

# Volume Decomposition Report

## HORMEL HRML SNACK TRAY PRTY TRY

Geography : Walmart Corp-RMA - Walmart  
Time : Latest 52 Weeks Ending 10-25-15

Total Volume	
Current	3,638,565
% Chg YAG	-3.8%
Chg YAG	(142,819)

Base Volume	
Current	3,445,479
% Chg YAG	-4.0%
Chg YAG	(143,007)

Incremental Volume	
Current	193,086
% Chg YAG	0.1%
Chg YAG	188

New Items	
Current	0
% Chg YAG	na
Chg YAG	0

Established Items	
Current	3,445,479
% Chg YAG	-4.0%
Chg YAG	-143,007

Discontinued Items	
Current	0
% Chg YAG	na
Chg YAG	0

New Items	
Current	0
% Chg YAG	na
Chg YAG	0

Established Items	
Current	193,086
% Chg YAG	0.1%
Chg YAG	188

Discontinued Items	
Current	0
% Chg YAG	na
Chg YAG	0

Chg Due To Distribution	
Vol Impact	(312,278)
Ttl Pts Chg	-29
Ttl Pts %Chg	-8.7%

Chg Due To Velocity	
Vol Impact	169,271
SR Chg	561.1
SR %Chg	5.2%
Price Chg*	\$0.17
Price %Chg*	2.6%

TPR	
Vol Impact	(2,281)
WW Chg	-0.1
WW %Chg	-27.8%
Price Chg**	\$0.42
Price %Chg**	7.5%

Feature Only	
Vol Impact	0
WW Chg	0.0
WW %Chg	#DIV/0!
Price Chg**	\$0.00
Price %Chg**	#DIV/0!

Display Only	
Vol Impact	2,469
WW Chg	-0.5
WW %Chg	-4%
Price Chg**	\$0.19
Price %Chg**	2.9%

Feat & Disp	
Vol Impact	0
WW Chg	0.0
WW %Chg	#DIV/0!
Price Chg**	\$0.00
Price %Chg**	#DIV/0!

\* Base Price per Vol  
\*\* Merch Price per Vol