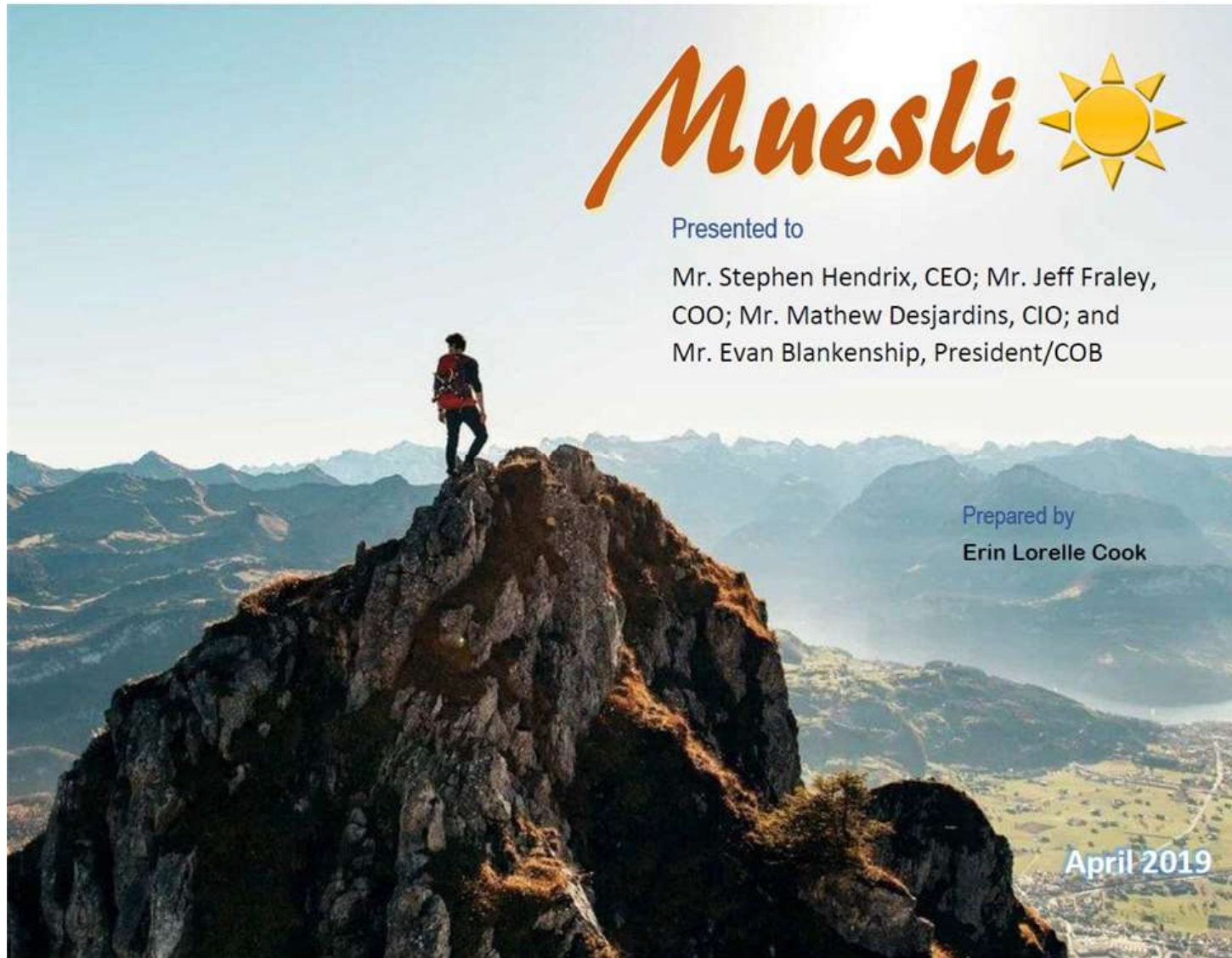


# Muesli Story

Welcome	Inventory stores finished product in ..	Inventory delta is low for Raisin Mues..	Material yield is also highest for Blueber..	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	Production drops drastica..
---------	---	--	--	------------------------------------	---	-----------------------------



# Muesli Story

Welcome	Inventory stores finished product in ..	Inventory delta is low for Raisin Muesli..	Material yield is also highest for Blueberry..	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	Production drops drastica..
---------	---	--	--	------------------------------------	---	-----------------------------

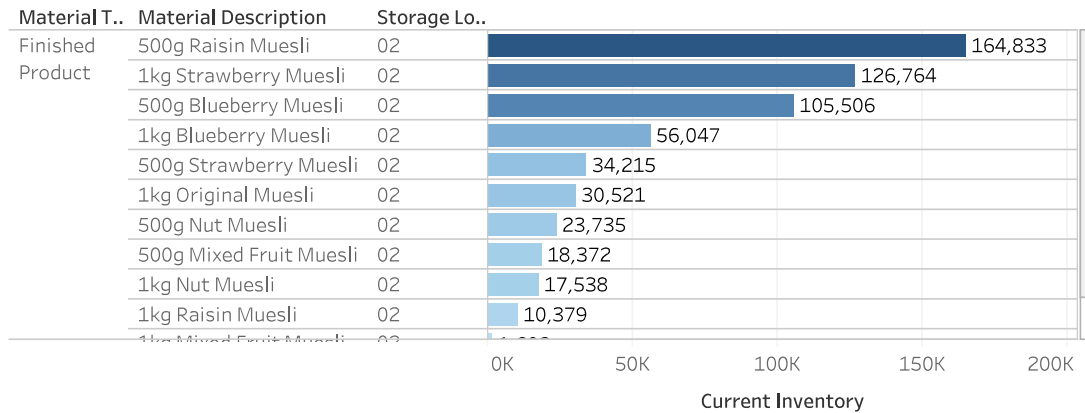


☀ Both charts can be filtered by material size. Applying the filters updates both charts simultaneously.

## INVENTORY OF MATERIALS by Location

This chart shows the total count per item material in inventory. Both sizes are displayed as well as storage location. All items appear to be located in storage location 02 and are Finished Products (versus Raw Materials).

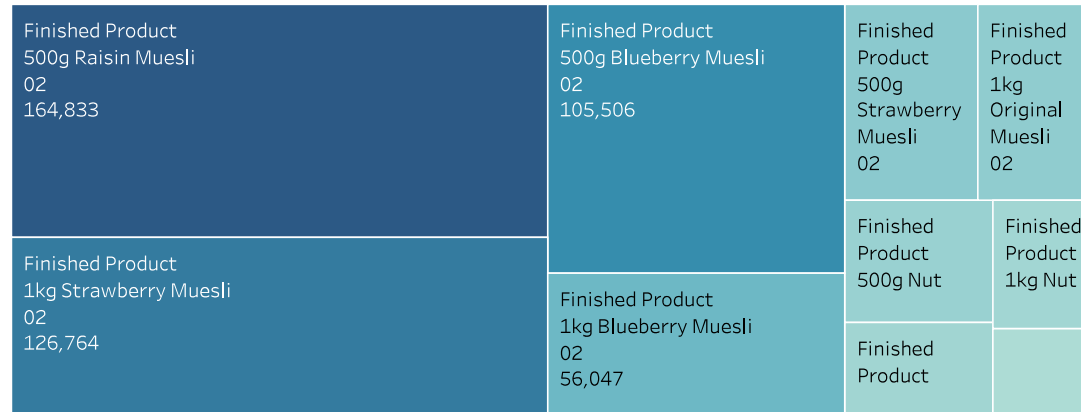
## Inventory of Materials (location)



## INVENTORY OF MATERIALS (chart)

The right chart shows that inventory has the highest count of 500g Raisin Muesli on-hand. This is good if the company expects to sell this product quickly. Otherwise, this product will remain on the shelf.

## Inventory of Materials



# Muesli Story

Welcome	Inventory stores finished product in ..	<b>Inventory delta is low for Raisin Muesli.</b>	Material yield is also highest for Blueberry.	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	Production drops drastica..
---------	---	--	---	------------------------------------	---	-----------------------------



Net Price

Material Label

- Blueberry Muesli
- Raisin Muesli
- Mixed Fruit Muesli
- Strawberry Muesli
- Nut Muesli
- Original Muesli

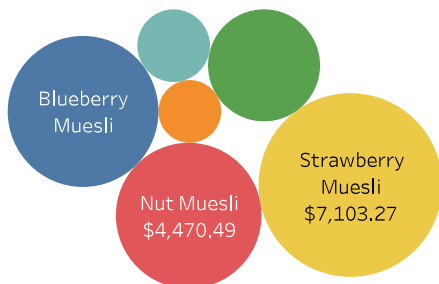
## INVENTORY OPENING/DELTA/CLOSING

Inventory Delta represents the changes to a material item between opening and closing balance. This chart is broken down by material to see where the most changes take place. In the 1kg size group, Blueberry Muesli has the highest opening and closing balance, but Strawberry has the highest delta indicating a significant increase in stock quantity.

## ITEM NET PRICE

The below chart shows the net price for each material label. This is the average selling price to the customer and does not include vendor cost. Blueberry has the highest net price and Strawberry is second highest, indicating that they're popular items.

