

Operating cockpit dictionary

Every box, number and statement in the new app, page by page: what it shows today, what it means, and how it is worked out. Use it to answer “what does this box mean?” before the client asks.

How to read any page

Part of the page	What it is
Dark headline box (top)	The single most important finding on the page, with three big numbers. Gold number = the one to remember.
Task chips in the headline	Which of Binzagr’s 30 tasks this page answers.
Coloured boxes (“what the model found”)	Red = a problem to act on. Gold = watch closely. Teal = a trend or good news. Blue = for information. Each box has a title (the finding) and one line of evidence.
White stat cards	Key numbers. The small tag says where the number comes from. Green or red text under a number compares it with the target.
Charts	Blue solid = what happened. Gold dashed = forecast; shaded area = likely range (about 8 in 10 outcomes). Grey dashed = target, plan or limit.
Tables	Watch lists: the vans, shops, customers or products to act on first. Coloured dots: red = high chance, amber = medium, green = low.
AI analytics (purple box)	Which model was used, how accurate it was when tested, and the rules behind scores. Calculated live in the page.
What the app recommends	Ranked actions. Gold number = size of the issue or prize; dot line = suggested owner.
Method and labels	Where the data comes from and what is still modelled.

Labels on every number

Label	Meaning	What to say
Actual	Counted from Binzagr’s own files.	“This is your data.”
Simulated	Modelled with realistic patterns until Binzagr sends the real file.	“This shows how the page will work; numbers become real when we get the file.”
Predicted	Our forecast, calculated inside the page from the history.	“This is the model’s view to 30 November.”

Words used across the app

Word	Meaning
Landing	Where a month will end: sales so far + forecast for the rest of the month.
Strike rate	Share of shop visits that end in a sale.
Drop size	Average invoice per selling visit.
OTIF	On time, in full: order lines delivered complete on the promised day.
SKU	One product in one pack size. SKU-location = one product in one warehouse.
Cover	Days the current stock will last at the normal sales rate.
Uplift	Extra volume a promotion sells compared with a normal week.
Live rate	Share of store checks where the promotion was actually running.
Undercut	A discounter selling more than 25% below the supermarket price (agreed gap about 15%).
ROAS	Return on ad spend: sales from ads ÷ money spent on ads.
WAPE / accuracy	Average forecast error as a share of sales; accuracy = 1 – WAPE.

Word	Meaning
Escalation	A key account complaint that needs a manager.
GR · MT · WS · DS · EC	Grocery (vans) · Modern trade (supermarkets) · Wholesale · Discounters · E-commerce.

Dates: real data runs to 20 Oct 2026; forecasts run to 30 Nov 2026. Weeks start on Sunday. Van sales follow the Saudi week (Friday closed). Eid and National Day are left out of the “normal week”. Online peaks: 11.11 and White Friday (27 Nov 2026).

Cockpit · Overview

One page that summarises all 30 tasks and links to every page.

— OPERATING COCKPIT

Binzagr's 30 weekly tasks, in one place: 16 sharpen the nine levers, 14 open five new categories

Each page shows what happened up to 20 Oct 2026, what will happen to 30 Nov 2026, what the model found and what to do next. Forecasts are calculated on these pages from the history, on the Saudi calendar.

30 / 30

tasks with a working page

SAR 14.2M

October landing, 93% of target

8

tasks already running fully or partly on Binzagr's own data

SAR 3.47M value case unchanged

7 existing levers get new panels

5 new categories

Sat-Thu van trading week (Friday closed)

Actual

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: "Binzagr's 30 weekly tasks, in one place: 16 sharpen the nine levers, 14 open five new categories"	The one-line summary of the whole cockpit: Binzagr's 30 weekly tasks are all covered.	Counted from the task register: 16 tasks add panels to existing levers, 14 sit in 5 new categories.
30 / 30 — tasks with a working page	Every task Binzagr asked for has a working page.	Count of the 30 tasks with a page in the app.
SAR 14.2M — October landing, 93% of target	Where October sales will end up, and the share of the October target.	Sales 1–20 Oct (actual) + forecast for 21–31 Oct, divided by the full-month target.
8 — tasks already running fully or partly on Binzagr's own data	Tasks already using Binzagr's own files (fully or partly).	1 task fully (outlet churn) + 7 partly (grocery side real, other channels modelled).

Coloured boxes (what the model found)



October will miss target

Sales land at about SAR 14.2M against SAR 15.3M (93%). November is heading for 91%.



Strike rate is below target

Vans convert about 76% of calls into a sale against an 80% target. The weakest vans are listed on the Van fleet page.



Most cut order lines are "no stock"

Half of all lines cut from customer orders were cut because the item was not in stock, so stock cover and OTIF are one problem.



Must-sell coverage is low

Only 42% of active grocery outlets buy three or more must-sell products, against a 60% target.



E-commerce peaks are coming

11.11 (10–12 Nov) and White Friday (peak 27 Nov) lift platform orders; stock for the platforms has to be in place by mid-November.

Box	What it means	How it is worked out
Red: “October will miss target” — Sales land at about SAR 14.2M against SAR 15.3M (93%). November is heading for 91%.	The business is heading for a miss this month and next.	Same landing calculation as the Sales vs plan page.
Gold: “Strike rate is below target” — Vans convert about 76% of calls into a sale against an 80% target. The weakest vans are listed on the Van fleet page.	Van reps sell on fewer visits than the target.	Selling visits ÷ all visits, last 4 weeks, vs an 80% target.
Teal: “Most cut order lines are “no stock”” — Half of all lines cut from customer orders were cut because the item was not in stock, so stock cover and OTIF are one problem.	Most cut order lines happen because stock is missing.	Cut lines by reason, last 4 weeks; “no stock” is about half.
Gold: “Must-sell coverage is low” — Only 42% of active grocery outlets buy three or more must-sell products, against a 60% target.	Too few shops buy the must-sell range.	Share of active outlets buying 3+ must-sell products in September.
Blue: “E-commerce peaks are coming” — 11.11 (10-12 Nov) and White Friday (peak 27 Nov) lift platform orders; stock for the platforms has to be in place by mid-November.	Online sales will jump in November.	Saudi online calendar: 11.11 sales (10-12 Nov) and White Friday (27 Nov 2026).

Method note on the page: Labels: Actual = counted from Binzagr’s files. Simulated = modelled until Binzagr sends the real data. Predicted = forecast calculated on the page. Data runs to 20 Oct 2026; forecasts run to 30 Nov 2026. Weeks start on Sunday. Friday is the weekly rest day for van sales (4% of a normal day); public holidays (Eid al-Fitr 20-23 Mar, Eid al-Adha 26-30 May, National Day 23 Sep) are left out when the models learn the normal pattern.

Cockpit · Task tracker

The register of the 30 tasks Binzagr asked for.

— TASK TRACKER

Every task Binzagr asked for has a page; 8 already run fully or partly on Binzagr's own data

The list Binzagr gave us: 30 things a cluster manager checks every week. This register shows where each one lives, whether it runs on Binzagr's data or on modelled data, and what we still need from Binzagr to make it real.

30

tasks requested

30

pages built

8

on Binzagr data (fully or partly)

Actual

Simulated

Headline box

What you see	What it means	How it is worked out
Headline: "Every task Binzagr asked for has a page; 8 already run fully or partly on Binzagr's own data"	Status of every task Binzagr asked us to cover.	Counted from the task register.
30 — tasks requested	Tasks in Binzagr's list.	The 30 tasks from the client's list.
30 — pages built	Tasks with a page in the app.	One page section per task.
8 — on Binzagr data (fully or partly)	Tasks already using Binzagr's files.	Fully + partly on Binzagr data.

Stat cards

Card	What it means	How it is worked out
Fully on Binzagr data: 1 — Nothing more needed to go live · [Actual]	Ready to go live today.	Task 13 runs only on Binzagr's Riyadh sales.
Partly on Binzagr data: 7 — Grocery side real, other channels modelled · [Actual]	Real for grocery, modelled for other channels.	Tasks 1, 2, 3, 12, 14, 22, 24.
On modelled data: 22 — Page works; needs Binzagr's feed to go live · [Actual]	Page works but uses modelled data until Binzagr sends the file.	$30 - 1 - 7 = 22$.
Data requests to send: 29 — Grouped by source system below · [Actual]	Distinct files to request from Binzagr.	Unique "Needed from Binzagr" entries in the register.

