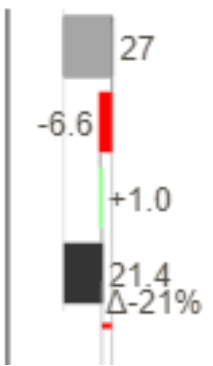




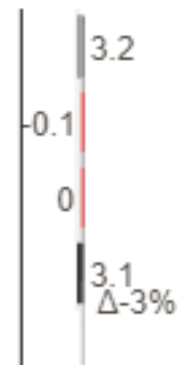
Contoso  
 Price, Units & Mix in mUSD by Pack\_Type  
 2012 AC vs PY



Giftset



Deluxe





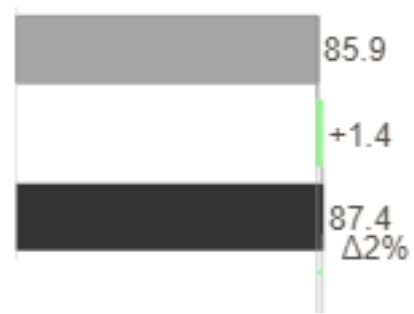
Contoso  
 Price & Units & Mix in mUSD  
 2012 AC vs PY



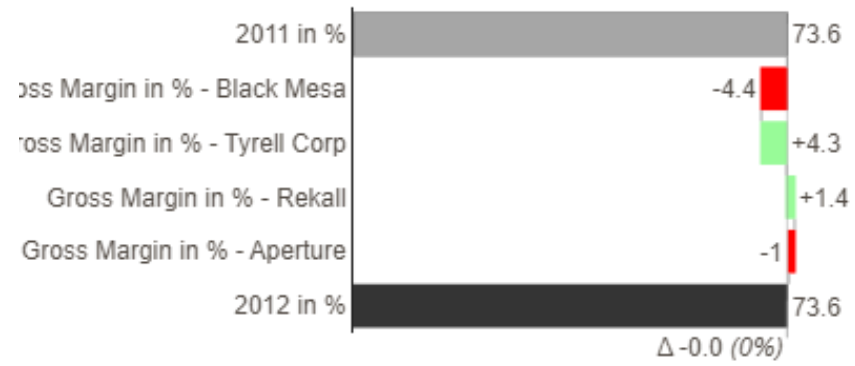
Contoso  
**Gross Margin** in mUSD by Channel  
 2012 AC vs PY  
 Supermarkets