## Item Net Price



## Inventory Opening/Delta/Closing

Material Type	Storage Locati..	Material Size	Material Description	Inventory Opening Balance	Inventory Delta	Inventory Closing Balance	
Finished Product	02	1kg	1kg Blueberry Muesli	\$10,995,570.00	\$56,047.00	\$11,051,617.00	
			1kg Mixed Fruit Muesli	\$1,520,784.00	\$1,602.00	\$1,522,386.00	
			1kg Nut Muesli	\$6,500,097.00	\$17,538.00	\$6,517,635.00	
			1kg Original Muesli	\$4,445,502.00	\$30,521.00	\$4,476,023.00	
			1kg Raisin Muesli	\$6,591,561.00	\$10,379.00	\$6,601,940.00	
			1kg Strawberry Muesli	\$10,385,305.00	\$126,764.00	\$10,512,069.00	
			500g	500g Blueberry Muesli	\$15,341,155.00	\$105,506.00	\$15,446,661.00
	500g Mixed Fruit Muesli	\$2,440,578.00	\$18,372.00	\$2,458,950.00			
	500g Nut Muesli	\$15,485,638.00	\$23,735.00	\$15,509,373.00			
	500g Original Muesli	\$6,280,434.00	\$0.00	\$6,280,434.00			
	500g Raisin Muesli	\$11,770,924.00	\$164,833.00	\$11,935,757.00			
	500g Strawberry Muesli	\$13,158,125.00	\$34,215.00	\$13,192,340.00			
	<b>Grand Total</b>				\$104,915,673.00	\$589,512.00	\$105,505,185.00

Inventory Opening Balance



# Muesli Story

Welcome	Inventory stores finished product in ..	Inventory delta is low for Raisin Mues..	<b>Material yield is also highest for Blueber..</b>	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	Production drops drastically in the la..
---------	---	--	---	------------------------------------	---	--



## Material Description

- 1kg Blueberry Muesli
- 1kg Mixed Fruit Muesli
- 1kg Nut Muesli
- 1kg Original Muesli
- 1kg Raisin Muesli

## Material Size

- 1kg
- 500g

☀️ These charts focus on material yield and counts. These can be filtered by material description and size.

### MATERIAL YIELD per Size

The first chart shows the yield per product, sorted by material size. The highest yield for both sizes is the Blueberry Muesli and the lowest is the Original.

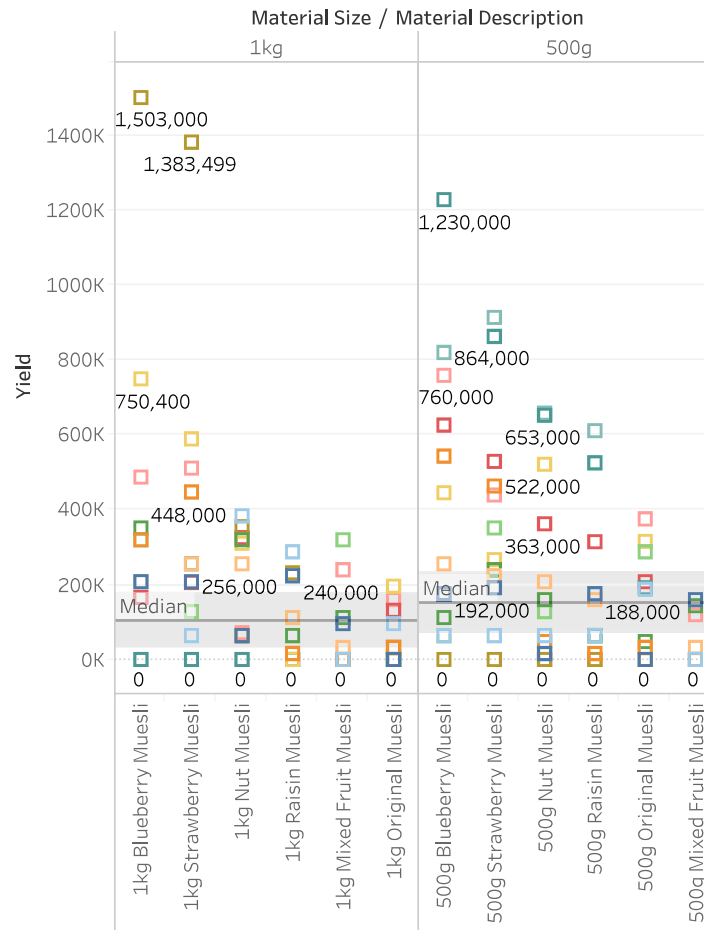
The chart shows a median bar over both sizes - the median yield for the 500G is more than the median for the 1kg, with the 1kg yields more spread out.

### MATERIAL COUNTS

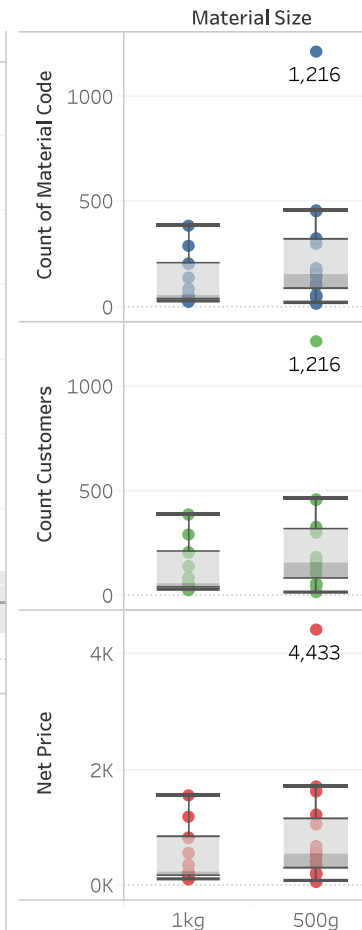
Why is there material count, customer count, and net price on the same chart? Notice that the customer count and the material count are the same.

Also, the pattern continues with all 3 categories sharing the same outlier.

## Material Yield per Size



## Material Counts



# Muesli Story

Inventory stores finished product..	Inventory delta is low for Raisin Mues..	Material yield is also highest for Blueber..	<b>Blueberry and Strawberry are als..</b>	Overall inventory on hand is low compar..	Production drops drastically in the la..	While costs slightly increase and the cl..
-------------------------------------	--	--	---	---	--	--



Material Description	Month of Sim Calendar ..	Material Size
<input checked="" type="checkbox"/> 1kg Blueberry Muesli	<input checked="" type="checkbox"/> January	<input checked="" type="checkbox"/> Null
<input checked="" type="checkbox"/> 1kg Mixed Fruit Muesli	<input checked="" type="checkbox"/> February	<input checked="" type="checkbox"/> 1kg
<input checked="" type="checkbox"/> 1kg Nut Muesli	<input checked="" type="checkbox"/> March	<input checked="" type="checkbox"/> 500g
<input checked="" type="checkbox"/> 1kg Original Muesli	<input checked="" type="checkbox"/> April	
<input checked="" type="checkbox"/> 1kg Raisin Muesli	<input checked="" type="checkbox"/> May	

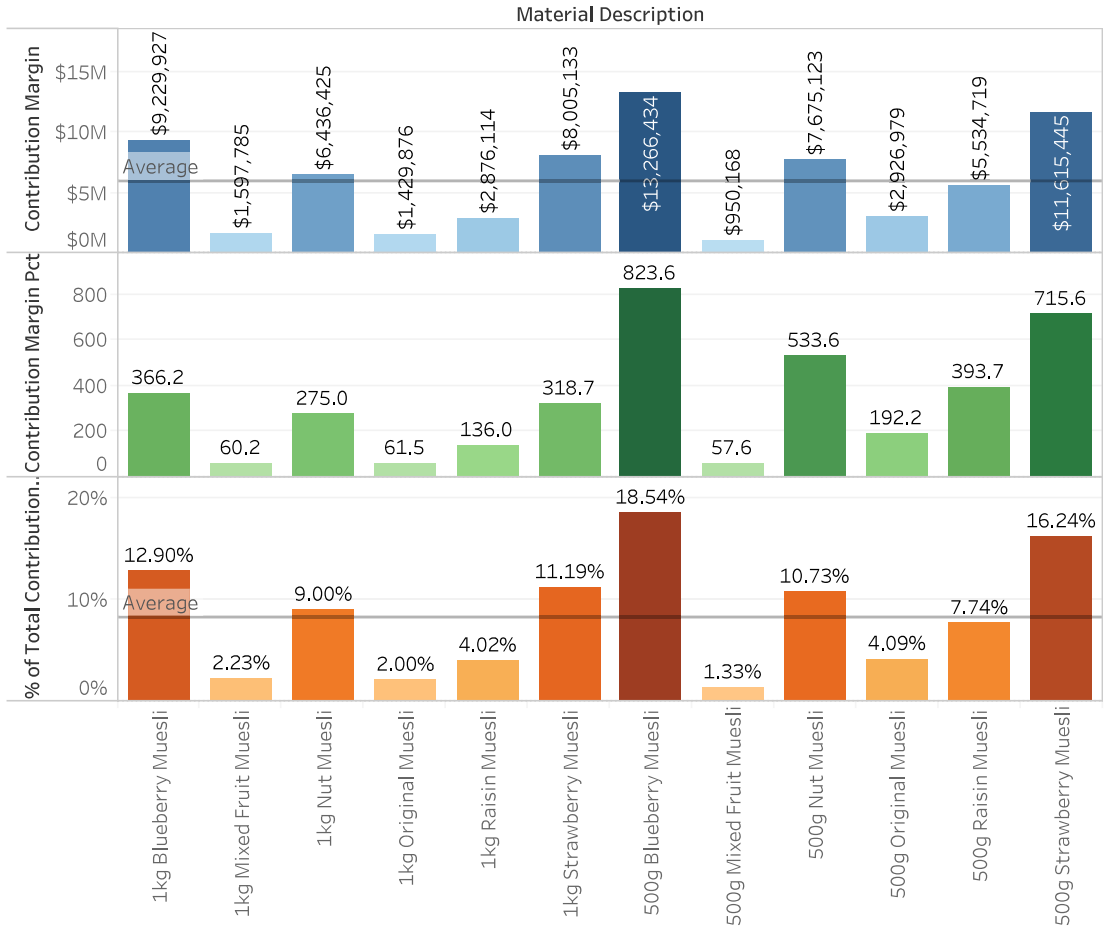
☀️ This chart can be filtered by material description size, and Sim Calendar Month.