Charts and tables

Card	What it shows	How it is worked out
All 30 tasks Columns: #, Binzagr area, Task, Page, Type, Status, Data today, Needed from Binzagr	The full register: area, task, page, status, data today and data needed.	Filter by area or status at the top right.
Status by Binzagr area Columns: Area, Tasks, Binzagr data, Partly, Modelled, Progress	Progress bar per area: green = Binzagr data, blue = partly, sand = modelled.	Counted from the register.

What the app recommends

Action	Why	How the number is worked out
1. Sales and targets by channel and division — 3 tasks go fully live · owner: Neeraj · Sales ops	Getting sales and targets by channel makes tasks 1–3 fully real.	From SAP SD.
2. Invoice-level receivables with receipts, deductions and claims — 3 tasks go fully live · owner: Finance	Receivables, receipts and claims make tasks 18, 24 and 25 real.	From SAP FI.
3. DMS call log, merchandiser app and van load sheets — 4 tasks go fully live · owner: Field sales ops	Field app exports make tasks 6, 12, 14 and 27 real.	From the DMS and merchandiser apps.

Existing lever · Van fleet

Van fleet productivity · SAR 1.39M a year · tasks 12, 14, 27

— VAN FLEET PRODUCTIVITY · EXISTING LEVER (SAR 1.39M)

Vans turn 76% of calls into a sale; reaching 80% means about 464 more selling calls a month

Built on Binzagr's own Riyadh invoices: every invoice is a call that sold. No-sale calls and van stock and cash are modelled until Binzagr shares the call log and load sheets. Rep names are never shown; vans appear by code.

76.3%

strike rate, last 4 weeks (target 80%)

SAR 560

average sale per selling call

SAR 5.9M

van sales forecast, next 4 weeks

Task 12 calls, strike rate, drop size

Task 14 van stock, cash and credit

Task 27 uncovered routes

Actual

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “Vans turn 76% of calls into a sale; reaching 80% means about 464 more selling calls a month”	Headline: how often van visits end in a sale, and how many extra selling visits it takes to reach 80%.	Extra calls = $80\% \times \text{calls made} - \text{selling calls}$, last 4 weeks.
76.3% — strike rate, last 4 weeks (target 80%)	Share of visits that ended with a sale.	$\text{Selling visits} \div \text{all visits}$, last 4 weeks.
SAR 560 — average sale per selling call	Average invoice value per selling visit (drop size).	$\text{Sales} \div \text{selling visits}$.
SAR 5.9M — van sales forecast, next 4 weeks	Expected van sales in the next 4 weeks.	Weekly trend model on 32 weeks of Binzagr van sales.

Coloured boxes (what the model found)



Non-Food vans convert least

Non-Food converts 73% of calls; Food converts 79%. Coaching the weakest division first lifts the most calls.



Routes go uncovered most days

On average 1.7 routes a day had no rep in the last four weeks; about 41 route-days are expected in the next three weeks.



Van cash balances, stock does not always

Cash short on 82 van-days in 12 weeks (small sums), but 400 stock lines did not reconcile.

Box	What it means	How it is worked out
Gold: “Non-Food vans convert least” — Non-Food converts 73% of calls; Food converts 79%. Coaching the weakest division first lifts the most calls.	The division whose vans sell on the fewest visits.	Strike rate by division, last 4 weeks.
Red: “Routes go uncovered most days” — On average 1.7 routes a day had no rep in the last four weeks; about 41 route-days are expected in the next three weeks.	Routes with no rep on a given day.	Daily attendance; next 3 weeks = usual absence per weekday.

Box	What it means	How it is worked out
Teal: “Van cash balances, stock does not always” — Cash short on 82 van-days in 12 weeks (small sums), but 400 stock lines did not reconcile.	Cash usually balances; stock often does not.	Count of cash-short van-days and of stock lines that did not balance, 12 weeks.

Stat cards

Card	What it means	How it is worked out
Strike rate: 76.3% (–3.7 pts vs 80% target) — Selling calls ÷ calls made, last 4 weeks · [Actual]	Strike rate and its distance from the 80% target.	Selling visits ÷ visits.
Drop size: SAR 560 — Average invoice per selling call · [Actual]	Drop size.	Sales ÷ selling visits.
Calls per van-day: 9.4 — Planned and unplanned calls · [Actual]	Visits per van per working day.	All visits ÷ van working days.
Van sales next 4 weeks: SAR 5.9M — Model accuracy 91% on the last 4 weeks · [Predicted]	Van sales forecast and its tested accuracy.	Trend model; accuracy from hiding the last 4 weeks.

Charts and tables

Card	What it shows	How it is worked out
Weekly van sales with the 6-week forecast · [Actual, Predicted]	Weekly van sales with the forecast.	Blue = Binzagr sales; gold = forecast with range.
Strike rate by division · [Actual, Simulated]	Strike rate per division; red = below 75%.	Last 4 weeks.
Vans to coach first (lowest strike rate) · [Actual, Simulated] Columns: Van, Division, Calls, Strike rate, Drop size, Calls / day	Vans with the lowest strike rate (rep names never shown).	Vans with 40+ visits, sorted by strike rate.
Vans most likely to have a stock or cash gap next week · [Simulated, Predicted] Columns: Van, Division, Stock loss lines, Cash short days, Chance next week	Vans most likely to show a stock or cash difference next week.	Chance = $1 - e^{-(\text{past differences} \div \text{weeks})}$ per van.
Routes with no rep, by day, and the next three weeks · [Simulated, Predicted]	Routes with no rep each day (blue), merchandiser stores uncovered (red), forecast (gold).	Next 3 weeks = average for that weekday over 8 weeks.

AI analytics

Number	What it means	How it is worked out
91% — weekly forecast accuracy (last 4 weeks held out)	Forecast accuracy on 4 hidden weeks.	$1 - \text{WAPE}$.
4% — less error than “same as last week”	Improvement over “same as last week”.	$1 - \text{model error} \div \text{naive error}$.
464 — extra selling calls a month to reach 80%	Selling visits needed to reach 80%.	As in the headline.
18 — vans with a 50%+ chance of a gap next week	Vans with 50%+ chance of a difference next week.	From the risk score above.

Lines under the AI numbers: • Sales forecast: Holt damped trend (α 0.5, β 0.3, ϕ 0.8), tuned on 32 weeks of Binzagr’s van sales.
• Gap chance per van = $1 - e^{-(\text{events} \div \text{weeks})}$, from each van’s own 12-week record of stock and cash differences. •
Uncovered routes next 3 weeks = the average for that weekday over the last 8 weeks.

What the app recommends

Action	Why	How the number is worked out
1. Ride with the 10 lowest-converting vans this month — 151 more selling calls / 4 wks · owner: Sales supervisors	Coach the 10 weakest vans; more sales without more vans is what the fleet lever pays for.	Value = visits gained if they reach the fleet average.
2. Name a standby rep for each division — 41 route-days at risk, 3 wks · owner: Channel manager GR	Keep a standby rep per division so routes are not missed.	Value = route-days expected to be missed in 3 weeks.
3. Check stock on the vans flagged above at the next unload — 18 vans to check · owner: Credit controller	Count stock on the flagged vans.	Value = vans with 50%+ risk.

Method note on the page: Selling calls and sales values are Binzagr's invoices (1 Mar-20 Oct 2026). No-sale calls, van loads, cash deposits and attendance are modelled. Strike rate target 80% is an assumption to agree with Binzagr.

Existing lever · Price realisation

SAR 397K a year · tasks 8, 9, 10, 11

— PRICE REALISATION · EXISTING LEVER (SAR 397K)

306 orders look wrong before they ship; 30 wholesale lines went below the price floor

Four checks on price: what wholesalers pay, whether discounters undercut the chains, which orders look abnormal, and whether discounters stock the right pack.

79.9%

wholesale price vs list, latest week

306

orders flagged by the rules

-14.6%

discounter price vs chains

Task 8 wholesale prices

Task 9 irregular orders

Task 10 discounter vs chain price

Task 11 pack compliance

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “306 orders look wrong before they ship; 30 wholesale lines went below the price floor”	Headline: orders that look wrong and wholesale lines sold below the price floor.	Order rules on every order; floor = list – 25%.
79.9% — wholesale price vs list, latest week	What wholesalers paid as a share of list price, latest week.	Average net price per unit ÷ list price, top 40 SKUs.
306 — orders flagged by the rules	Orders the rules flag before shipping.	See rules on the Orders card.
-14.6% — discounter price vs chains	How much cheaper discounters are than the chains, per unit.	Median discounter shelf price ÷ chain shelf price – 1.

Coloured boxes (what the model found)



Some discounter stores sell far below the chains

51 store checks priced more than 25% below the chains, against an agreed gap of about 15%. Chains notice this first.