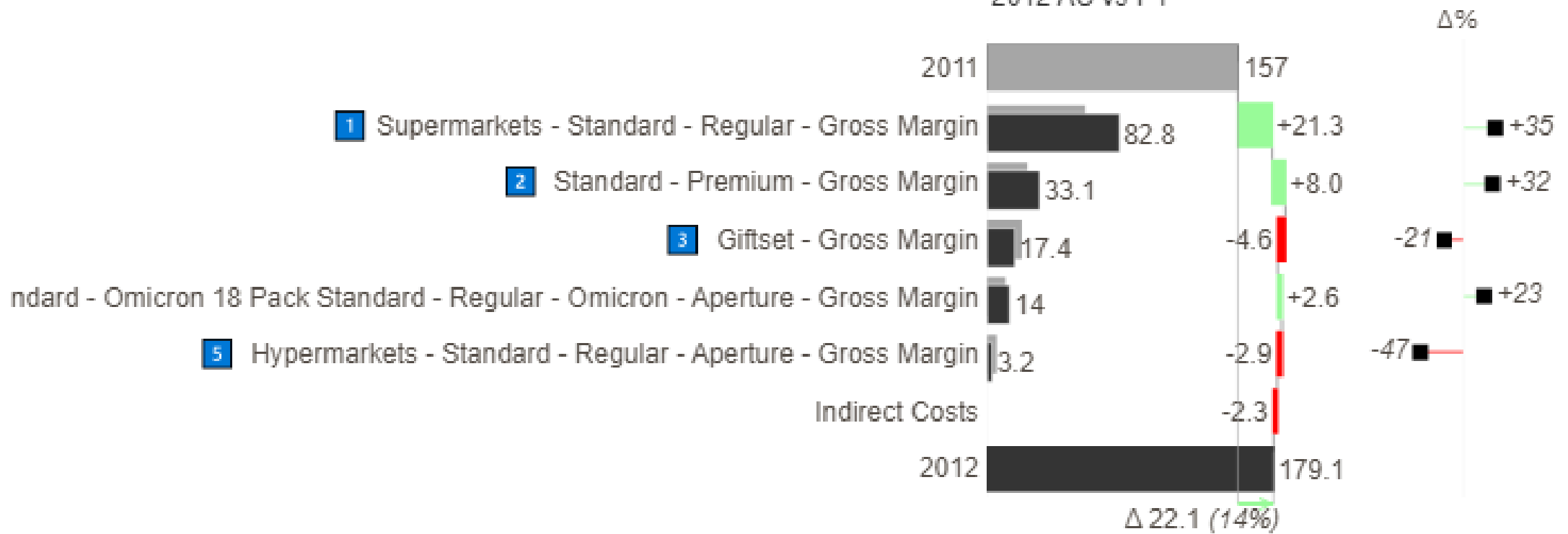
Hypermarkets



Contoso  
Gross Margin in % in USD by Owner  
2012 AC vs PY



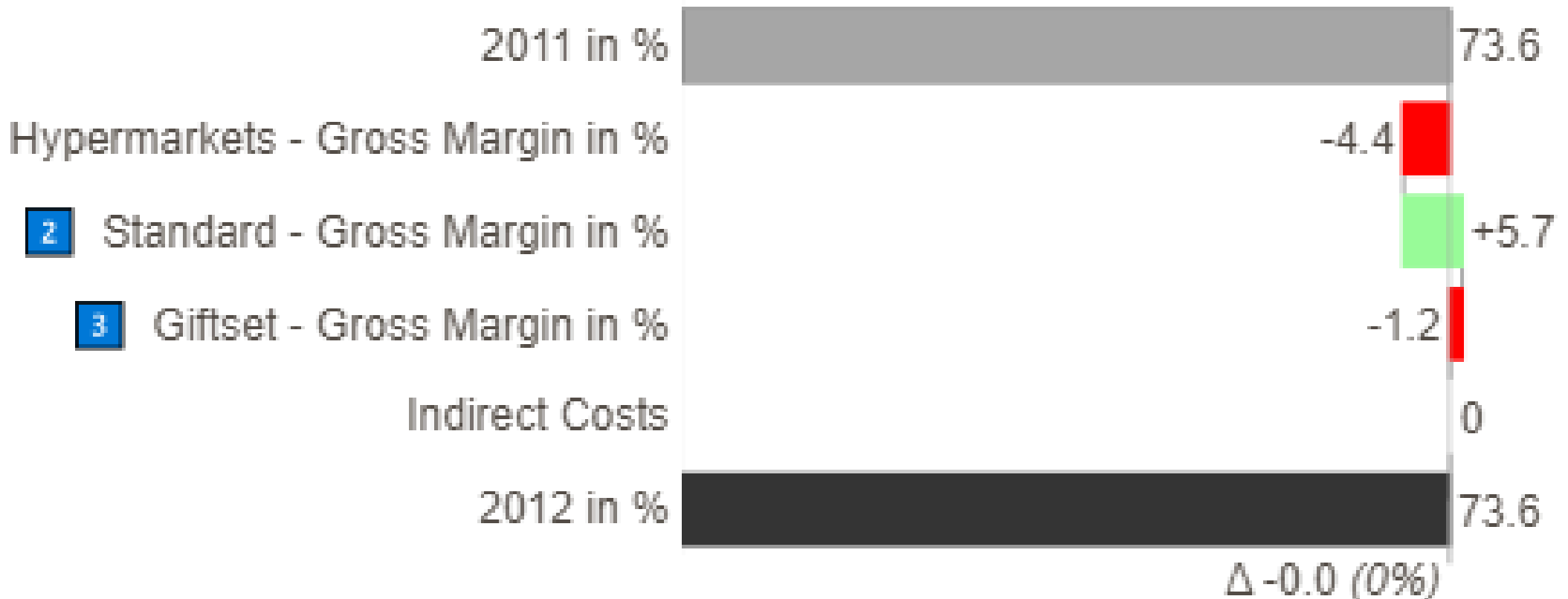
Contoso  
Gross Margin in mUSD  
2012 AC vs PY