## Margin Contribution per Item

### MARGIN CONTRIBUTION by Item

The contribution margin refers to the revenue after production costs. The top graph shows the calculated margin in dollars for each material. The second graph shows the margin percent of each material item, and the orange graph shows the percent or total margin contribution.

This graph shows that Blueberry Museli, although number one in all three charts, makes up only 18.54% of the total margin. Although significant, it's important to maintain focus on all products, some of which aren't close behind or when combined, could exceed the margin of the leader.



# Muesli Story

Inventory delta is low for Raisin M..	Material yield is also highest for Blueber..	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	Production drops drastically in the la..	While costs slightly increase and the cl..	Who's buying? Munich in Bavaria ..
---------------------------------------	--	------------------------------------	---	--	--	------------------------------------



<b>Measure Names</b>	<b>Sim Month</b>	<b>Measure Names</b>
<input checked="" type="checkbox"/> Current Inventory	To June	<input type="checkbox"/> Quantity Sold
<input type="checkbox"/> Elapsed Steps		<input type="checkbox"/> Current Inventory
<input type="checkbox"/> Nb Steps Available		
<input type="checkbox"/> Number of Records		
<input type="checkbox"/> Quantity Sold		

☀ Both charts can be filtered by Sim Calendar Date by month.

## QTY SOLD vs INVENTORY

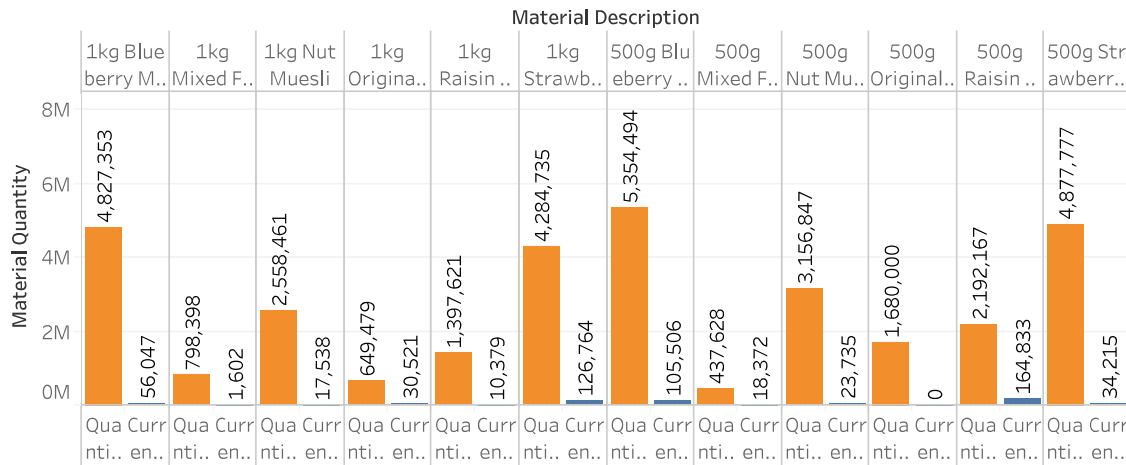
This chart is helpful to determine how much inventory is on hand versus how many were sold. Having a blue bar higher than the orange bar would indicate that too much is on-hand.

The chart to the right shows a healthy balance to avoid excess to perish in stock. This is also an indicator if more should be kept in inventory based on quantity sold. Other measures can be applied from the filter box and by Sim Calendar Month.

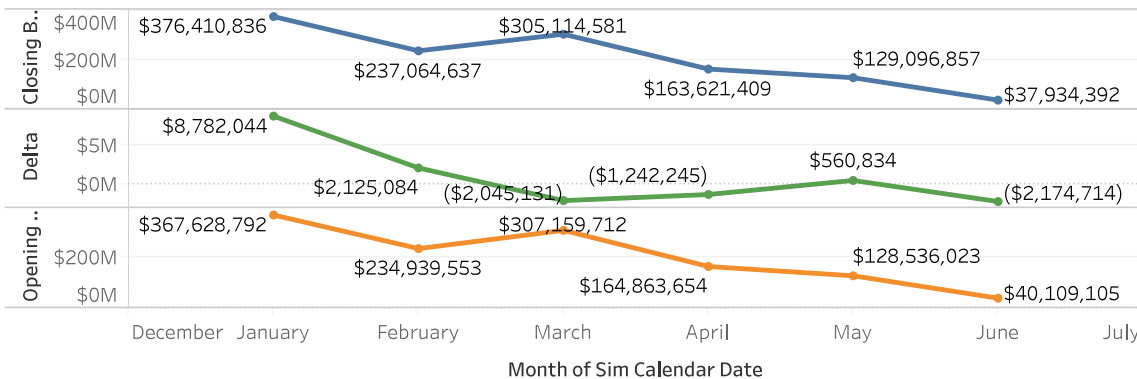
## INVENTORY BALANCE by Period

The right chart shows the change in total inventory by Sim Calendar Date. Green, blue, and red represent Opening, Closing and Inventory Delta, respectively. In March, the delta is lowest while both the opening and closing balances increase.

## Qty Sold vs Inventory



## Inventory Balance (period)



# Muesli Story

Material yield is also highest for ..	Blueberry and Strawberry are als..	Overall inventory on hand is low compar..	<b>Production drops drastically in the la..</b>	While costs slightly increase and the cl..	Who's buying? Munich in Bavaria b..	DC 12 also has the highest value and i..
---------------------------------------	------------------------------------	---	---	--	-------------------------------------	--



Count of Material  
 June  
 Show history

Measure Names  
 Count of Material De..  
 Yield

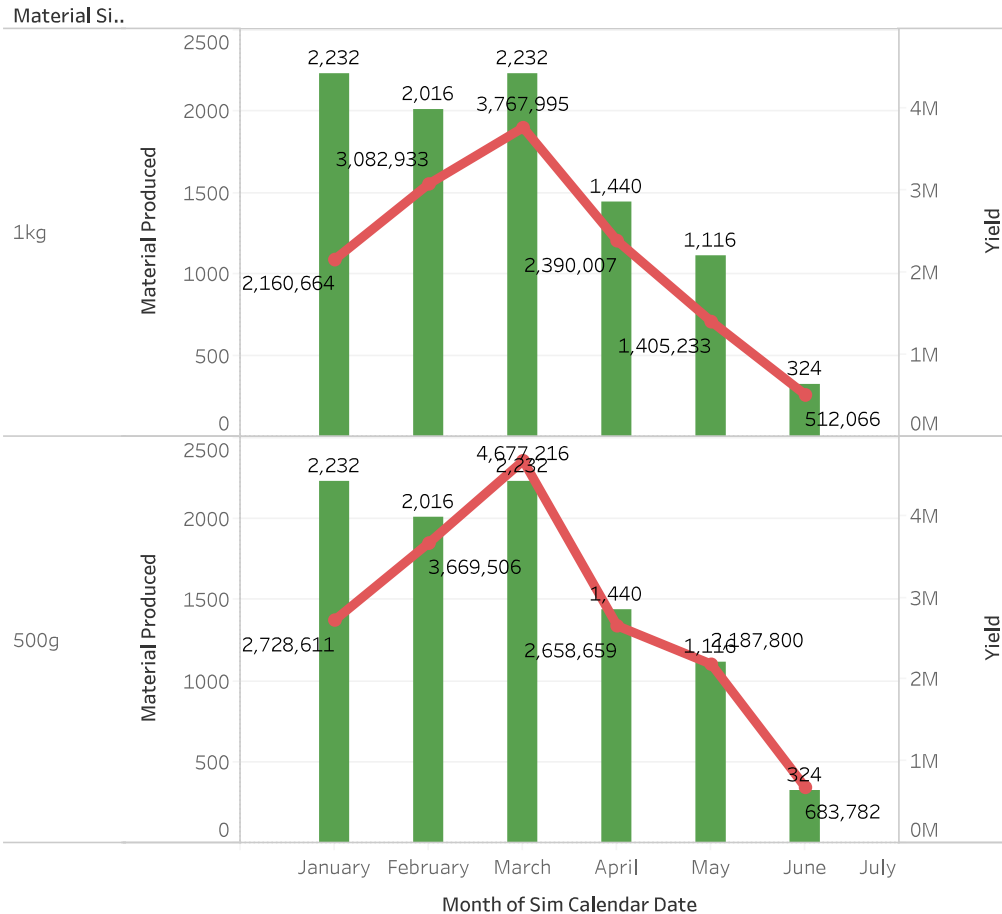
## PRODUCTION (by Month)

Comparing the production quantity by the material yield indicates if enough product is being produced monthly to meet and exceed the yield. Production did not meet the yield amount for 500g size materials in March.

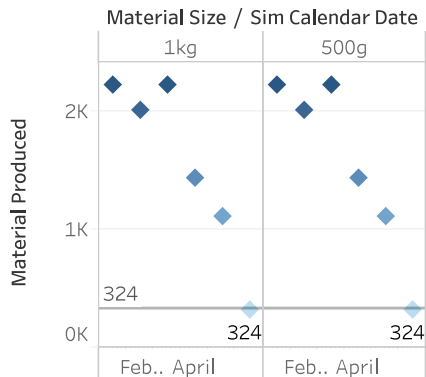
## TOTAL MONTHLY PRODUCTION

Below shows the just the total quantity of production sorted by size. It's easy to see with this chart bat the same quantities were produced for each size per month.

