

# **Beyond the Spreadsheet: Mastering Strategic CVP Analysis**

A new framework for dynamic, multi-scenario planning.

# The Strategic Drag of Static Analysis

Cost-Volume-Profit analysis is fundamental, but traditional methods are brittle and slow. Complex spreadsheets become a barrier to agility, making scenario planning a time-consuming, error-prone exercise. Key strategic questions get lost in a web of linked cells and manual updates.



# When Inflexibility Creates Risk



## Delayed Decisions

Hours or days spent updating models for a single variable change means critical pricing and production choices are delayed.



## Hidden Insights

Without the ability to compare multiple futures side-by-side, the optimal path remains obscured. You see one possibility, not the full landscape.



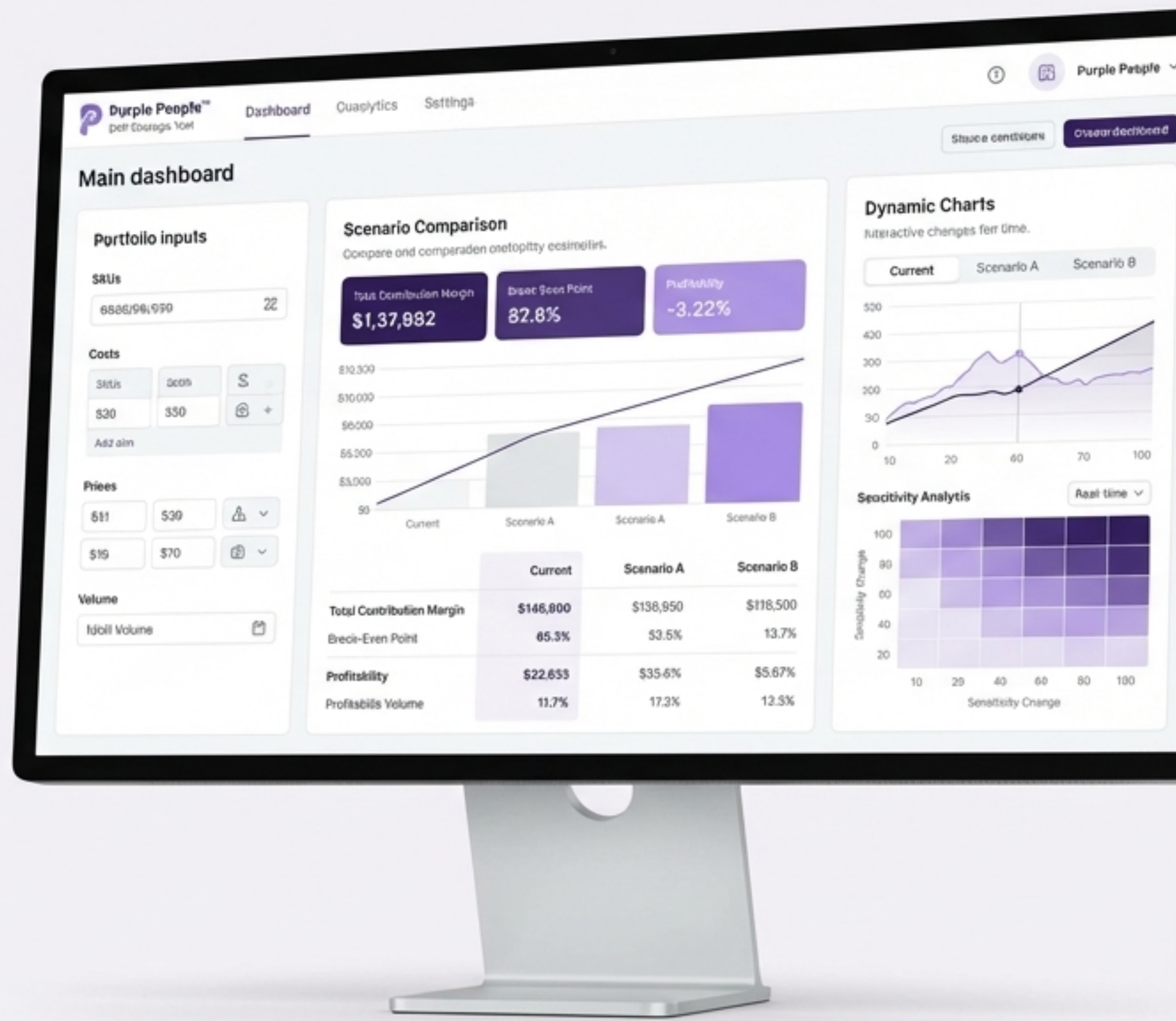
## Compromised Confidence

Every manual data transfer and formula adjustment introduces the risk of error, undermining confidence in your final numbers.