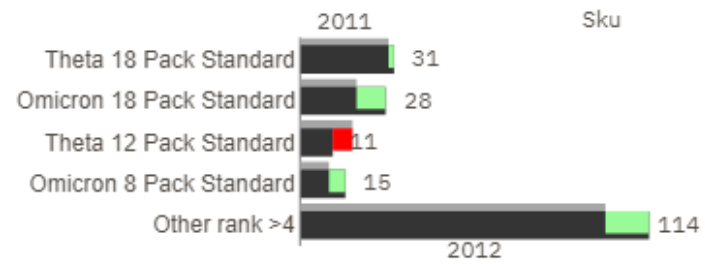
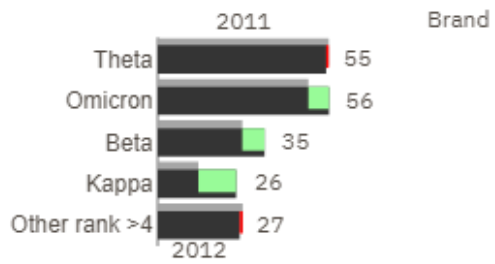
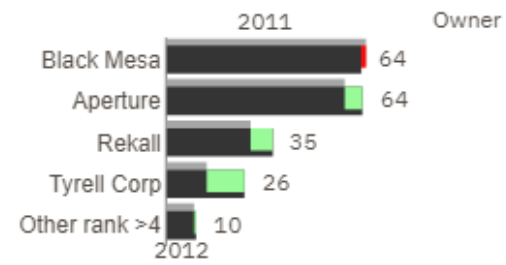
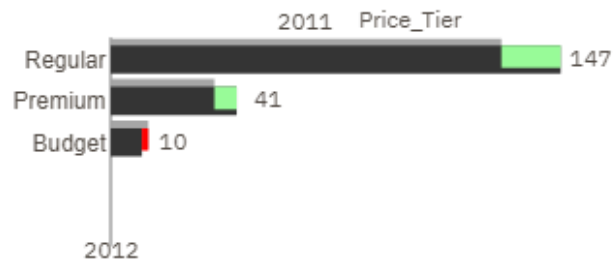
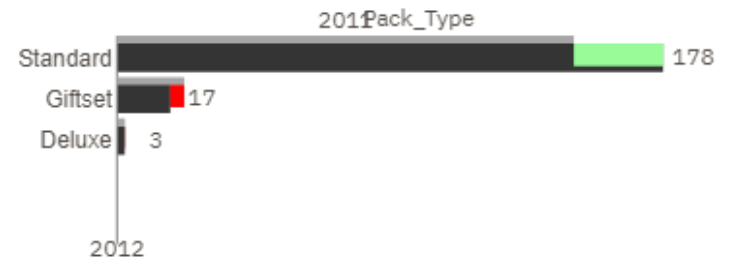
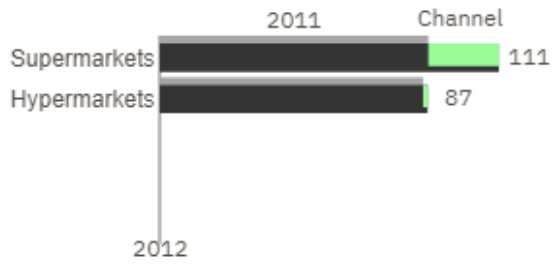
# Contoso