## Material Yield vs Production (month)



## Total Monthly Production - June



# Muesli Story

Blueberry and Strawberry are ..	Overall inventory on hand is low compar..	Production drops drastically in the la..	While costs slightly increase and the cl..	Who's buying? Munich in Bavaria b..	DC 12 also has the highest value and i..	Buyers are paying more per unit in th..
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- Material Description
- 1kg Blueberry Muesli
  - 1kg Mixed Fruit Muesli
  - 1kg Nut Muesli
  - 1kg Original Muesli

- Material Description
- 1kg Blueberry ..
  - 1kg Mixed Frui..
  - 1kg Nut Muesli
  - 1kg Original M..
  - 1kg Raisin Mu..
  - 1kg Strawberr..
  - 500g Blueberr..
  - 500g Mixed Fr..
  - 500g Nut Mue..
  - 500g Original ..
  - 500g Raisin M..
  - 500g Strawbe..

☀️ These colorful charts can be filtered by material to get a better look per Sim Step.

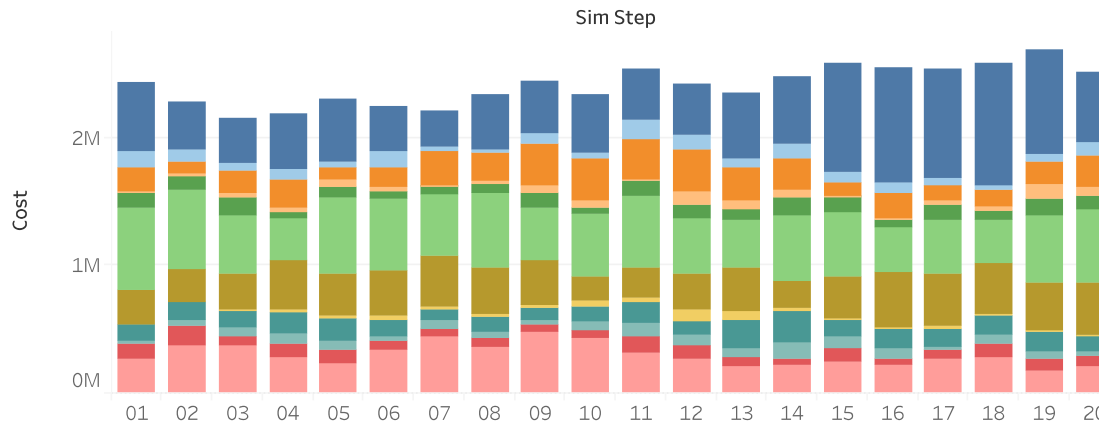
## INVENTORY COST by Step

The top chart shows the cost of each material label by Sim Step. The cost increases with some of the products, such as Blueberry, although level overall. With a decrease in production in toward the end of the sim period, and the closing balance in the second graph steadily decreasing, this pattern makes sense, but individual material labels shows less of an overall pattern.

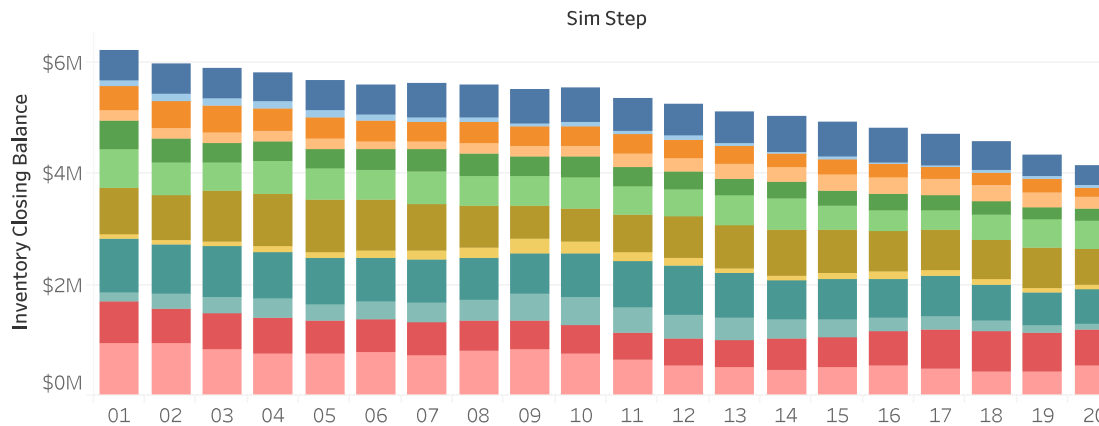
## INVENTORY CLOSING BALANCE by Step

The bottom chart shows a steady decline in the closing balance as the Sim Period approaches its end. Production is decreasing so the the closing balance is also likely to decrease as focus is on keeping minimum on hand.

## Material Cost by Step



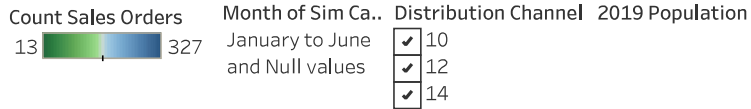
## Inventory Closing Balance by Step





# Muesli Story

Overall inventory on hand is low c..	Production drops drastically in the la..	While costs slightly increase and the cl..	<b>Who's buying? Munich in Bavaria b..</b>	DC 12 also has the highest value and i..	Buyers are paying more per unit in th..	Buyers primarily buy in Q1
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## REGIONAL SALES ORDERS

This chart shows the total number of sales orders by Region. Knowing where the sales orders are in relation to population can help determine locations where more production is needed.

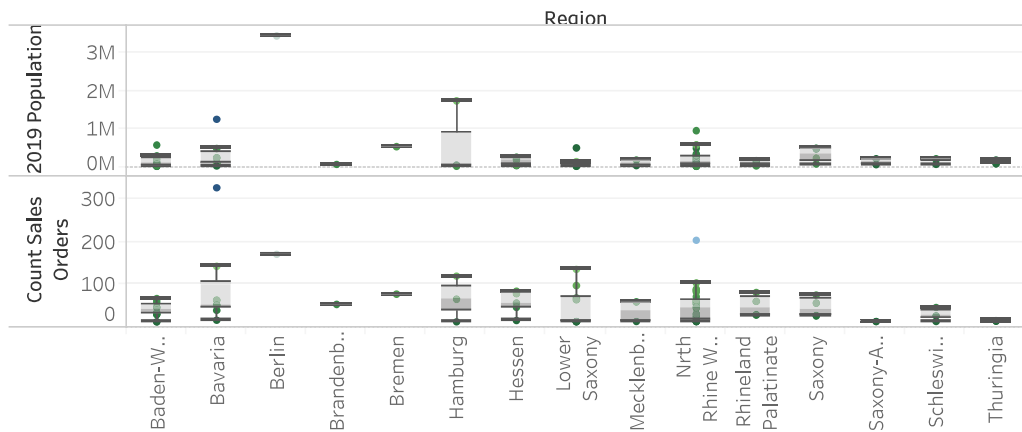
## AREA CUSTOMER COUNT

The chart below shows the total number of customers per area: north, south, or west. The chart shows the south is leading in customer count.

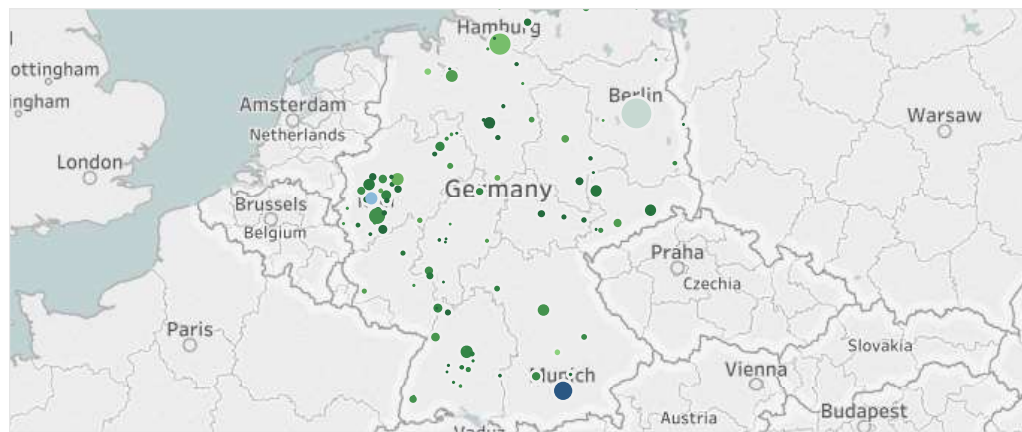
## MAP OF SALES ORDERS/CUSTOMERS

The map shows city locations, sales orders, and population by city. Berlin has the highest population, but not the highest sales. Why?