# Introducing the Purple People™ CVP Strategic Tool

Move from static calculation to dynamic strategic exploration.

A purpose-built platform designed for one task: to provide instant, clear, and comprehensive CVP analysis across unlimited SKUs and scenarios.



# Build Your Complete Product Portfolio in Minutes

Start by defining your core inputs. Add unlimited SKUs and set your baseline Total Fixed Costs and Target Profit. The tool is structured to handle your entire business, not just a single product.

Total Fixed Costs (\$)

500,000

Target Profit (\$)

1,200,000

+ Add SKU

SKU Name	Selling Price	Variable Cost	Planned Units	Make/Buy Cost
Alpha-100	250	110	10,000	120
Beta-200	400	180	8,000	195
Gamma-300	150	60	15,000	70
Delta-400	600	350	5,000	360

# The Power to Model Every Possibility, Instantly

Why settle for a single forecast? With a single click, create multiple scenarios—a “Base Case”, “Best Case”, or “Worst Case”—adjust key drivers like **Selling Price**, **Variable Cost**, and **Planned Units** for each one independently.

[+ Add Scenario](#)

Mockup	Base Case	Best Case
SKU Name	Alpha-100	Alpha-100
Selling Price	250	275
Variable Cost	110	105
Planned Units	10,000	12,000
Make/Buy Cost	120	120
Beta-200	200	
Gamma-300	300	
Delta-400	400	

# Your Entire Strategic Landscape in a Single View

The dynamic **Scenario Comparison Table** is your command centre. It instantly calculates and displays all critical CVP metrics for every SKU, across every scenario, side-by-side. No more toggling between tabs or files.

Input variables (SP, VC, Units) per scenario.

Clear **Strategic Decisions** (e.g., 'Make' vs 'Buy') automatically derived.

SKU	Base Case						Best Case						Sales Mix (%)	Strategic Decision
	SP (\$)	VC (\$)	Units	Contribution (\$)	CM/unit (\$)	CM ratio (%)	Break-even (units)	Contribution (\$)	CM/unit (\$)	CM ratio (%)	Break-even (units)	Target Units (units)		
Alpha-100	250	110	10,000	1,400,000	140	56%	7,143	2,040,000	170	61.8%	5,882	9,412	26.3%	Buy
Beta-200	400	180	8,000	1,760,000	220	55%	4,545	2,375,000	250	59.5%	4,000	6,000	21.1%	Make
Gamma-300	150	60	15,000	1,350,000	90	60%	11,111	1,890,000	105	65.6%	9,524	14,286	40.9%	Buy
Delta-400	600	350	5,000	1,250,000	250	41.7%	4,000	1,440,000	320	49.2%	3,125	4,688	10.2%	Make

Input variables (SP, VC, Units) per scenario.

Instantly calculated metrics: **Contribution, CM/unit, CM ratio, Break-even, Target Units.**

Aggregated **Sales Mix** percentages calculated for each scenario.

