Penetration Report

Report Module Guide: Penetration Report

Module Location

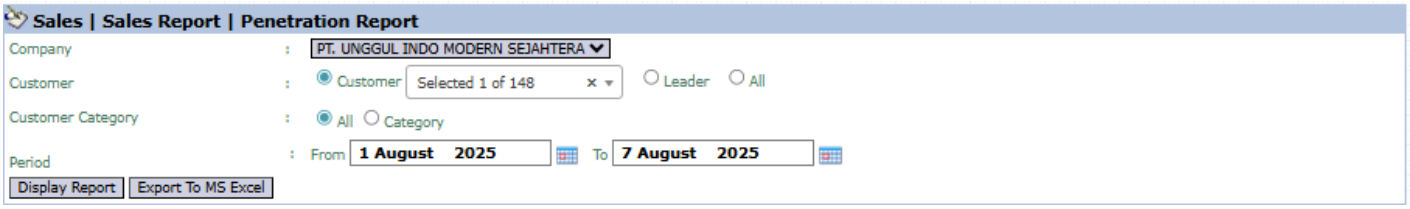
Sales > Reports > Item Reports > Penetration Report

Module Objective

The **Penetration Report** module is used to generate a matrix report that shows the distribution or "penetration" of product sales across various customers or points of sale. This report is very useful for analyzing which products have been sold at each customer and identifying further **cross-selling** opportunities.

1. Report Parameters (Filter)

The main page of this module is a form containing various parameters to customize the report that will be generated.



Here is an explanation for each parameter:

- **Customer**:
  - Filter data by the customer scope: **Customer** (specific customer), **Leader**, or **All**.
- **Customer Category**:

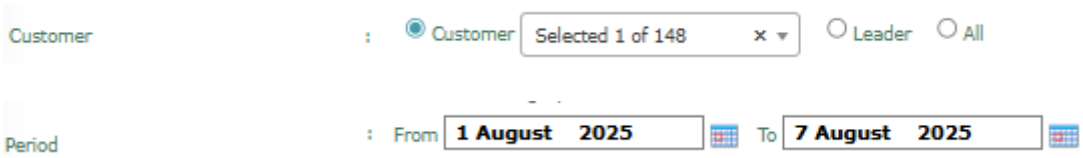
- Further filter by customer category, either **All** or a specific **Category**.

- **Period**:
  - Specify the **From** and **To** date range to define the period of sales transactions to be analyzed (e.g., August 1, 2025, to August 7, 2025).

2. Steps to Generate the Report

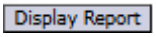
Step 1: Set Report Parameters

Select all the parameters you need, especially defining the **Period** range and the **Customer** scope.

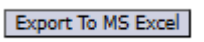


Step 2: Generate the Report

After all parameters are set, click one of the two buttons in the bottom-left section of the page:

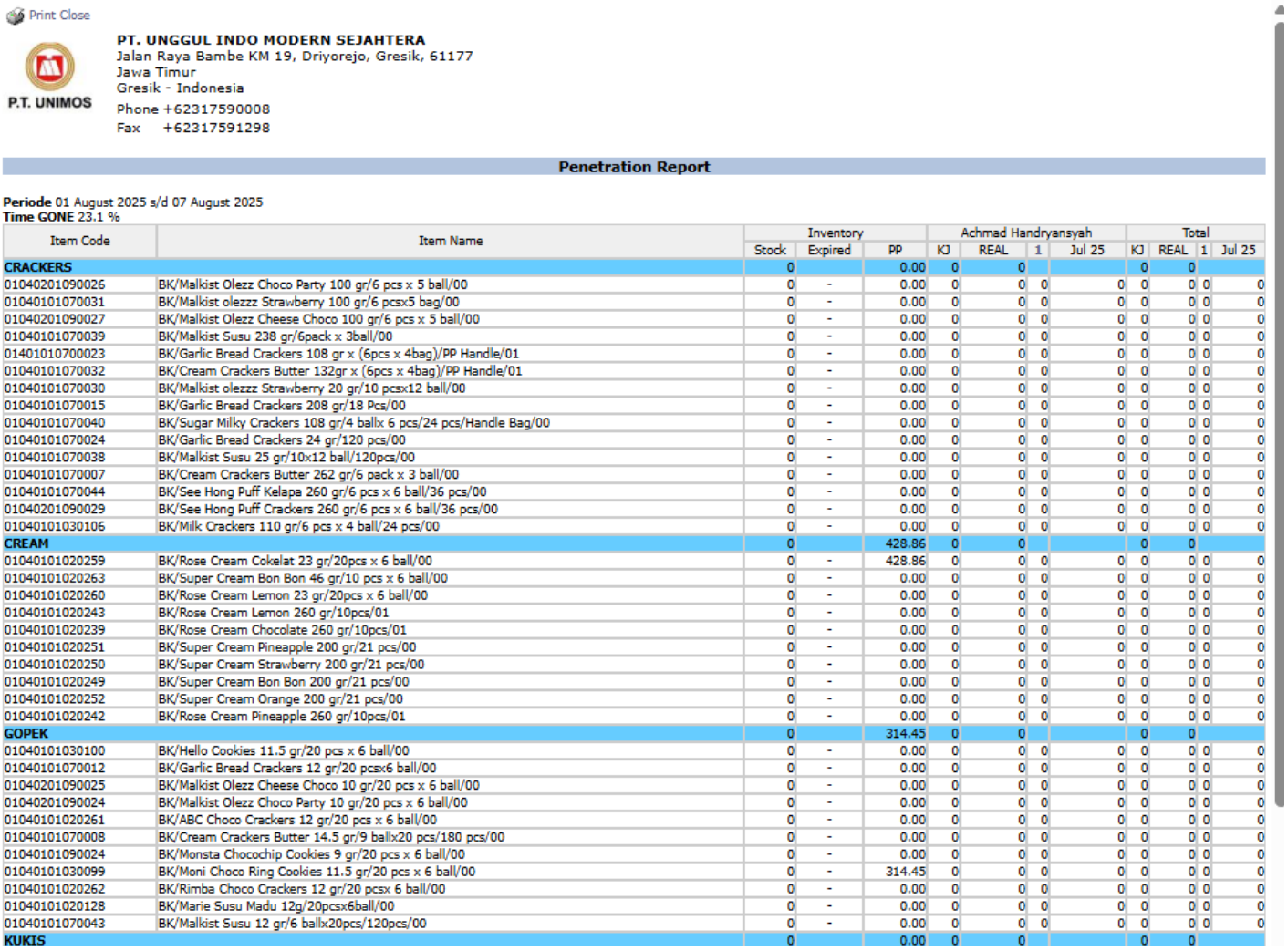
- **Display Report**: To preview the product penetration report directly on your screen. 

- **Export To MS Excel**: To download the report data in an Excel file format.



3. Example of the Report View

After you click, the system will generate a detailed report in a matrix format as follows:



Print Close

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Penetration Report

Periode 01 August 2025 s/d 07 August 2025
Time GONE 23.1 %

Item Code	Item Name	Inventory			Achmad Handryansyah				Total			
		Stock	Expired	PP	KJ	REAL	1	Jul 25	KJ	REAL	1	Jul 25
CRACKERS		0		0.00	0	0			0	0		
01040201090026	BK/Malkist Olezz Choco Party 100 gr/6 pcs x 5 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070031	BK/Malkist olezzz Strawberry 100 gr/6 pcsx5 bag/00	0	-	0.00	0	0	0	0	0	0	0	0
01040201090027	BK/Malkist Olezz Cheese Choco 100 gr/6 pcs x 5 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070039	BK/Malkist Susu 238 gr/6pack x 3ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01401010700023	BK/Garlic Bread Crackers 108 gr x (6pcs x 4bag)/PP Handle/01	0	-	0.00	0	0	0	0	0	0	0	0
01040101070032	BK/Cream Crackers Butter 132gr x (6pcs x 4bag)/PP Handle/01	0	-	0.00	0	0	0	0	0	0	0	0
01040101070030	BK/Malkist olezzz Strawberry 20 gr/10 pcsx12 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070015	BK/Garlic Bread Crackers 208 gr/18 Pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070040	BK/Sugar Milky Crackers 108 gr/4 ballx 6 pcs/24 pcs/Handle Bag/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070024	BK/Garlic Bread Crackers 24 gr/120 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070038	BK/Malkist Susu 25 gr/10x12 ball/120pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070007	BK/Cream Crackers Butter 262 gr/6 pack x 3 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070044	BK/See Hong Puff Kelapa 260 gr/6 pcs x 6 ball/36 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040201090029	BK/See Hong Puff Crackers 260 gr/6 pcs x 6 ball/36 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101030106	BK/Milk Crackers 110 gr/6 pcs x 4 ball/24 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
CREAM		0		428.86	0	0			0	0		
01040101020259	BK/Rose Cream Cokelat 23 gr/20pcs x 6 ball/00	0	-	428.86	0	0	0	0	0	0	0	0
01040101020263	BK/Super Cream Bon Bon 46 gr/10 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020260	BK/Rose Cream Lemon 23 gr/20pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020243	BK/Rose Cream Lemon 260 gr/10pcs/01	0	-	0.00	0	0	0	0	0	0	0	0
01040101020239	BK/Rose Cream Chocolate 260 gr/10pcs/01	0	-	0.00	0	0	0	0	0	0	0	0
01040101020251	BK/Super Cream Pineapple 200 gr/21 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020250	BK/Super Cream Strawberry 200 gr/21 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020249	BK/Super Cream Bon Bon 200 gr/21 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020252	BK/Super Cream Orange 200 gr/21 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020242	BK/Rose Cream Pineapple 260 gr/10pcs/01	0	-	0.00	0	0	0	0	0	0	0	0
GOPEK		0		314.45	0	0			0	0		
01040101030100	BK/Hello Cookies 11.5 gr/20 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070012	BK/Garlic Bread Crackers 12 gr/20 pcsx6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040201090025	BK/Malkist Olezz Cheese Choco 10 gr/20 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040201090024	BK/Malkist Olezz Choco Party 10 gr/20 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020261	BK/ABC Choco Crackers 12 gr/20 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070008	BK/Cream Crackers Butter 14.5 gr/9 ballx20 pcs/180 pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101090024	BK/Monsta Chocochip Cookies 9 gr/20 pcs x 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101030099	BK/Moni Choco Ring Cookies 11.5 gr/20 pcs x 6 ball/00	0	-	314.45	0	0	0	0	0	0	0	0
01040101020262	BK/Rimba Choco Crackers 12 gr/20 pcsx 6 ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101020128	BK/Marie Susu Madu 12g/20pcsx6ball/00	0	-	0.00	0	0	0	0	0	0	0	0
01040101070043	BK/Malkist Susu 12 gr/6 ballx20pcs/120pcs/00	0	-	0.00	0	0	0	0	0	0	0	0
KUKIS		0		0.00	0	0			0	0		

Report Explanation: This report presents data in a matrix format to facilitate the analysis of product spread.

- **Rows**: Display a list of **Item Code** and **Item Name**, grouped by product category (CRACKERS, CREAM, KUKIS, etc.).
- **Columns**: Display a list of customers or sales outlets. Each column represents one point of sale or customer.
- **Data Cells**: Each cell at the intersection of a row and column will show the quantity of the product sold to that customer/outlet.

Tips & Important Notes

- Use this report to identify which customers have not yet purchased certain products, thereby opening up opportunities to **cross-sell**.
- This report is very useful for the **Sales and Marketing teams** to design more effective and targeted distribution and promotion strategies.
- Analyzing this report can help in understanding which products are popular in specific customer segments.

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