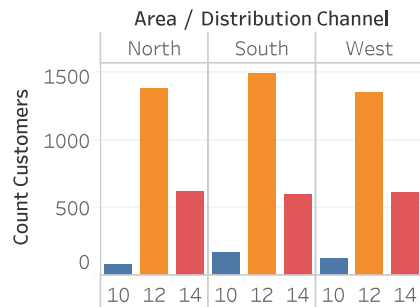
## Regional Sales Orders



## Map of Sales Orders/Customers



## Area Customer Count



# Muesli Story

Production drops drastically in th..	While costs slightly increase and the cl..	Who's buying? Munich in Bavaria b..	<b>DC 12 also has the highest value and i..</b>	Buyers are paying more per unit in th..	Buyers primarily buy in Q1	Net value also higher in Q1
--------------------------------------	--	-------------------------------------	---	---	----------------------------	-----------------------------



Area

<input type="checkbox"/>	Null
<input checked="" type="checkbox"/>	North
<input checked="" type="checkbox"/>	South
<input checked="" type="checkbox"/>	West

Measure Names

<span style="color: red;">■</span>	Contribution Margin
<span style="color: teal;">■</span>	Cost
<span style="color: purple;">■</span>	Net Value

Distribution Channel

<input type="checkbox"/>	Null
<input checked="" type="checkbox"/>	10
<input checked="" type="checkbox"/>	12
<input checked="" type="checkbox"/>	14

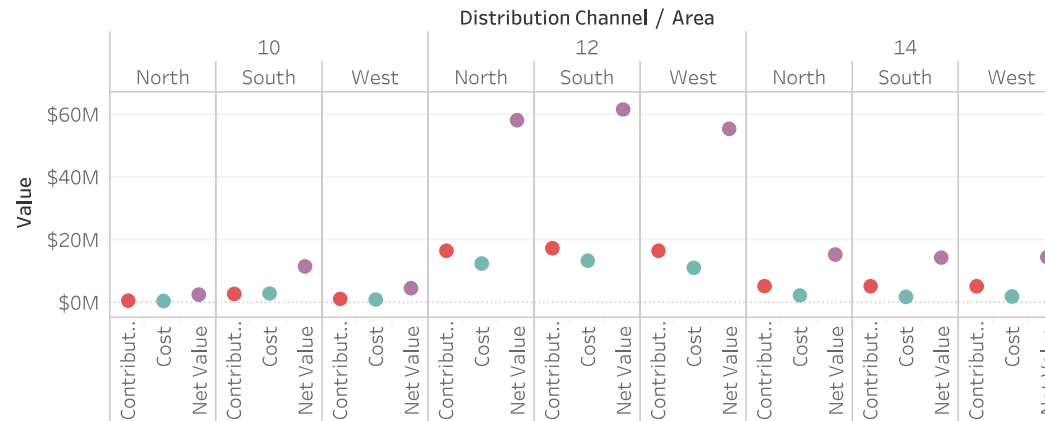
## AREA MARGIN

This chart takes a closer look at area contribution, cost, and margin per distribution channel. The chart shows distribution channel 10 in the south has a higher net value than north or west. This makes sense since south area has more sales.

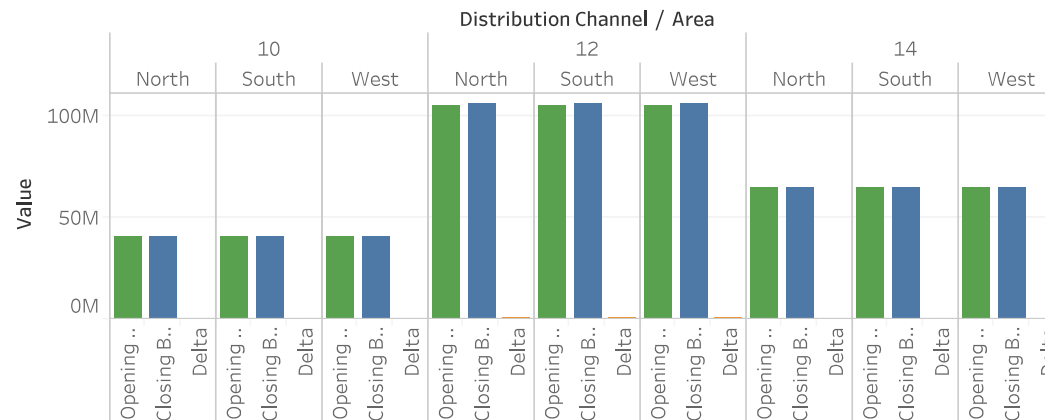
## AREA INVENTORY BALANCE

Regardless of the distribution channel or area, inventory delta remains low, possibly selling until sold out. The opening and closing balances have a similar pattern to the top chart, although all areas in 10 are similar. Since south has a higher net value, south 10 could possibly produce more and still keep their delta low.

## Area Margin



## Area Inventory Balance



## Sales Organization

<input checked="" type="checkbox"/>	AA
<input checked="" type="checkbox"/>	BB
<input checked="" type="checkbox"/>	CC
<input checked="" type="checkbox"/>	DD
<input checked="" type="checkbox"/>	EE
<input checked="" type="checkbox"/>	FF
<input checked="" type="checkbox"/>	II
<input checked="" type="checkbox"/>	JJ
<input checked="" type="checkbox"/>	KK

# Muesli Story

While costs slightly increase..	Who's buying? Munich in Bavaria b..	DC 12 also has the highest value and i..	Buyers are paying more per unit in th..	Buyers primarily buy in Q1	Net value also higher in Q1	A running total showing tapering o..
---------------------------------	-------------------------------------	--	---	----------------------------	-----------------------------	--------------------------------------



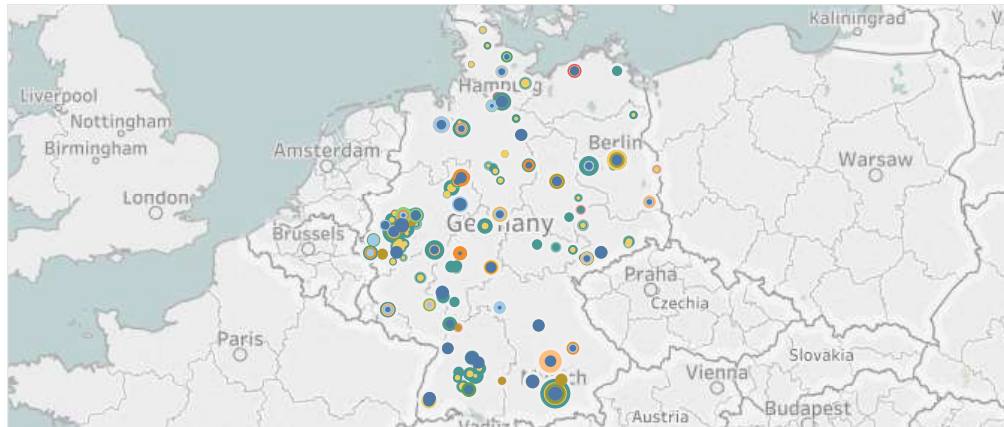
## MAP OF SALES ORGANIZATIONS

The top map shows the different net sales organizations in the market in addition to number of sales orders. There are multiple sales organizations stacked in larger areas where more sales are present. A large cluster is present in the west making up the majority of the western area's orders.

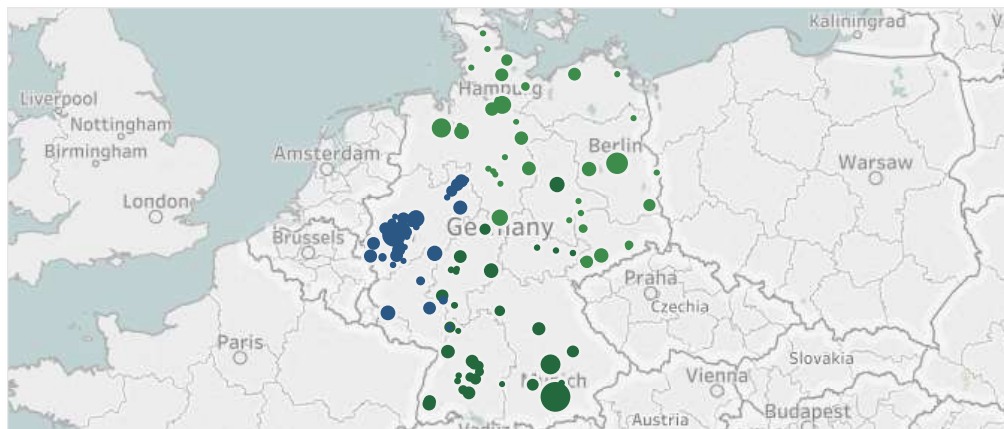
## MAP OF AVG UNIT PRICE vs CUSTOMER COUNT

The bottom map illustrates the average unit price compared to the customer count. The larger circles indicate higher quantity of customers, such as in the Munich and Berlin, but the blue cluster in the west indicates a higher average price per unit in that area.

Map of Sales Organizations



Map of Avg Unit Price vs Customer Count



# Muesli Story

Who's buying? Munich in Bavar..	DC 12 also has the highest value and i..	Buyers are paying more per unit in th..	Buyers primarily buy in Q1	Net value also higher in Q1	A running total showing tapering o..	What about the customers themsel..
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Month of Sim Calendar Date  
January to June  
and Null values

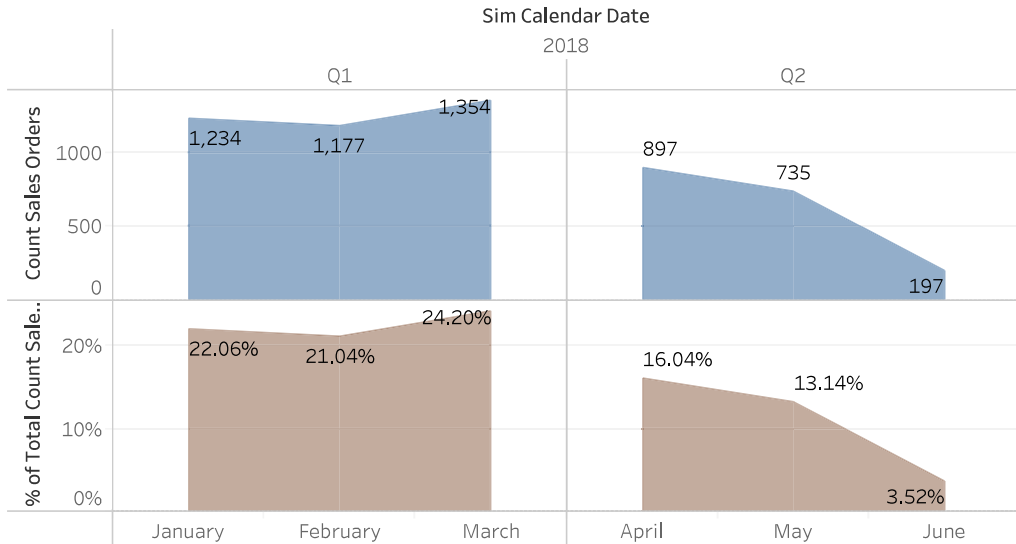
## MONTHLY SALES ORDER SUMMARY

The chart on the right shows the number of sales orders and percent of total number of sales per Sim Calendar Month. Q1 has significantly more sales than Q2, and it looks like Q1 makes up 67.3% of the total sales

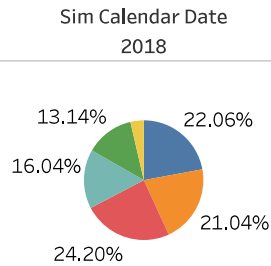
## SALES ORDER SUMMARY

The pie chart shows the total percentage of sales for each month in 2018. The first quarter makes up the majority of the sales.