The order rules catch most problems

In testing, the rules caught 76% of the problem orders we planted and 46% of flags were real problems.



Wholesale prices are steady

Wholesalers pay about 80.0% of list; the forecast holds at 79.9% for November.

Box	What it means	How it is worked out
Red: “Some discounter stores sell far below the chains” — 51 store checks priced more than 25% below the chains, against an agreed gap of about 15%. Chains notice this first.	Some discounter stores undercut the chains far more than agreed.	Store checks more than 25% below the chain price; agreed gap is about 15%.
Gold: “The order rules catch most problems” — In testing, the rules caught 76% of the problem orders we planted and 46% of flags were real problems.	How good the order rules are.	Tested on planted problem orders: share caught, and share of flags that were real.
Teal: “Wholesale prices are steady” — Wholesalers pay about 80.0% of list; the forecast holds at 79.9% for November.	Wholesale prices are not slipping.	Smoothed price index and its 6-week outlook.

Stat cards

Card	What it means	How it is worked out
Wholesale price vs list: 80.0% — Floor is 75% of list · [Simulated]	Average wholesale price vs list, last 4 weeks.	Floor shown in the note.
Lines below floor: 30 — Top 40 wholesale SKUs since March · [Simulated]	Wholesale lines sold under the floor since March.	Count of invoice lines.
Orders flagged: 306 — SAR 1.5M of value · [Predicted]	Orders flagged and their value.	Order rules.
Stores with a wrong pack: 68 — 17 likely to slip at the next audit · [Simulated]	Discounter stores with a supermarket pack on the shelf.	From shelf audits; note = likely to repeat.

Charts and tables

Card	What it shows	How it is worked out
Wholesale price vs list, with the price floor · [Simulated, Predicted]	Weekly wholesale price index (blue), floor (grey), outlook (gold).	Price ÷ list each week.
Discounter shelf price vs chains (per unit) · [Simulated, Predicted]	Discounter vs chain price gap per week, with the agreed gap.	Negative = discounter cheaper.
Orders flagged before shipping · [Predicted] Columns: Order, Account, Channel, Date, Value, Why	The flagged orders with the reason.	Rules: unusual ship-to region, non-promo price under 73% of list, quantity 12× normal.
Flags by reason · [Predicted]	How many orders each rule flagged.	Count by reason.
Wholesale SKUs furthest below list (last 4 weeks) · [Simulated] Columns: SKU, Name, Division, Price vs list, Below-floor lines	Wholesale products sold furthest below list.	Last 4 weeks.
Discounter stores most likely to show a wrong pack · [Simulated, Predicted] Columns: Store, Discounter, Wrong packs, Planogram OK, Chance next audit	Discounter stores most likely to show a wrong pack next audit.	Store rate blended with chain rate over 25 SKUs.

AI analytics

Number	What it means	How it is worked out
76% — of planted problem orders caught	Share of planted problems the rules found.	Test only.
46% — of flags were real problems	Share of flags that were real problems.	Test only.
99.9% — price forecast accuracy	Accuracy of the price outlook.	Hidden last 4 weeks.
51 — undercut checks found	Store checks more than 25% below the chains.	Count.

Lines under the AI numbers: • Order rules: ships outside Riyadh, Jeddah or Dammam (possible parallel trade); price under 73% of list without a promotion; a line 12× the usual quantity for that SKU. • Price forecast: Exponentially weighted level (half-life 3 weeks). • Breach chance per store = its own wrong-pack rate blended with its discounter's rate, over 25 SKUs checked per audit.

What the app recommends

Action	Why	How the number is worked out
1. Hold flagged orders for a 10-minute check before release — SAR 558K value of real problems found · owner: Credit controller	Check flagged orders before release.	Value = flagged orders that were real problems.
2. Call the discounters with undercut stores — 8 SKUs to raise · owner: KAM discounters	Raise undercutting with the discounters.	Value = products involved.
3. Re-check pack on the top 12 stores at the next visit — 17 stores at risk · owner: Merchandising lead	Re-check pack at the riskiest stores.	Value = stores at risk.

Method note on the page: Wholesale invoices, discounter and chain shelf prices, order flags and pack audits are modelled until Binzagr shares these feeds; the planted problem orders are only used to test the rules.

Existing lever · Returns

Returns reduction · SAR 315K a year · task 22

— RETURNS REDUCTION · EXISTING LEVER (SAR 315K)

Returns run at 4.2% of Riyadh van sales; 2,636 units near expiry sit in customers' stores

Binzagr's own Riyadh returns show the cost. Stock in key-account stores, near-expiry units and pending returns are modelled until Binzagr shares customer stock counts.

SAR 1.68M

returns Mar–Oct (Binzagr data)

4.2%

of sales returned

SAR 9K

expected back in the next 30 days

Task 22 customer stock, near-expiry, pending returns

Actual

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “Returns run at 4.2% of Riyadh van sales; 2,636 units near expiry sit in customers' stores”	Headline: how much of van sales comes back as returns, and near-expiry stock sitting in shops.	Returns ÷ sales from Binzagr's Riyadh files.
SAR 1.68M — returns Mar–Oct (Binzagr data)	Returns value, March to 20 Oct (Binzagr data).	Sum of Riyadh return lines.
4.2% — of sales returned	Returns as a share of sales.	Returns ÷ van sales.
SAR 9K — expected back in the next 30 days	Value expected to come back in 30 days.	Near-expiry units × share that usually returns × price × 85%.

Coloured boxes (what the model found)



Near-expiry stock comes back as returns

About 65% of near-expiry units in customer stores turn into a return request. Selling them through first is cheaper than taking them back.



Chilled carries most of the risk

Chilled accounts for 72% of expected returns.

Box	What it means	How it is worked out
Gold: “Near-expiry stock comes back as returns” — About 65% of near-expiry units in customer stores turn into a return request. Selling them through first is cheaper than taking them back.	Near-expiry stock usually turns into returns.	Return requests ÷ near-expiry units, history.
Blue: “Chilled carries most of the risk” — Chilled accounts for 72% of expected returns.	The division with most expected returns.	Expected returns by division.

Stat cards

Card	What it means	How it is worked out
Returns, Mar-Oct: SAR 1.68M — Binzagr's Riyadh return lines · [Actual]	Returns value (Binzagr data).	Riyadh return lines.
Return rate: 4.2% — Returns ÷ van sales · [Actual]	Return rate (Binzagr data).	Returns ÷ sales.
Near-expiry units: 2,636 — In key-account stores, latest week · [Simulated]	Units close to expiry in chain stores.	Latest weekly stock count.
Pending returns: 186 — Requested, not yet authorised · [Simulated]	Returns requested but not yet approved.	Requested — authorised.

Charts and tables

Card	What it shows	How it is worked out
Riyadh returns by month (Binzagr data) · [Actual]	Riyadh returns by month (Binzagr data).	October is to the 20th.
Expected returns in the next 30 days, by division · [Predicted]	Expected returns by division.	Same formula as the headline.
Stock to sell through before it comes back · [Simulated, Predicted] Columns: Account, SKU, Division, In store, Near expiry, Pending return, Expected back	Stock to sell through before it comes back.	Sorted by expected return value.

AI analytics

Number	What it means	How it is worked out
65% — of near-expiry units become return requests	Share of near-expiry units that become returns.	History.
4.9% — return rate, last 3 months	Return rate in the last 3 months.	Binzagr data.
SAR 9K — expected returns next 30 days	Expected returns in 30 days.	Formula above.

Lines under the AI numbers: • Expected return = near-expiry units × share that historically comes back × list price × 85% (credit value). • Return rate is from Binzagr's Riyadh sales and returns, March to 20 October.

What the app recommends

Action	Why	How the number is worked out
1. Run a sell-through price on the top 15 near-expiry lines — SAR 8K returns avoidable · owner: KAMs	Discount near-expiry lines to sell them through.	Value = returns avoided on the top 15 lines.
2. Cut the next delivery for SKUs with near-expiry stock in store — 10 SKU-accounts · owner: Demand planner	Skip the next delivery where stock is near expiry.	Value = product-accounts affected.

Method note on the page: Returns and sales by month are Binzagr's Riyadh files. Customer stock, near-expiry and return requests are modelled until Binzagr shares customer stock counts.

Existing lever · Collections

SAR 174K a year · tasks 24, 25

— COLLECTIONS · EXISTING LEVER (SAR 174K)

SAR 4.9M is overdue; about SAR 10.1M should come in over the next 30 days

Each customer's own payment habit (how late they usually pay, and how much that varies) is applied invoice by invoice. Riyadh grocery balances are Binzagr's figures on 20 Oct; other channels are modelled.