## Gross Margin in % in USD

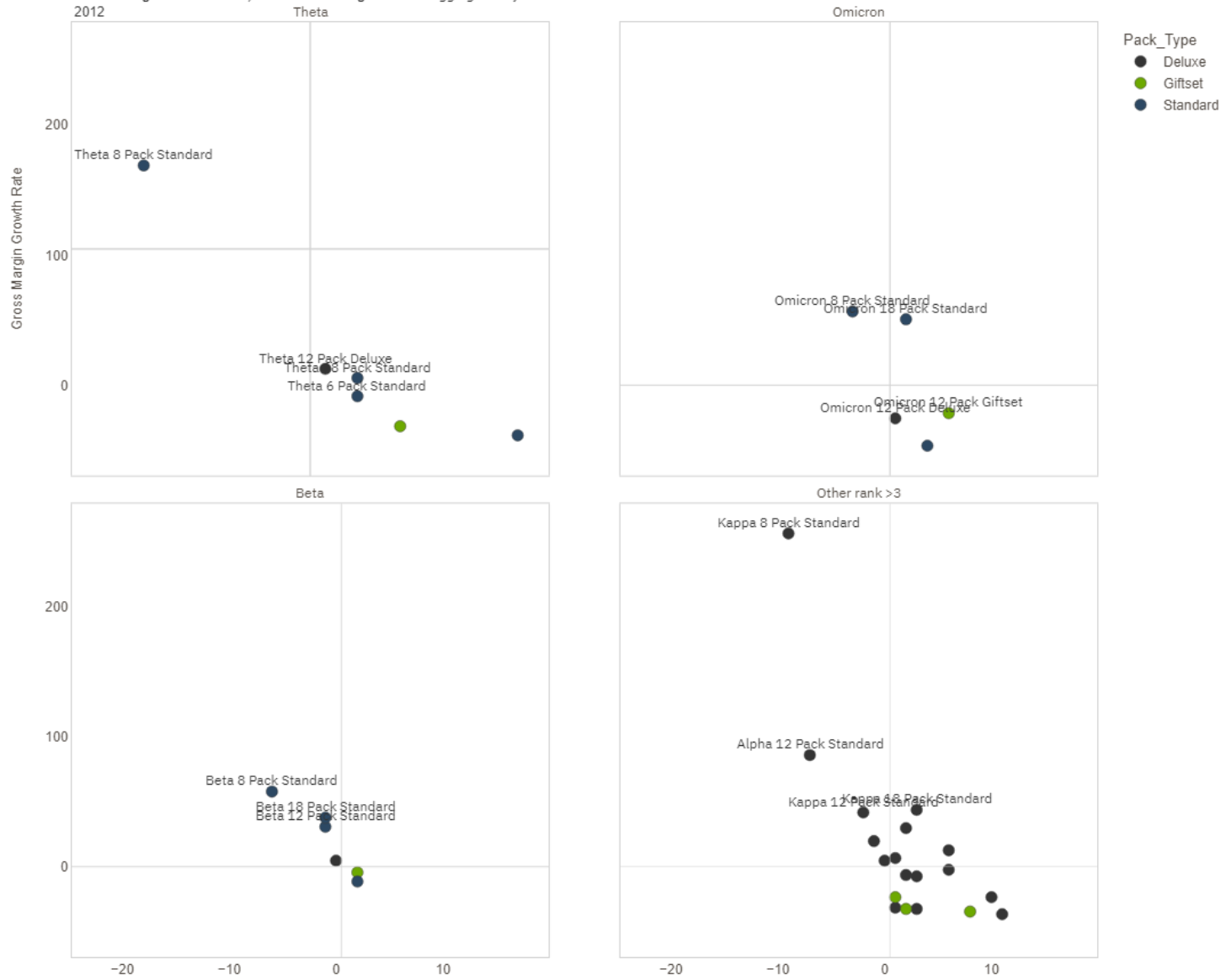
2012 AC vs PY



Contoso  
**Gross Margin** in mUSD by dimension  
 2012 AC vs PY



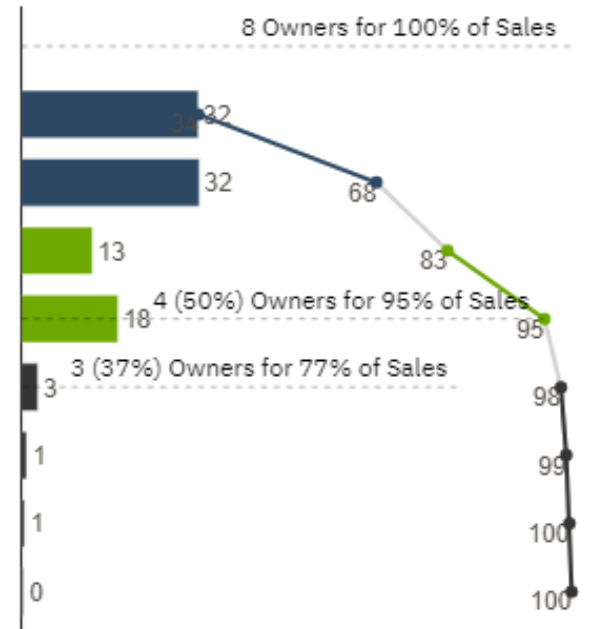
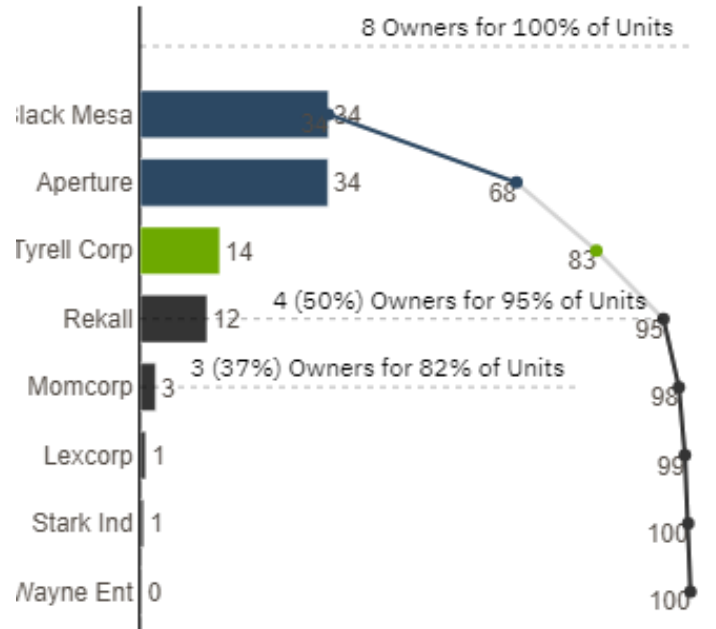
Contoso  
 Gross Margin Growth Rate, Unit Price Change in USD aggregated by Sku and Brand  
 2012