## Monthly Sales Order Summary



## Sales Order Summary



Month of Sim Calendar Date

- January
- February
- March
- April
- May
- June

# Muesli Story

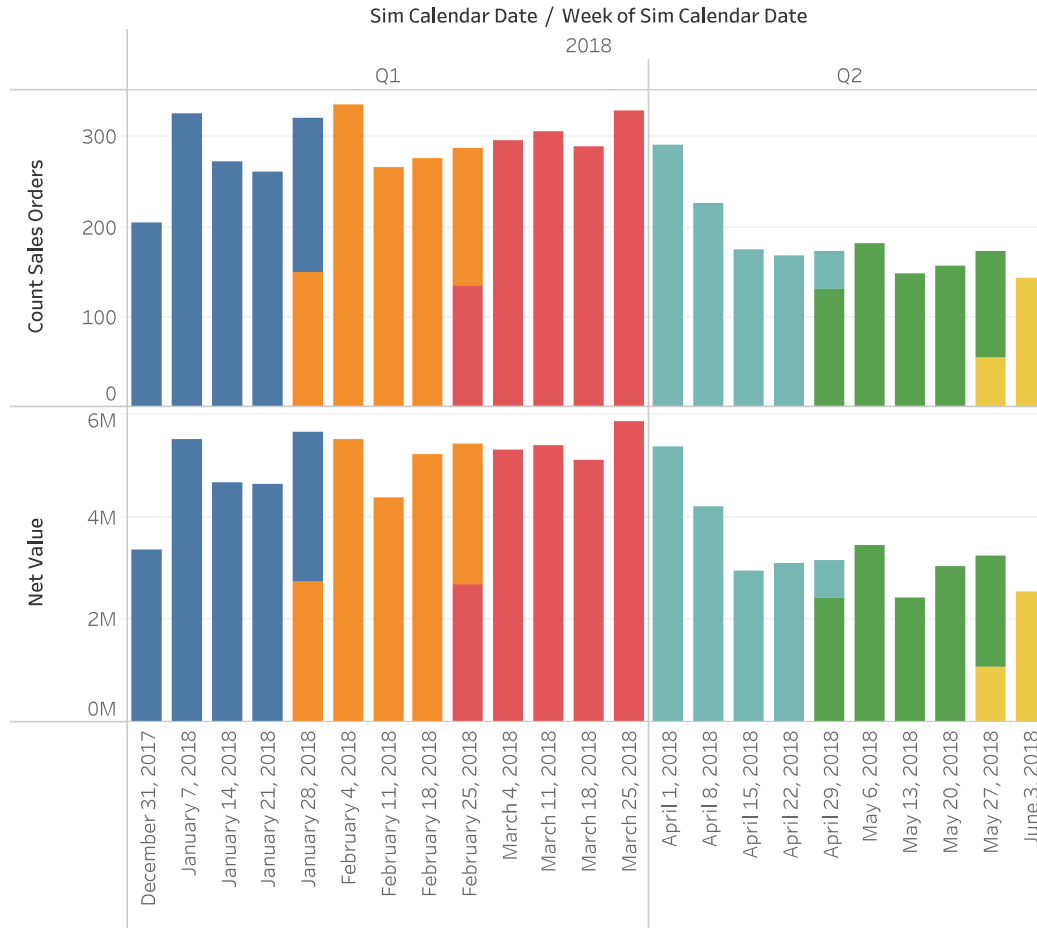
DC 12 also has the highest valu..	Buyers are paying more per unit in th..	Buyers primarily buy in Q1	Net value also higher in Q1	A running total showing tapering o..	What about the customers themsel..	Investigate: Muesli is served warm in ..
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## SUM OF NET VALUES

This chart shows another view of the sales order counts and net value by Sim Calendar Month. Rather than a running total, this chart shows the total for each week and month. Again, a drop in net value and number of sales orders in Q2 versus Q1, with the first drastic drop occurring in week 2 of April.

## Sum of Net Values



### Month of Sim Calendar Date

- January
- February
- March
- April
- May
- June

# Muesli Story

Buyers are paying more per..	Buyers primarily buy in Q1	Net value also higher in Q1	A running total showing tapering o..	What about the customers themsel..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase..
------------------------------	----------------------------	-----------------------------	--------------------------------------	------------------------------------	---	--

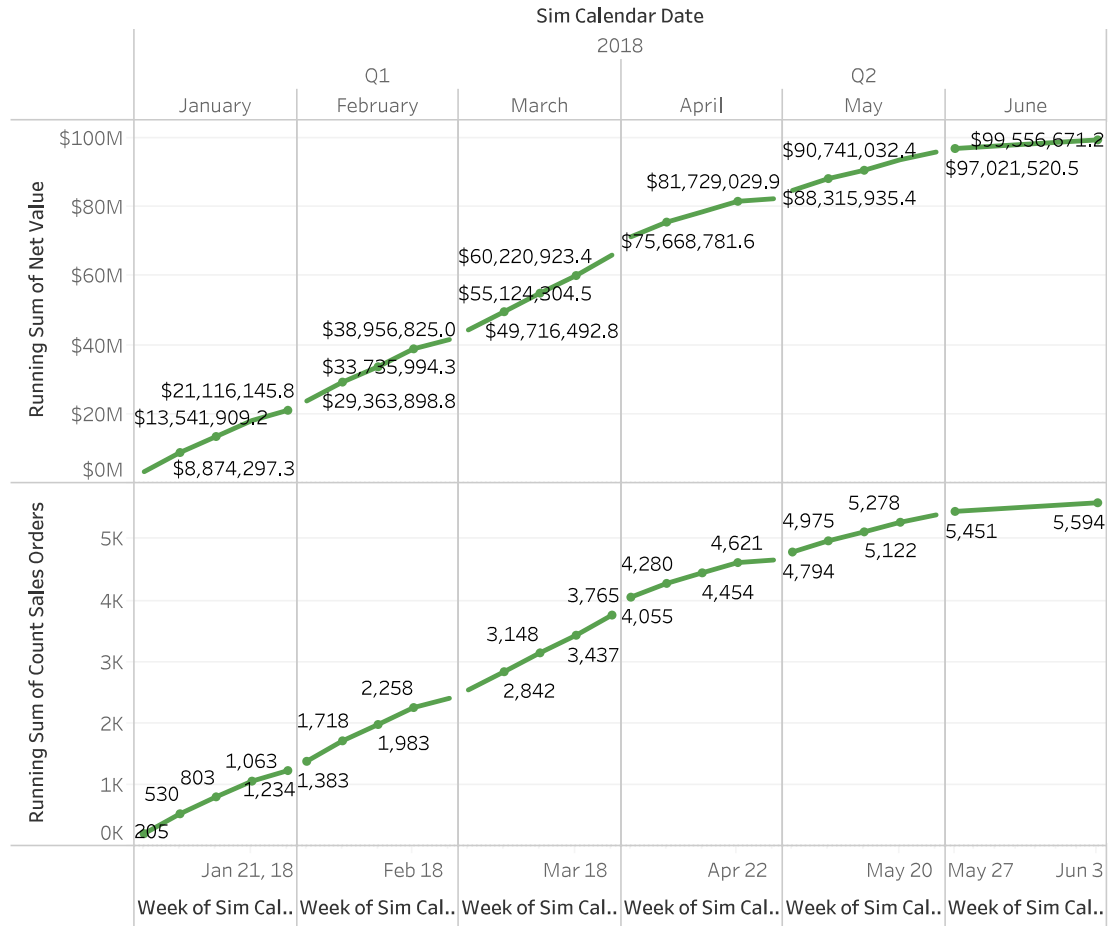


## RUNNING SUM OF NET VALUES

This chart shows the running sum of net values and the running sum of count sales orders, illustrating how the numbers are accumulated in a period. Both show a plateau at the end of June, which matches earlier data showing Q2 as slower than Q1.

Rather than slide ruler, a filter box is used to compare different months side-by-side.

## Running Sum of Net Values



### Month of Sim Calendar Date

- January
- February
- March
- April
- May
- June

# Muesli Story

Buyers primarily buy in Q1	Net value also higher in Q1	A running total showing tapering o..	<b>What about the customers themsel..</b>	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	Running total shows long term assets hi..
----------------------------	-----------------------------	--------------------------------------	---	---	---	---



Month of Sim Calendar Date	Rank of Count Sales Orders To 255
<input checked="" type="checkbox"/> January	
<input checked="" type="checkbox"/> February	
<input checked="" type="checkbox"/> March	
<input checked="" type="checkbox"/> April	

☀️ These charts show sales by customer number. Filtering the Sim Calendar Month affects both charts.