SAR 4.9M **SAR 10.1M** **103**

overdue of SAR 21.3M owed

expected in 30 days

customers on credit block

Task 24 overdue receivables and credit blocks

Task 25 claims, deductions and disputes

Actual

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: "SAR 4.9M is overdue; about SAR 10.1M should come in over the next 30 days"	Headline: money overdue now and money expected in the next 30 days.	Each invoice: due date + how late that customer usually pays.
SAR 4.9M — overdue of SAR 21.3M owed	Money past its due date, out of everything owed.	Open invoices with due date before 20 Oct.
SAR 10.1M — expected in 30 days	Cash expected within 30 days.	Per invoice: chance of payment within 30 days × amount, summed.
103 — customers on credit block	Customers blocked from ordering now.	Credit blocks still active.

Coloured boxes (what the model found)



A few customers hold most of the overdue

The top 10 customers hold 64% of the overdue balance.



Deductions are small but slow

227 open cases hold SAR 54K; about SAR 19K should be won back.



Credit blocks are often overridden

111 of 503 blocks since March were released by a manager rather than by payment.

Box	What it means	How it is worked out
Red: "A few customers hold most of the overdue" — The top 10 customers hold 64% of the overdue balance.	A few customers hold most of the overdue money.	Top 10 customers' overdue ÷ total overdue.
Gold: "Deductions are small but slow" — 227 open cases hold SAR 54K; about SAR 19K should be won back.	Deductions: small amounts, slow to resolve.	Open deduction cases and expected recovery.
Teal: "Credit blocks are often overridden" — 111 of 503 blocks since March were released by a manager rather than by payment.	Many credit blocks are lifted by a manager, not by payment.	Releases marked "manager override".

Stat cards

Card	What it means	How it is worked out
Open balance: SAR 21.3M — At 20 Oct · [Simulated]	Everything owed at 20 Oct.	Sum of open invoices.
Overdue: SAR 4.9M — 23% of the open balance · [Simulated]	Past due date.	Share of the open balance.
Expected in 30 days: SAR 10.1M — From each customer's payment habit · [Predicted]	Expected receipts in 30 days.	Payment-habit model.
Recoverable deductions: SAR 19K — From 227 open cases · [Predicted]	Deductions we can win back.	Amount × (1 – chance it is valid) × 80%.

Charts and tables

Card	What it shows	How it is worked out
Open balance by age · [Simulated]	Money owed by how late it is.	Not due, 1–30, 31–60, 61–90, 90+ days.
Cash expected each week (next 8 weeks) · [Predicted]	Cash expected each week.	Payment-habit model by week.
Customers to call first · [Simulated, Predicted] Columns: Customer, Channel, Overdue, Open, Usually pays, Likely pay date, Chance in 30 days, Block	Customers to call first, with likely pay date and chance of paying in 30 days.	“Overdue now” = should already have paid.
Deductions by reason (since March) · [Simulated]	Deductions by reason since March.	Sum by reason.
Open deduction cases · [Simulated, Predicted] Columns: Case, Customer, Reason, Amount, Days open, Chance it is valid	Open deduction cases and the chance each is valid.	Acceptance rate of that reason in closed cases.

AI analytics

Number	What it means	How it is worked out
SAR 10.1M — expected in 30 days	Expected receipts in 30 days.	Payment-habit model.
48% — of the open balance	Share of the open balance.	Expected ÷ open.
7 — deduction reasons scored	Deduction reasons scored.	Count.

Lines under the AI numbers: • Pay date per invoice = due date + the customer's average lateness (last 120 days); the chance of paying within a window comes from a normal curve with the customer's own spread. • Chance a deduction is valid = how often that reason was accepted in closed cases.

What the app recommends

Action	Why	How the number is worked out
1. Call the top 10 overdue customers this week — SAR 3.09M overdue · owner: Credit controllers	Call the top 10 overdue customers.	Value = their overdue balance.
2. Stop manager overrides without a payment promise — 111 overrides since March · owner: Finance manager	Release blocks only against a payment promise.	Value = overrides since March.
3. Dispute the deductions most likely to be invalid — SAR 19K recoverable · owner: Finance	Fight deductions likely to be invalid.	Value = recoverable amount.

Method note on the page: Riyadh grocery balances on 20 Oct are Binzagr's; invoices, receipts, deductions and credit blocks for other channels are modelled until Binzagr shares invoice-level receivables.

Existing lever · Shelf and range

Next-best SKU · SAR 105K a year · tasks 4, 6

— NEXT-BEST SKU · EXISTING LEVER (SAR 105K)

24 chain stores are likely to be out of stock at the next visit

Next-best SKU only pays if the product is on the shelf. This page joins what sold off the shelf at the chains (till data) with what merchandisers photographed.

SAR 921K

sold off the shelf, last 4 weeks

82%

planned visits done

SAR 941K

sell-out forecast, next 4 weeks

Task 4 sell-out

Task 6 merchandiser photo reports

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “24 chain stores are likely to be out of stock at the next visit”	Headline: chain stores likely to have empty shelves at the next visit.	Chance of a gap above 10% (see Stores card).
SAR 921K — sold off the shelf, last 4 weeks	What shoppers bought at the 3 biggest chains, 4 weeks.	Till (EPOS) sales.
82% — planned visits done	Planned merchandiser visits that happened.	Done ÷ planned, 28 days.
SAR 941K — sell-out forecast, next 4 weeks	Expected till sales, next 4 weeks.	Trend model.

Coloured boxes (what the model found)



Visits are being missed

18% of planned merchandiser visits did not happen in the last 4 weeks (absence and 3 vacant posts).



Sell-out is flat

The next four weeks look like the last four (+2.1 pts).

Box	What it means	How it is worked out
Gold: “Visits are being missed” — 18% of planned merchandiser visits did not happen in the last 4 weeks (absence and 3 vacant posts).	Merchandiser visits are being missed.	1 – done ÷ planned; absence and 3 vacant posts.
Teal: “Sell-out is flat” — The next four weeks look like the last four (+2.1 pts).	Till sales are flat.	Next 4 weeks vs last 4.

Stat cards

Card	What it means	How it is worked out
Sell-out, last 4 weeks: SAR 921K — Key accounts 01-03 till data · [Simulated]	Till sales, 4 weeks.	EPOS.
Out-of-stock days: 3.2% — Share of store-SKU days empty · [Simulated]	Share of store-product days with an empty shelf.	EPOS stock.
Photos per visit: 8.4 — Shelf images recognised · [Simulated]	Shelf photos per visit.	Merchandiser app.

Card	What it means	How it is worked out
High-risk stores: 24 — Over 10% chance of a gap next visit · [Predicted]	Stores with 10%+ chance of a gap next visit.	See Stores card.

Charts and tables

Card	What it shows	How it is worked out
Weekly sell-out at the three biggest chains · [Simulated, Predicted]	Weekly till sales with the outlook.	Trend model.
Out-of-stock rate by account · [Simulated]	Empty-shelf rate by account.	From photo audits.
Stores to visit first · [Simulated, Predicted] Columns: Store, Account, Merchandiser, Visits done, Photos / visit, Out of stock now, Planogram OK, Gap next visit	Stores to visit first.	Gap chance = 60% store rate + 40% chain rate + missed-visit penalty.

AI analytics

Number	What it means	How it is worked out
99% — sell-out forecast accuracy	Accuracy of the till-sales outlook.	Hidden 4 weeks.
376 — stores scored	Stores scored.	Count.
6.5% — average chance of a gap next visit	Average chance of a gap next visit.	Mean of store scores.

Lines under the AI numbers: • Sell-out forecast: Holt damped trend (α 0.8, β 0.05, ϕ 0.8). • Gap at next visit = 60% the store's own out-of-stock rate + 40% its chain's rate + a penalty for missed visits.

What the app recommends

Action	Why	How the number is worked out
1. Re-route merchandisers to the 15 highest-risk stores this week — 15 stores · owner: Merchandising lead	Send merchandisers to the riskiest stores first.	Value = 15 stores.
2. Fill the three vacant merchandiser posts — 3 posts · owner: HR	Fill the vacant merchandiser posts.	Value = 3 posts.

Method note on the page: Till sales, store visits and shelf photos are modelled until Binzagr shares retailer EPOS and the merchandiser app export.

