

SKU Contribution Analyzer

Retail & E-Commerce

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Find your hero SKUs and your dead weight — a SKU-level contribution analysis classifying each as hero, steady, filler or drag, a Pareto insight on where your profit comes from, and actions. Paste your SKU data below.

Purpose of this tool & output

Find your hero SKUs and your dead weight

How the output is used

Use the analyzer to find your hero SKUs and your dead weight, so you back winners and cut losers.

Who should vet it

A category manager, to confirm the contribution ranking.

Important cautions

AI-generated analysis; based only on the figures you provide.

Companion documents

- Retail P&L Builder
- GMROI & Inventory Return Analyzer
- Retail GST Guide
- Working Capital Planner
- Retail Business Case / Loan Note
- Retail KPI Dashboard Designer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.