## CUSTOMER SALES ORDERS (Top 10)

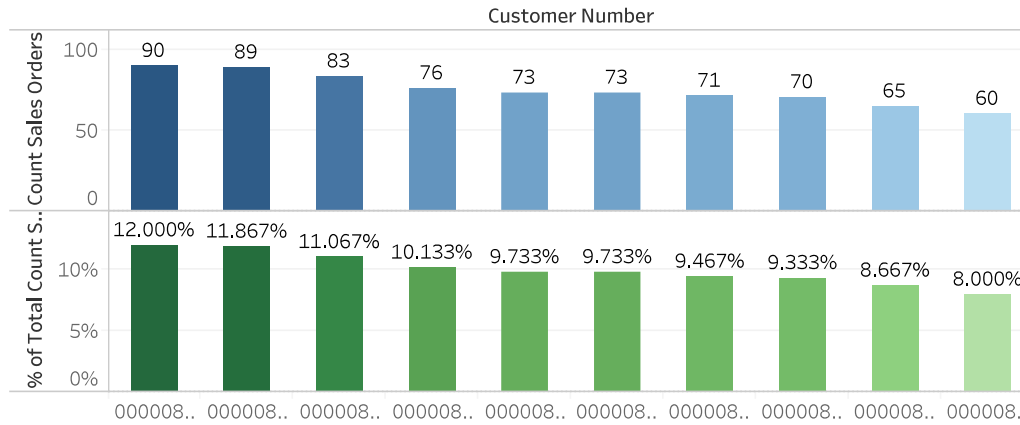
The top chart shows the top ten customers with the highest number of sales orders. The number one customer makes up 12% of all sales. The number of sales orders is a steady slope with no outliers.

## CUSTOMER SALES ORDERS (Ranked)

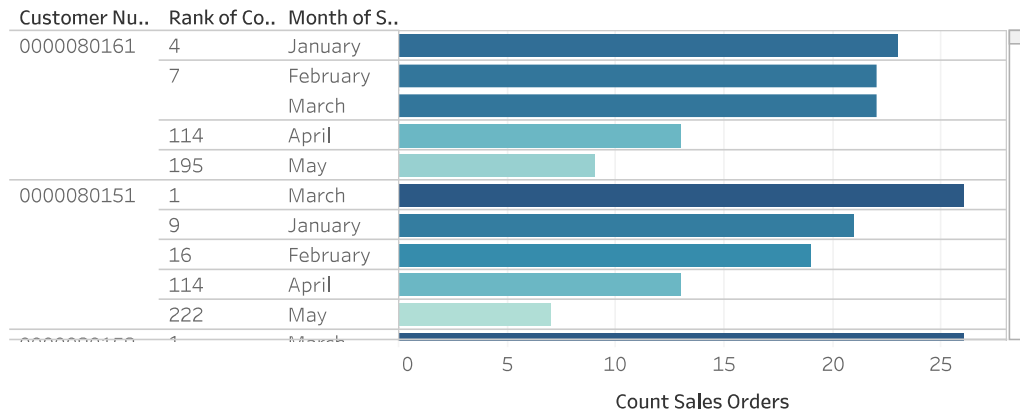
This complicated chart shows the rank of all customers. Customer number 0000080151 had the highest number of sales orders in March than any other customer in any other month. If March is removed, the number one position changes to customer number 000080152 for January.

To see the ranking of your choice, such as top 25 or top 10, slide the ruler to the left to apply the filters to narrow or expand the range.

## Customer Sales Orders (Top 10)



## Customer Sales Orders (Ranked)



# Muesli Story

Net value also higher in Q1	A running total showing tapering o..	What about the customers themsel..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	Running total shows long term assets hi..	The Balance shows regular expenses e..
-----------------------------	--------------------------------------	------------------------------------	---	---	---	--



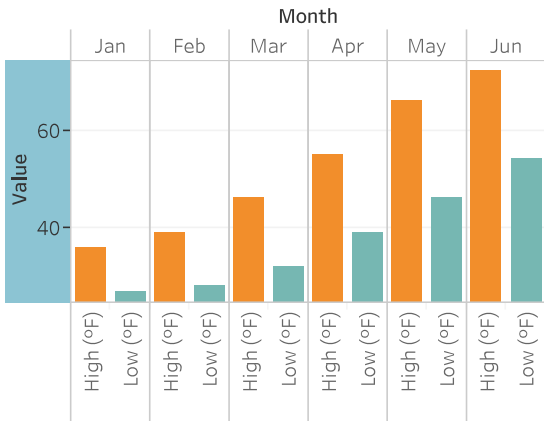
Measure Names  
■ High (°F)  
■ Low (°F)

The 1st quarter shows more sales than the 2nd. February has a dip in sales. The south shows more sales than Berlin who has the largest population. These outside sources may help explain.

A look at the topography in Germany shows the Bavarian Alps located in the south, indicating national parks. Muesli is popular with hikers, which makes sense that the south would be number one in sales. Also, the west has clusters in cities, explaining the area sales.

There no weather dips in February. February could be slower since it has fewer days. Muesli is often served warm and may be consumed more in colder months.

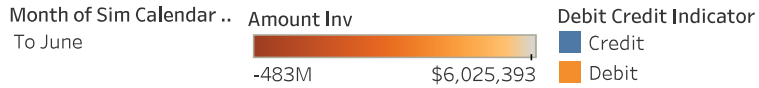
## Berlin Weather





# Muesli Story

A running total showing taperin..	What about the customers themsel..	Investigate: Muesli is served warm in Q..	<b>Debit use and total purchases increase ..</b>	Running total shows long term assets hi..	The Balance shows regular expenses e..	Balance broken out shows a positive to..
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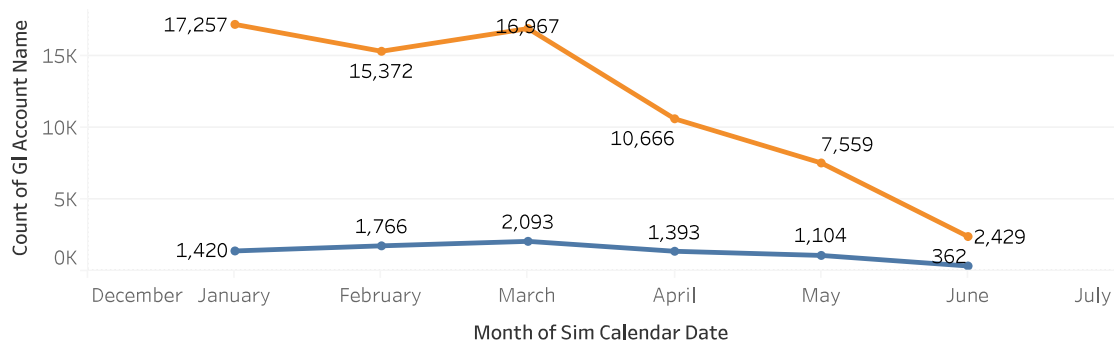


☀ Both of these charts focus on GI Accounts and can be filtered by month.

## MONTHLY COUNT DEBIT/CREDIT

This cart shows the quantity of GI used for production and is broken down by month. Debit and Credit are split up for comparison. As Q1 turns to Q2 and business slows, the count of GI decreases drastically. Debit is the chosen form of payment with Credit remaining level until it also drops in June.

Monthly Count Debit/Credit



## GI ACCOUNT (Inverted)

The bottom chart shows the GI amount per FS2 Account and GI Account name per month. A significant portion of materials used for production occur during the first month. In June, the Bank Cash Account is back up to positive.

GI Account (Inverted)

		Sim Calendar Date				
Fs Level 2	GI Account..	January	February	March	April	May
<b>Assets</b>						
	Null					
	Accumulat..	\$90,000	\$75,000	\$105,000	\$60,000	\$45,000
	Bank Cash..	(\$34,686,164)	(\$10,004,112)	(\$1,516,571)	(\$6,332,641)	(\$2,452,000)
	Buildings	(\$36,000,000)	\$0	\$0	\$0	\$0
	Customers..	(\$12,187,846)	\$505,234	(\$1,559,144)	(\$265,008)	\$572,000
	Finished g..	(\$998,961)	(\$223,431)	\$67,217	\$257,379	\$149,000
	Land	(\$12,000,000)	\$0	\$0	\$0	\$0
	Machinery..	(\$483,000,000)	\$0	\$0	\$0	(\$1,000,000)
	Raw mater..	(\$4,463,074)	(\$1,773,491)	\$861,780	\$1,661,436	(\$482,000)
<b>Cost of Go..</b>						
	Null					
<b>Inventory ..</b>						
	Null					
<b>Liabilities</b>						
	Null					
and	Accounts p..	\$4,413,310	\$6,025,393	(\$2,785,632)	(\$1,150,568)	\$127,000
Owners' E..	GR/IR Clea..	\$0	\$0	\$0	\$0	\$0

