

Module 10: Metrics & Performing Indexes

Summary Statistics

Total Sessions	6
Total Metrics	1
Years Covered	12
Currency	Rs in Lacs

Metrics Data (All Years)

Sales (Rs in Lacs)

Y1	Y2	Y3	Y4	Y5	Y6
925.0	1063.8	1221.0	1396.8	1600.2	1831.5
Y7	Y8	Y9	Y10	Y11	Y12
2099.8	2405.0	2756.5	3163.5	3626.0	4153.2

Gross Margin (Rs in Lacs)

Y1	Y2	Y3	Y4	Y5	Y6
277.5	319.1	366.3	419.0	480.1	549.4
Y7	Y8	Y9	Y10	Y11	Y12
629.9	721.5	826.9	949.0	1087.8	1246.0

Operating Expenses (Rs in Lacs)

Y1	Y2	Y3	Y4	Y5	Y6
138.8	159.6	183.2	209.5	240.0	274.7
Y7	Y8	Y9	Y10	Y11	Y12
315.0	360.8	413.5	474.5	543.9	623.0

GMROI (Store Format A)

Y1	Y2	Y3	Y4	Y5	Y6
2.6	2.9	3.4	4.2	4.7	5.2
Y7	Y8	Y9	Y10	Y11	Y12
5.7	6.2	6.8	7.3	7.8	8.3

Sales per Square Feet

Y1	Y2	Y3	Y4	Y5	Y6
380	437	502	574	658	753
Y7	Y8	Y9	Y10	Y11	Y12
863	988	1133	1300	1490	1707

Expanded Performance Metrics

KPI Name	Rational	Expected Output
N/A	N/A	N/A

Summary

Metrics Submissions	None
Metrics Summarise	None