Existing lever · Supply and stock

Forecast → inventory · SAR 65K a year · tasks 20, 21, 23

— FORECAST → INVENTORY · EXISTING LEVER (SAR 65K)

134 SKU-locations may run out before new stock arrives, while SAR 1.2M sits in overstock

Stock cover is recalculated here from stock on hand, stock on the way and the demand rate. Order fill and on-time-in-full show what customers felt; the planning list shows which November numbers have moved.

91.9%

OTIF, last 4 weeks

134

SKU-locations at stock-out risk

167

November forecasts to share with planning

Task 20 stock cover vs forecast

Task 21 fill rate and OTIF

Task 23 demand shifts to planning

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “134 SKU-locations may run out before new stock arrives, while SAR 1.2M sits in overstock”	Headline: products about to run out, and money stuck in overstock.	Cover vs supplier lead time; overstock = more than 90 days of cover.
91.9% — OTIF, last 4 weeks	Order lines delivered on time and complete.	OTIF, last 4 weeks.
134 — SKU-locations at stock-out risk	Product-warehouse pairs that may run out.	Cover shorter than lead time.
167 — November forecasts to share with planning	November numbers that moved a lot.	Shift over 30% vs last plan.

Coloured boxes (what the model found)



“No stock” is the main reason lines are cut

51% of cut order lines in the last 4 weeks were cut because the item was not in the warehouse.



Overstock and stock-outs at the same time

399 SKU-locations hold more than 90 days of stock while 134 will run out before the supplier can deliver.



Planning needs an update for November

167 SKU-locations moved by more than 30% against the last plan.

Box	What it means	How it is worked out
Red: ““No stock” is the main reason lines are cut” — 51% of cut order lines in the last 4 weeks were cut because the item was not in the warehouse.	Missing stock is the main reason order lines are cut.	Cut lines by reason.
Gold: “Overstock and stock-outs at the same time” — 399 SKU-locations hold more than 90 days of stock while 134 will run out before the supplier can deliver.	Too much of some products, too little of others.	Overstock count vs stock-out risk count.
Teal: “Planning needs an update for November” — 167 SKU-locations moved by more than 30% against the last plan.	Planning must update November.	Plan shift over 30%.

Stat cards

Card	What it means	How it is worked out
OTIF: 91.9% — Order lines on time and in full, last 4 weeks · [Simulated]	On-time-in-full.	Last 4 weeks.
Top cut reason: No stock — 51% of cut lines · [Simulated]	Most common reason for cut lines.	Share of cut lines.
Stock-out risk: 134 — Cover shorter than supplier lead time · [Predicted]	Stock-out risks.	Cover < lead time.
Overstock value: SAR 1.2M — Over 90 days of cover · [Simulated]	Value of overstock.	Stock value with 90+ days cover.

Charts and tables

Card	What it shows	How it is worked out
OTIF by channel with the 6-week outlook · [Simulated, Predicted]	OTIF per channel with outlook.	Weighted recent average.
Why order lines were cut (last 4 weeks) · [Simulated]	Why order lines were cut.	Count by reason.
SKUs that will run out first · [Simulated, Predicted] Columns: SKU, Warehouse, Cover (days), Lead time, Runs out	Products that run out first, with the date.	Cover = (on hand + on the way – reserved) ÷ daily demand.
November forecasts to share with planning · [Predicted] Columns: SKU, Location, Plan, New forecast, Shift, Why	November numbers to send to planning.	Plan vs 8-week run rate + promotions.

AI analytics

Number	What it means	How it is worked out
96.6% — OTIF outlook accuracy	Accuracy of the OTIF outlook.	Hidden 4 weeks.
2,778 — SKU-locations recalculated	Product-locations recalculated.	Count.
167 — plan shifts above 30%	Plan shifts over 30%.	Count.

Lines under the AI numbers: • Cover = (on hand + on the way – allocated) ÷ daily demand of the last 8 weeks. Risk when cover is shorter than the supplier lead time. • OTIF outlook: Exponentially weighted level (half-life 3 weeks). • Plan shift = last S&OP; number for November vs the recent 8-week run rate plus November promotion volume.

What the app recommends

Action	Why	How the number is worked out
1. Expedite the SKUs that run out before the next delivery — 134 SKU-locations · owner: Supply planner	Speed up supply for the products that will run out.	Value = count.
2. Stop reordering overstocked SKUs for one cycle — SAR 1.2M stock value · owner: Supply planner	Pause reorders of overstocked products.	Value = stock value.
3. Send the shifted November numbers to the planning meeting — 167 SKU-locations · owner: Demand planner	Take the shifted numbers to the planning meeting.	Value = count.

Method note on the page: Warehouse stock by lot, deliveries, cut reasons and the S&OP; plan are modelled until Binzagr shares daily stock and order-to-delivery lines.

Existing lever · Outlet churn

Churn and win-back · SAR 47K a year · task 13

— CHURN AND WIN-BACK · EXISTING LEVER (SAR 47K)

About 115 grocery outlets will be lost in November unless a van calls; 594 are already overdue for an order

Built entirely on Binzagr's Riyadh sales. An outlet is lost after 60 days with no order.

An outlet is at risk when it has been silent 1.5 times longer than it usually waits between orders.

3,612

active outlets in September

115

likely lost in November

42%

buy 3+ must-sell products (target 60%)

Task 13 new and lost outlets, must-sell coverage

Actual

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “About 115 grocery outlets will be lost in November unless a van calls; 594 are already overdue for an order”	Headline: shops likely to stop buying in November, and shops already overdue for an order.	Lost = 60 days without an order; at risk = silent 1.5× longer than usual.
3,612 — active outlets in September	Shops that bought at least once in September.	Binzagr data.
115 — likely lost in November	Shops expected to be lost in November.	Shops reaching 60 days silent in November × 20% that never return.
42% — buy 3+ must-sell products (target 60%)	Shops buying 3+ must-sell products.	September, vs a 60% target.

Coloured boxes (what the model found)



Losses outpace new outlets

Since June more outlets went quiet than started buying (550 lost vs 358 new).



Must-sell range is thin

Only 42% of active outlets buy three or more must-sell products.



A visit is usually enough

80% of outlets silent for 3–7 weeks came back in the following 6 weeks in June–August.

Box	What it means	How it is worked out
Red: “Losses outpace new outlets” — Since June more outlets went quiet than started buying (550 lost vs 358 new).	More shops stop buying than start.	Lost vs new since June.
Gold: “Must-sell range is thin” — Only 42% of active outlets buy three or more must-sell products.	The must-sell range is thin.	Coverage vs 60% target.
Teal: “A visit is usually enough” — 80% of outlets silent for 3–7 weeks came back in the following 6 weeks in June–August.	Most quiet shops come back after a visit.	Measured Jun–Aug on Binzagr data.

Stat cards

Card	What it means	How it is worked out
Active outlets, Sep: 3,612 — Bought at least once that month · [Actual]	Active shops in September.	Binzagr data.
New outlets, Jun-Sep: 351 — First order after May · [Actual]	New shops June–September.	First order after May.
Lost outlets, Jun-Sep: 421 — 60 days without an order · [Actual]	Lost shops June–September.	60 days without an order.
Likely lost in November: 115 — 577 outlets silent since September × 20% that never return · [Predicted]	Expected losses in November.	Formula in the note.

Charts and tables

Card	What it shows	How it is worked out
New and lost outlets by month · [Actual, Predicted]	New (green) and lost (red) shops per month; lighter bars = forecast.	October is to the 20th.
At-risk outlets by van (top 10) · [Predicted]	Vans with the most at-risk shops.	Count per van.
Outlets to call back first · [Actual, Predicted] Columns: Outlet, Van, Last order, Days silent, Usual gap (days), Chance of losing	Shops to call back first.	Chance of losing from days silent vs usual gap.

AI analytics

Number	What it means	How it is worked out
594 — outlets overdue for an order	Shops overdue for an order.	Silent > 1.5× usual gap.
20% — never return (measured Jun-Aug)	Share of quiet shops that never return.	Measured Jun–Aug.
115 — expected lost in November	Expected losses in November.	Formula above.

Lines under the AI numbers: • Usual gap = median days between an outlet's own orders. At risk when days silent > 1.5 × usual gap and under 60 days. • November losses = outlets that hit 60 days silent in November × the share that historically never came back.

What the app recommends

Action	Why	How the number is worked out
1. Add the top 20 at-risk outlets to tomorrow's routes — 20 outlets · owner: Sales supervisors	Add the top 20 at-risk shops to tomorrow's routes.	Visit before 60 days.
2. Offer the must-sell bundle on every win-back visit — 18% gap to 60% · owner: Channel manager GR	Offer the must-sell bundle on win-back visits.	Value = gap to 60%.