Units % of total

Sales % of total

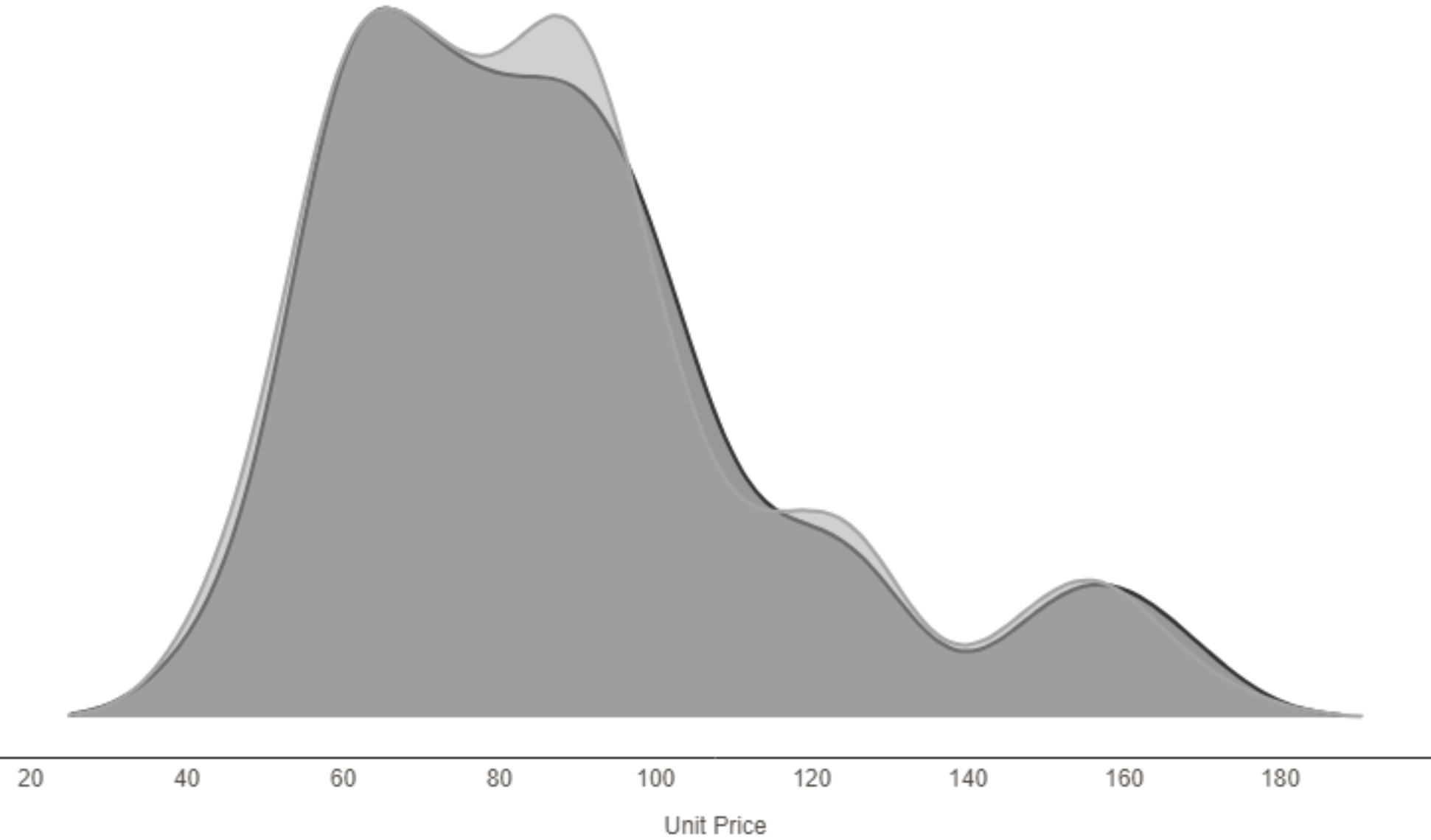
Contoso  
ABC by sorted Owner Units  
2012





Contoso  
Unit Price in USD, by observation  
2011 vs 2012

2012  
2011



Contoso  
Unit Price in USD, by observation by Pack\_Type  
2011 vs 2012