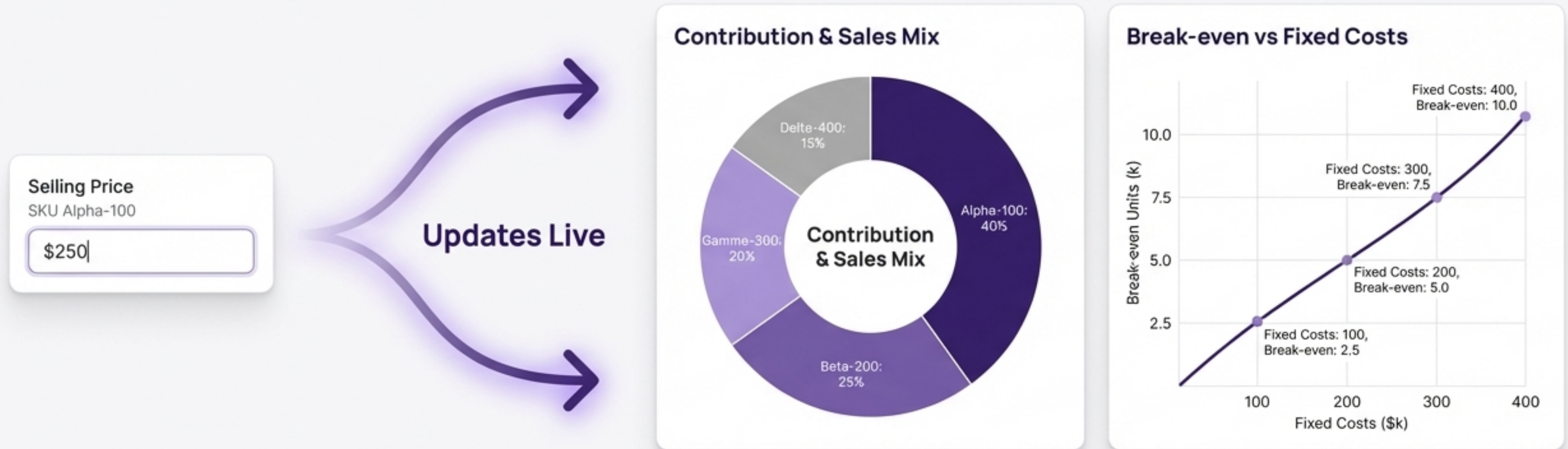
# Automatically Pinpoint Your Most Critical SKUs

The tool goes beyond raw numbers by automatically identifying and highlighting the Top 5 SKUs by contribution margin within each individual scenario. Instantly see how your most valuable products shift based on changing market conditions, pricing strategies, or cost structures.

SKU Name	Base Case - Contribution (\$)	Best Case - Contribution (\$)	C
Alpha-100	1,400,000	2,040,000	
Beta-200	1,760,000	2,060,000	
Gamma-300	1,440,000	1,890,000	
Delta-400	640,000	3,270,000	

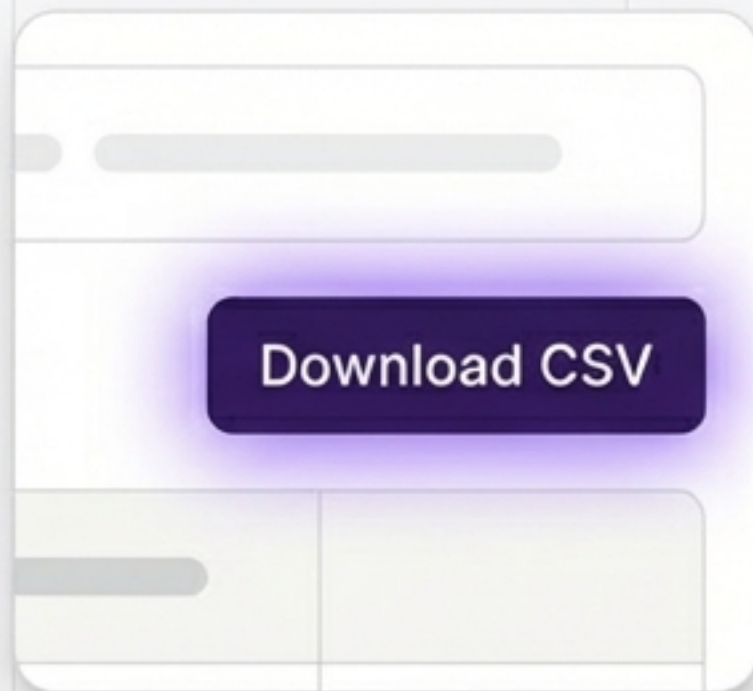
# From Raw Data to Strategic Insight, Instantly

All charts update live as you adjust any input in any scenario. Transform complex data into clear, presentation-ready visuals that tell a compelling story.



# Integrate, Share, and Archive Your Analysis

Your analysis doesn't have to live only within the tool. With a single click, export the complete Scenario Comparison Table to a CSV file for further analysis, reporting, or archiving.



# The New Standard for CVP Analysis

## More Speed.

Eliminate manual updates. Get instant, live results across all metrics and visuals the moment you change a variable.

## More Clarity.

The Scenario Comparison Table provides an unparalleled, side-by-side view of every possible outcome.

## More Confidence.

Make critical business decisions backed by robust, error-free, and comprehensive data analysis.

# Embrace Dynamic Strategy

Ready to transform your strategic planning process?  
Connect with us to learn more.

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