Method note on the page: All figures come from Binzagr's Riyadh sales (1 Mar–20 Oct 2026) after merging twin customer codes. The must-sell list is our assumption until Binzagr confirms it.

New category · Sales vs plan

Not in SAR 3.47M · tasks 1, 2, 3

— SALES VS PLAN · NEW CATEGORY

October will land at 93% of target: SAR 1.1M short

From 1 to 20 October the business sold SAR 9.3M against SAR 10.0M planned to date.

The forecast adds the normal Saudi week (Friday closed), the salary cycle around the 27th and the recent trend. Discounters is the channel furthest behind.

SAR 14.2M

October landing (actual + forecast)

91%

November landing vs target

SAR 3.2M

next 7 days, target SAR 3.5M

Task 1 Review sell-in vs daily target

Task 2 Month-to-date run rate vs target

Task 3 Channel mix vs plan

Actual

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “October will land at 93% of target: SAR 1.1M short”	Headline: where October will end against target, and the gap in SAR.	October landing = actual 1–20 Oct + forecast 21–31 Oct; gap = full-month target – landing.
SAR 14.2M — October landing (actual + forecast)	Predicted total sales for October.	Actual to 20 Oct + daily forecast for the rest of the month, all channels.
91% — November landing vs target	Predicted November sales as a share of November target.	Sum of the daily forecast for November ÷ November target (October + 2%; no November plan received).
SAR 3.2M — next 7 days, target SAR 3.5M	Expected sales in the next 7 days vs the plan.	Forecast for 21–27 Oct vs the daily targets for those days.

Coloured boxes (what the model found)



Biggest gap: Discounters

Landing at 91% of its October target (SAR 117K short).



Straight-line run rate flatters October

Repeating the first 20 days gives 94%; the model gives 93% because it counts the Fridays and weekday mix left in the month and the recent trend.



Channel mix is close to plan

November's biggest gap is E-commerce at +1.3 pts against plan, mostly from 11.11 and White Friday on the platforms.

Box	What it means	How it is worked out
Red: “Biggest gap: Discounters” — Landing at 91% of its October target (SAR 117K short).	The channel furthest behind its October target.	Each channel's landing ÷ its target; the lowest is shown.
Gold: “Straight-line run rate flatters October” — Repeating the first 20 days gives 94%; the model gives 93% because it counts the Fridays and weekday mix left in the month and the recent trend.	A simple “repeat the first 20 days” view is a bit too optimistic.	Straight-line = sales to 20 Oct ÷ 20 × 31. The model also counts the Fridays and weekday mix left in the month.

Box	What it means	How it is worked out
Teal: “Channel mix is close to plan” — November’s biggest gap is E-commerce at +1.3 pts against plan, mostly from 11.11 and White Friday on the platforms.	Channel shares are close to the yearly plan.	Each channel’s share of November forecast sales minus its planned share, in points.

Stat cards

Card	What it means	How it is worked out
Sales 1-20 Oct: SAR 9.3M (–6.9% vs target to date) — Target to date SAR 10.0M · [Actual]	Real sales from 1 to 20 October and the gap to the target for those days.	Invoiced sales; the % is sales ÷ target to date – 1.
October landing: 93% — SAR 14.2M of SAR 15.3M · [Predicted]	October landing as a % of target.	Landing ÷ full-month target.
November landing: 91% — SAR 14.2M of SAR 15.6M · [Predicted]	November landing as a % of target.	November forecast ÷ November target.
4-week total accuracy: 98.9% — Tested on the last 28 days (hidden from the model); day by day 84% · [Predicted]	How close the forecast was when tested.	We hid the last 28 days, forecast them and compared the 4-week total; day-by-day accuracy shown in the note.

Charts and tables

Card	What it shows	How it is worked out
Daily sell-in vs daily target, with the forecast to 30 Nov · [Actual, Simulated, Predicted]	Daily sales (blue), daily target (grey dashed) and forecast (gold dashed, shaded = likely range). Buttons filter by channel.	Dips are Fridays. The range covers about 8 out of 10 likely outcomes.
Where October lands, by channel · [Predicted]	October target, sales so far and predicted landing for each channel.	Same landing calculation, per channel.
Channel mix by month vs plan · [Actual, Predicted]	Share of each channel in total sales by month, compared with the plan (first bar).	October = actual + forecast; November = forecast.
October landing by division · [Predicted] Columns: Division, Target, Actual to 20 Oct, Landing, Attainment	October landing by division (Ice Cream, Chilled, Drinks, Non-Food, Unilever, Food).	Division sales to date + the channel forecast split by each division’s recent share.

AI analytics

Number	What it means	How it is worked out
98.9% — 4-week total accuracy on the last 28 days, hidden from the model	Accuracy of the 4-week total in the test.	$1 - \frac{ \text{forecast total} - \text{actual total} }{\text{actual total}}$, on 28 hidden days.
84% — day-by-day accuracy (1 – WAPE); single days are noisy	Accuracy day by day.	$1 - \frac{\text{average daily error}}{\text{average daily sales (WAPE)}}$.
20% — typical daily swing (sets the shaded range)	How much a normal day swings; sets the width of the shaded range.	Spread of daily sales around the model over the last 8 weeks.
3 — holidays left out of training	Public holidays not used to learn the normal week.	Eid al-Fitr, Eid al-Adha, National Day.

Lines under the AI numbers: • Model: Weekday pattern × salary-cycle × level of last 4 weeks, damped trend. It learns each channel separately and adds them up. • Test: the model hid the last 28 days and forecast them. Its 4-week total was off by 1.1%; copying the last week four times was off by 4.1%. Day by day both are about as good, because single van days swing a lot. • Saudi week learned from the data: Friday sells 3% of an average day; Saturday is a full trading day. • Salary cycle: Saudi government salaries land on the 27th; the model learns the day-of-month pattern from 8 months and applies half of it. • Platform peaks added for 11.11 (10–12 Nov) and White Friday (20–30 Nov, peak 27 Nov). No public holiday falls between 21 Oct and 30 Nov.

What the app recommends

Action	Why	How the number is worked out
1. Push Discounters on the remaining selling days — SAR 117K gap to target · owner: Channel manager	Focus the lagging channel on the days left in October.	Value = that channel's gap to target.
2. Phase November targets by day, not evenly — Nov plan · owner: Sales ops	Set daily targets that follow the real week (Friday closed, salary cycle).	Avoids the plan looking behind mid-month and ahead at month-end.
3. Book platform stock for 11.11 and White Friday — 27 Nov peak day · owner: KAM e-commerce	Make sure the platforms have stock before 11.11 and White Friday.	Peak days 26–28 Nov are forecast at up to 1.8× a normal day.

Method note on the page: Daily forecast = level of the last 4 weeks × weekday pattern × salary-cycle pattern × damped trend; range = 80% band from recent day-to-day error. October and November targets come from the sales plan. Grocery van sales are Binzagr's; modern trade, wholesale, discounters and e-commerce are modelled until Binzagr shares channel sales.

New category · Trade and promotions

Not in SAR 3.47M · tasks 7, 17, 18, 19

— TRADE AND PROMOTIONS · NEW CATEGORY

Half of promotions miss their planned uplift, and 38% of store checks find a running promotion not live

Four checks on trade money: is the promotion live in the store, did it sell the extra volume, is the budget being used well, and what are competitors doing.

52%

of promotions below planned uplift

49

promotions starting by 30 Nov

9

competitor price cuts likely in 30 days

Task 7 promotions live

Task 17 uplift vs plan

Task 18 trade spend and claims

Task 19 competitor activity

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “Half of promotions miss their planned uplift, and 38% of store checks find a running promotion not live”	Headline: promotions that miss plan, and promotions not visible in stores.	Measured uplift vs plan; store checks.
52% — of promotions below planned uplift	Promotions that sold less extra volume than planned.	Measured uplift < planned uplift.
49 — promotions starting by 30 Nov	Promotions starting by 30 Nov.	November calendar (repeats the last 4 weeks; no November plan received).
9 — competitor price cuts likely in 30 days	Competitor price cuts likely within 30 days.	Chance above 50%.

Coloured boxes (what the model found)



Promotions are not all in the store

Running promotions are live in 62% of store checks; the price is wrong in 21% of checks.



Half of promotions miss their plan

52% sold less extra volume than planned. Those that missed fell short by a median of 60 points of uplift.



Competitors cut prices often

180 competitor events were reported in the last 45 days.