# Muesli Story

What about the customers them..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	<b>Running total shows long term assets hi..</b>	The Balance shows regular expenses e..	Balance broken out shows a postive tot..	Conclusion
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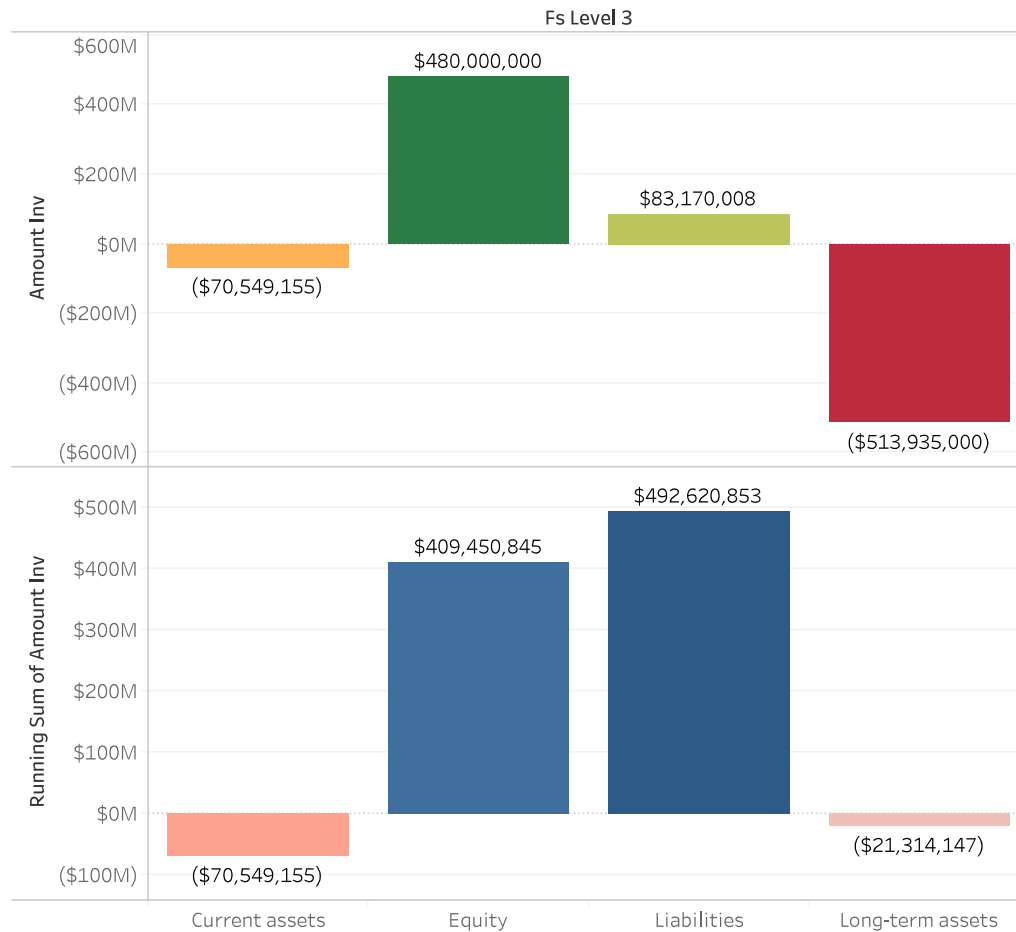


## RUNNING AMOUNT

The bottom chart shows the amount of credits and debits (inverted) along with the running sum of invoice. The running sum shows that liabilities is the highest positive amount and current assets is more negative than long-term assets.



## Running Amount (inverted)



### Fs Level 3

- Null
- Current assets
- Equity
- Interest expenses
- Liabilities
- Long-term assets
- Marketing expenses
- Production improvement expenses
- SG&A

# Muesli Story

What about the customers the..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	Running total shows long term assets hi..	<b>The Balance shows regular expenses e..</b>	Balance broken out shows a positive tot..	Conclusion
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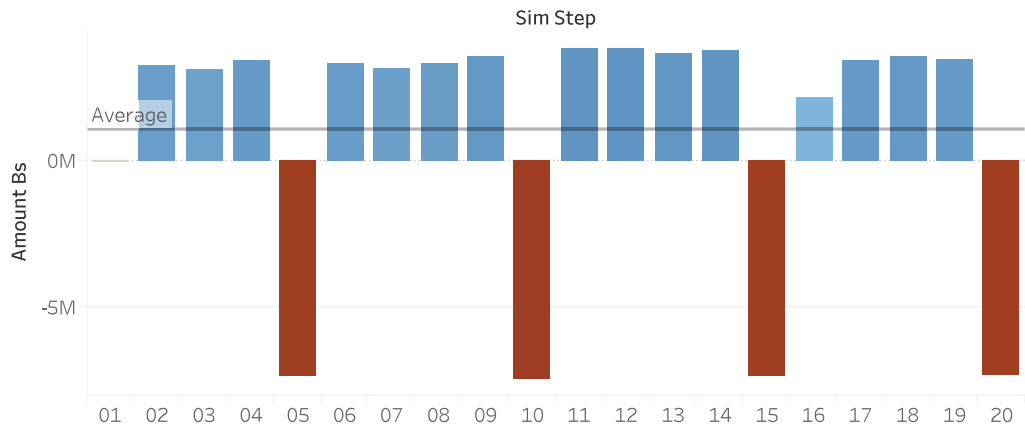
## BALANCE BY STEP

The top chart shows the Balance Amount per Sim Step. The pattern in this chart shows a consistent debit amount every five steps. This could be recurrent supply orders or payroll.

## FS LEVEL 1 (Inverted)

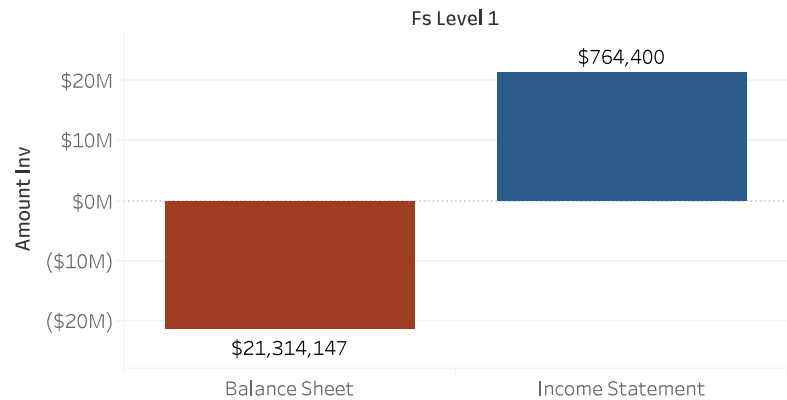
The bottom chart shows the balance sheet total and the income statement total. The balance sheet includes assets, equity, and liabilities. The income statement includes the debits and credits over a period of time.

Balance by Step



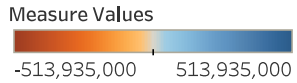
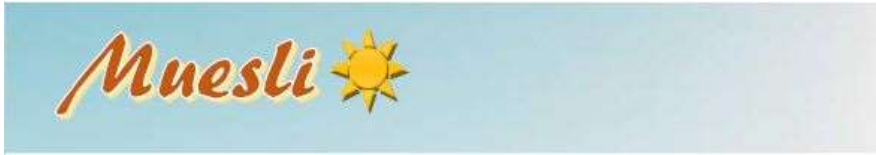
- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08
- 09
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20

FS Level 1 (Inverted)



# Muesli Story

What about the customers the..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	Running total shows long term assets hi..	The Balance shows regular expenses e..	<b>Balance broken out shows a positive tot..</b>	Conclusion
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- Month of Sim Calendar Date
- Null
  - January
  - February
  - March
  - April
  - May

This chart can be filtered using the filter box. The measure names filter below can include all measure names, if desired. Only the Bs, Inv, and Is are selected by default.

### AMOUNT Bs & Is (Level 3)

This chart shows FS levels 1, 2, and 3 and the Amount Bs, Amount Inverted, and the Amount Is. Notice that the amounts in column B only retrieve items from the Balance sheet while column I only retrieves items from the Income sheet. The Amount Inverted retrieves both sets of items, inverting the amounts from the balance sheet.

### Amount Bs & Is (Level 3)

Fs Level 1	Fs Level 2	Fs Level 3	Amount Bs	Amount Inv	Amount Is	
Balance Sheet	Assets	Current assets	\$70,549,155	(\$70,549,155)		
		Long-term assets	\$513,935,000	(\$513,935,000)		
	Liabilities and Owners' Equity	Equity	(\$480,000,000)	\$480,000,000		
		Liabilities	(\$83,170,008)	\$83,170,008		
Income Statement	Cost of Goods Sold	Null		(\$48,152,289)	(\$48,152,289)	
	Inventory Change	Null		(\$1,505,775)	(\$1,505,775)	
	Operating Expenses	Null		(\$28,802,700)	(\$28,802,700)	
	Revenues	Null		\$119,696,416	\$119,696,416	
	Sales, General, and Administrative Expenses	Interest expenses			(\$2,003,151)	(\$2,003,151)
		Marketing expenses			(\$2,588,353)	(\$2,588,353)
Production improvement expenses				(\$5,250,000)	(\$5,250,000)	
		SG&A		(\$10,080,000)	(\$10,080,000)	
<b>Grand Total</b>			<b>\$21,314,147</b>	<b>\$0</b>	<b>\$21,314,147</b>	

#### Measure Names

- Amount
- Amount Abs
- Amount Bs
- Amount Inv
- Amount Is
- Number of Records
- Sim Elapsed Steps
- Sim Period

# Muesli Story

What about the customers the..	Investigate: Muesli is served warm in Q..	Debit use and total purchases increase ..	Running total shows long term assets hi..	The Balance shows regular expenses e..	Balance broken out shows a postive tot..	Conclusion
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## CONCLUSION

Blueberry Muesli is the highest selling product and has the highest yield, but Raisin Muesli has the highest inventory count. Raisin also has 0 delta, meaning no movement of the product. Opportunity to reduce the selling price of Raisin to move the product to prevent expiring on the shelf.

Strawberry has the highest net price and is the number two favorite. Price may be a factor in why it's not number one, or possibly increase the price of Blueberry since buyers are willing to pay more per Strawberry's prices.

Production was shy in March for 500g sizes and did not match product yield.

Although the highest sales is in the south, the highest cluster of cities is in the western area, and they're also willing to pay more. First Quarter has significantly higher sales than the Second Quarter. The net value is directly proportional to the number of sales.

No single customer dominates sales; the company is not dependent on one customer and has sales from over 300 customers. With the exception of Berlin, city population is generally correlated with number of sales. Most expenses occur in the first month and tapers off. This is expected since Q1 was the busiest.

The companies liabilities exceed their assets. It may be correlated with the recurring debit from their balance every 5 sim steps.

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