Understand how an item's average price compares between two geographies and whether an item is over, under or similarly priced.

✔ Easily identify the top "Over" and top "Under" items for your selection.

✔ Select your Price Comparison Index Range to fine-tune your analysis.

✔ Easily toggle between product and store views to display what you need.

✔ Intended Users: Sales Managers, Category Managers, Brand Managers

Data Selection Guidelines

- Select between current 1, 2, 4, 12, 24, 52 week and CYTD periods.
- Select one primary and one comparative retailer/banner/store. Filter comparative retailer/banner on optional geography criteria (zip code, city, state, etc.).
- Select up to 10 bran.ds or up to 100 items (UPCs). Select up to 3 attributes. Display limited to 100 items.
- Measures are pre-determined.
- Select (optional) Same Store Sales Time Frame - 52, 56, 60 or 64 weeks. Selection option found under Measures.

Key Measures

Average Retail Price (ARP)
Price Comparison Index
Dollars
Average Dollars Per Store Selling

Report Tips: Select your over/under range (5, 10, 15 or 20) by using the slider bar under "Price Comparison Index Range" in the left navigation bar. *For example, if you select '5" as your range,* **"over"** *items will be any item with a Price Comparison Index >* 105. **"Under"** *items will be any item with a Price Comparison Index < 95.* **"Similar"** *items will have a range of 95 to 105. Other range selections adjust accordingly. A range MUST be selected in order for the Over/Under highlights and charts to display.*

Toggle easily between "Product View" and " Store View" by clicking the "Open Store/Product View" button in the left navigation bar. **Product View** compares multiple UPCs (items) between two geographies. **Store view** allows you to focus on how one UPC (item) compares across multiple geography selections. *(E.g. A banner compared to all stores within that banner).*

Report does NOT include new or uncoded items.