Box	What it means	How it is worked out
Red: “Promotions are not all in the store” — Running promotions are live in 62% of store checks; the price is wrong in 21% of checks.	Paid promotions are often not visible in the store.	Store checks: live, correct price.
Gold: “Half of promotions miss their plan” — 52% sold less extra volume than planned. Those that missed fell short by a median of 60 points of uplift.	Half of promotions miss their planned uplift.	Share below plan and median shortfall.
Teal: “Competitors cut prices often” — 180 competitor events were reported in the last 45 days.	Competitors are active.	Field reports, last 45 days.

Stat cards

Card	What it means	How it is worked out
Promotions running: 11 — Live in 62% of store checks · [Simulated]	Promotions running now and live rate.	Store checks.
Below planned uplift: 52% — Of measured promotions · [Simulated]	Promotions below planned uplift.	Measured vs plan.
Trade spend vs budget: 48% — Since March · [Simulated]	Promotion budget used.	Spend ÷ budget since March.
November spend: SAR 65K — Budget SAR 136K · [Predicted]	Expected November spend.	Budget × each account's usual spend ratio.

Charts and tables

Card	What it shows	How it is worked out
Planned vs measured uplift by mechanic · [Simulated]	Planned vs measured uplift by promotion type.	Median per type.
Live in store, by account (ended promotions) · [Simulated]	Live rate by account; red = below 85%.	Ended promotions.
Trade spend by month: budget, spend and claims · [Simulated]	Budget, spend and claims by month.	Trade spend ledger.
Competitor price cuts likely in the next 30 days · [Simulated, Predicted] Columns: Competitor, Category, Cuts so far, Avg depth, Chance in 30 days	Competitor categories likely to cut price.	Chance = $1 - e^{-(\text{monthly rate})}$.
Promotions starting by 30 November · [Simulated, Predicted] Columns: Promotion, Account, Starts, Mechanic, Discount, Expected live rate, Expected uplift	Promotions starting by 30 Nov with expected live rate and uplift.	Account history.

AI analytics

Number	What it means	How it is worked out
52% — promotions below plan	Promotions below plan.	Share.
178 — competitor cut patterns scored	Competitor patterns scored.	Count.
SAR 65K — November spend forecast	November spend forecast.	Formula above.

Lines under the AI numbers: • Measured uplift = units sold during the promotion vs the four weeks before, same account and products. • Expected uplift for new promotions = median of past promotions with the same account and mechanic. • Chance of a competitor cut = $1 - e^{-(\text{monthly rate})}$, from the last 3.7 months of field reports.

What the app recommends

Action	Why	How the number is worked out
1. Plan November uplifts from what was measured, not hoped — 52% promotions below plan · owner: Trade marketing	Plan uplifts from what promotions really deliver.	Value = share below plan.
2. Check the lowest-live accounts in week 1 of each promotion — Platform A lowest live rate · owner: Merchandising lead	Check execution early at the weakest account.	Account with the lowest live rate.
3. Prepare price responses for the likely competitor cuts — 9 likely cuts · owner: Category manager	Prepare responses to likely competitor cuts.	Value = likely cuts.

Method note on the page: Promotions, store checks, trade spend, claims and competitor reports are modelled until Binzagr shares the promotion calendar, trade-spend ledger and field reports. Competitors are anonymised (Competitor A-L).

New category · Key accounts

Not in SAR 3.47M · tasks 5, 26

— KEY ACCOUNTS · NEW CATEGORY

9 accounts are likely to escalate in the next 30 days; 8 escalations are open now

Purchase orders from the chains against what is normal for each chain, rejected and late lines, and an early warning on which relationships are about to need the manager.

2,378

chain POs, last 4 weeks

3.4%

PO lines rejected

9

accounts likely to escalate

Task 5 POs received vs expected

Task 26 key account escalations

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “9 accounts are likely to escalate in the next 30 days; 8 escalations are open now”	Headline: accounts likely to escalate, and open escalations.	Escalation score per account.
2,378 — chain POs, last 4 weeks	Purchase orders from the chains, 4 weeks.	PO log.
3.4% — PO lines rejected	Share of PO lines rejected.	Rejected ÷ lines.
9 — accounts likely to escalate	Accounts with 30%+ chance of escalating in 30 days.	Escalation score.

Coloured boxes (what the model found)



Escalations follow late deliveries

The top account at risk is Key account 01: OTIF 92% against a 98% target.



Most rejections are “price mismatch”

34% of rejected PO lines; fixing price files at the chains removes them.

Box	What it means	How it is worked out
Red: “Escalations follow late deliveries” — The top account at risk is Key account 01: OTIF 92% against a 98% target.	Late or short deliveries drive escalations.	Top-scored account and its OTIF vs target.
Gold: “Most rejections are “price mismatch”” — 34% of rejected PO lines; fixing price files at the chains removes them.	The main reason chains reject PO lines.	Rejected lines by reason.

Stat cards

Card	What it means	How it is worked out
POs, last 4 weeks: 2,378 — Expected 2,380 · [Simulated]	POs in 4 weeks vs normal.	Expected = usual weekly POs per chain.
Lines rejected: 3.4% — Of PO lines · [Simulated]	Rejected PO lines.	Share.
Lines delivered late: 2.8% — After the requested date · [Simulated]	Lines delivered after the requested date.	Share.
POs next 4 weeks: 2,377 — Accuracy 99.9% on the last 4 weeks · [Predicted]	POs expected next 4 weeks.	Trend model.

Charts and tables

Card	What it shows	How it is worked out
Chain POs per week vs expected, with the outlook · [Simulated, Predicted]	Weekly POs vs expected, with outlook.	Trend model.
Why PO lines were rejected · [Simulated]	Why PO lines were rejected.	Count by reason.
Accounts likely to escalate (next 30 days) · [Predicted] Columns: Account, Channel, OTIF 30 days, Open disputes, Overdue, Chance, Main driver	Accounts likely to escalate and the main driver.	Score from OTIF gap, disputes, overdue, past escalations.
Open escalations · [Simulated] Columns: Case, Account, Type, Opened, Value at risk, Status	Open escalation cases.	Issue log.

AI analytics

Number	What it means	How it is worked out
100% — PO outlook accuracy	Accuracy of the PO outlook.	Hidden 4 weeks.
76 — accounts scored	Accounts scored.	Count.
7 — escalation types learned	Escalation types seen.	Count.

Lines under the AI numbers: • PO outlook: Holt damped trend (α 0.8, β 0.05, ϕ 0.8). • Escalation chance = logistic score of OTIF shortfall, open disputes, overdue balance, open and recent escalations.

What the app recommends

Action	Why	How the number is worked out
1. Call Key account 01 before they call you — 92% chance of escalation · owner: Key account manager	Call the top-risk account first.	Value = its chance of escalating.
2. Align price files with the chains — 2,965 lines rejected · owner: Sales ops	Fix price files with the chains.	Value = rejected lines.

Method note on the page: Purchase orders, rejections, escalations and account risk inputs are modelled until Binzagr shares the chain PO log and KAM issue log. Accounts are anonymised (Key account 01-08).

New category · E-commerce

Not in SAR 3.47M · tasks 15, 16

— E-COMMERCE · NEW CATEGORY

White Friday week should bring about 47,837 order lines; 88 listings are down today

Orders, stock and listing health on the four platforms, with search rank, ratings and ad return. The outlook includes the Saudi online sales calendar: 11.11 (10–12 Nov) and White Friday (peak 27 Nov 2026).

130,406

order lines, last 4 weeks

88

listings out of stock or inactive

5.0x

return on ad spend

Task 15 orders, stock-outs, inactive listings

Task 16 search rank, ratings, ad return

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “White Friday week should bring about 47,837 order lines; 88 listings are down today”	Headline: orders expected in White Friday week, and listings that are down.	Trend model per platform + Saudi online calendar.
130,406 — order lines, last 4 weeks	Order lines for our products, 4 weeks.	Platform data.
88 — listings out of stock or inactive	Listings out of stock or switched off today.	Listing status.
5.0x — return on ad spend	Sales generated per SAR 1 of ads.	Ad sales ÷ ad spend.

Coloured boxes (what the model found)



Listings down cost sales every day

88 listings are out of stock or switched off; together they lose about SAR 3K of sales a day.



Peak weeks are coming

The week of 22 Nov (White Friday) is forecast at the highest level of the year; 11.11 lifts the week of 8 Nov.



Ads pay back

Every SAR 1 of ads returns about SAR 5.0 in sales on the platforms.

Box	What it means	How it is worked out
Red: “Listings down cost sales every day” — 88 listings are out of stock or switched off; together they lose about SAR 3K of sales a day.	Listings that are down lose sales daily.	Average daily sales of those listings when active.
Gold: “Peak weeks are coming” — The week of 22 Nov (White Friday) is forecast at the highest level of the year; 11.11 lifts the week of 8 Nov.	November peaks.	11.11 and White Friday weeks.
Teal: “Ads pay back” — Every SAR 1 of ads returns about SAR 5.0 in sales on the platforms.	Ads pay back.	Return on ad spend.

Stat cards

Card	What it means	How it is worked out
Order lines, last 4 weeks: 130,406 — SAR 837K sales for our SKUs · [Simulated]	Order lines and sales value, 4 weeks.	Platform data.
Listing-days out of stock: 7.1% — Across the four platforms · [Simulated]	Listing-days out of stock.	Share.
Inactive listing-days: 3.5% — Switched off by the platform or by us · [Simulated]	Listing-days switched off.	Share.
White Friday week: 47,837 — Order lines, week of 22 Nov · [Predicted]	Orders expected in White Friday week.	Forecast.

Charts and tables

Card	What it shows	How it is worked out
Order lines per week by platform, with the outlook · [Simulated, Predicted]	Weekly orders per platform; dashed = forecast incl. 11.11 and White Friday.	Trend model + event lifts.
Return on ad spend by platform · [Simulated]	Return on ad spend by platform.	4 weeks.
Listings down today · [Simulated] Columns: Platform, SKU, Status, Days down (30), Sales lost / day	Listings down today and sales lost per day.	Listing status.
Listings to fix · [Simulated, Predicted] Columns: Platform, SKU, Rank now, Next week, Rating, Action	Listings to fix (rating, content, ads, falling rank).	Rules on each listing.

AI analytics

Number	What it means	How it is worked out
95% — order forecast accuracy	Accuracy of the order forecast.	Hidden 4 weeks.
×1.8 — White Friday peak days (26-28 Nov)	Lift on White Friday peak days.	Assumption to confirm.
×1.5 — 11.11 days (10-12 Nov)	Lift on 11.11 days.	Assumption to confirm.

Lines under the AI numbers: • Orders: Holt damped trend (α 0.8, β 0.05, ϕ 0.8), per platform, then the Saudi online sales calendar is applied. • Rank next week = last 7 days + one third of the 3-week trend. • Event lifts are assumptions to confirm with the platform managers.

What the app recommends

Action	Why	How the number is worked out
1. Restock and switch back on the listings that are down — SAR 3K sales lost per day · owner: KAM e-commerce	Restock and reactivate listings.	Value = sales lost per day.
2. Agree White Friday stock and deals with each platform by 10 Nov — 47,837 order lines, peak week · owner: KAM e-commerce	Agree White Friday stock and deals early.	Value = peak-week orders.
3. Fix ratings under 3.8★ and weak content — 269 listings · owner: E-commerce executive	Fix low ratings and weak content.	Value = listings.

Method note on the page: Platform orders, listings, ranks, ratings and ads are modelled until Binzagr shares seller-portal exports. Platforms are anonymised (Platform A-D). Saudi online events: 11.11 sales and White Friday (27 Nov 2026).

New category · Team and management

Not in SAR 3.47M · tasks 28, 29, 30

— TEAM AND MANAGEMENT · NEW CATEGORY

Managers spend 43% of the week on reports and admin, and 31% with customers and in the field

How the team's time is used: meetings and what they win, actions and approvals waiting on someone, and where the channel manager's week goes.

31%

customer and field time (suggested 45%)

124

actions open

57

hours a week per manager

Task 28 KAM and supervisor meetings

Task 29 action log and approvals

Task 30 where the manager spends time

Simulated

Predicted

Headline box

What you see	What it means	How it is worked out
Headline: “Managers spend 43% of the week on reports and admin, and 31% with customers and in the field”	Headline: how the manager’s week is split between office work and customers.	Calendar hours by activity.
31% — customer and field time (suggested 45%)	Share of time with customers and in the field.	Suggested 45% (our proposal).
124 — actions open	Actions and approvals still open.	Raised in the last 90 days.
57 — hours a week per manager	Average hours a manager works per week.	Calendar.

Coloured boxes (what the model found)



The week is spent inside the office

Reports, reviews and email take 43% of manager time against a suggested 30%.



Approvals wait too long

110 of 124 open actions are past their due date; the median wait is 48 days.



Negotiations mostly succeed

56% of negotiation meetings ended fully or partly agreed in the last 4 weeks.

Box	What it means	How it is worked out
Gold: “The week is spent inside the office” — Reports, reviews and email take 43% of manager time against a suggested 30%.	Too much time on reports and email.	Share vs suggested 30%.
Red: “Approvals wait too long” — 110 of 124 open actions are past their due date; the median wait is 48 days.	Approvals wait too long.	Open past due date; median wait.
Teal: “Negotiations mostly succeed” — 56% of negotiation meetings ended fully or partly agreed in the last 4 weeks.	Most negotiations end in agreement.	Agreed or partly agreed ÷ negotiation meetings.

Stat cards

Card	What it means	How it is worked out
Meetings, last 4 weeks: 204 — 354 hours · [Simulated]	Meetings and hours, 4 weeks.	Calendar.
Value negotiated: SAR 6.7M — Promotion, range and plan meetings · [Simulated]	Money discussed in negotiation meetings.	Value at stake.
Open actions: 124 — 110 overdue · [Simulated]	Open actions and overdue.	Action log.
Backlog end of November: 143 — Now 144 · [Predicted]	Expected open actions at end of November.	Trend model.

Charts and tables

Card	What it shows	How it is worked out
Meeting hours per week by role · [Simulated]	Meeting hours per week by role.	Calendar.
Where the manager's week goes vs suggested · [Simulated]	Manager time by activity vs suggested mix.	Suggested mix is our proposal.
Open actions and approvals, with the outlook · [Simulated, Predicted]	Open actions over time with outlook.	Trend model.
Meetings by type (last 4 weeks) · [Simulated] Columns: Type, Meetings, Hours, Value at stake	Meetings by type.	4 weeks.
Actions waiting longest · [Simulated, Predicted] Columns: Action, Type, Owner, Raised, Due, Waiting (days), Chance of missing due date	Actions waiting longest and chance of missing the due date.	Grows with days waited vs time allowed.

AI analytics

Number	What it means	How it is worked out
90% — backlog outlook accuracy	Accuracy of the backlog outlook.	Hidden 4 weeks.
13% — above the suggested reporting time	Reporting time above the suggested level.	Points above 30%.
124 — open actions scored	Open actions scored.	Count.

Lines under the AI numbers: • Backlog outlook: Holt damped trend (α 0.5, β 0.15, ϕ 0.9). • Chance of missing the due date grows with days waited compared with the time allowed.

What the app recommends

Action	Why	How the number is worked out
1. Move one reporting block a day into the field — 8 h per manager per week · owner: Channel managers	Move a reporting block into the field.	Value = hours per week freed.
2. Clear approvals older than 30 days in one session — 90 items · owner: Sales director	Clear old approvals in one session.	Value = items over 30 days.
3. Prepare every negotiation with the account's page from this cockpit — 56% agreed today · owner: KAMs	Use the account page to prepare negotiations.	Value = agreement rate today.

Method note on the page: Meetings, the action log and manager time are modelled until Binzagr shares calendars or a two-week time diary. Weekends follow the Saudi week (Friday-Saturday for office staff).

If the client asks...

Question	Short answer
Is this our real data?	Grocery van sales, returns, outlet churn and Riyadh balances are yours. Other channels are modelled until you send the files listed in the Task tracker.
Why model data at all?	So every page works today. When a file arrives, it replaces the modelled table and the page updates with no redesign.
How accurate are the forecasts?	Each page shows a test: we hide the last weeks, forecast them and compare. Sales: 4-week total within about 1%; single days are noisier.
Does this change the SAR 3.47M?	No. These pages track the 9 levers; the 5 new categories are not in the total until real data lets us size them.
Why Riyadh only?	The sales data covers the Riyadh branch; the warehouse data covers Jeddah. Other branches can be added with the same extract.
Why is Friday so low?	Van sales stop on Friday; your data shows Friday at about 3% of a normal day. Saturday is a full trading day.
What is White Friday / 11.11?	Saudi online sale events. White Friday peaks on 27 Nov 2026; 11.11 is 10-12 Nov. The lifts are assumptions to confirm with the platforms.
Where do the names come from?	Vans and staff appear by code only. Chains, discounters, wholesalers, platforms and competitors are anonymised.