

# **QLD FUEL PRICING — LOCAL COMPETITION & REPRICING LAG (JAN–JUL 2025)**

Pricing & Revenue  
Analytics • SQLite +  
Tableau

# DATA & METHODS

Source: QLD Fuel Price Reporting (changes-only events), 2025-01 to 2025-07

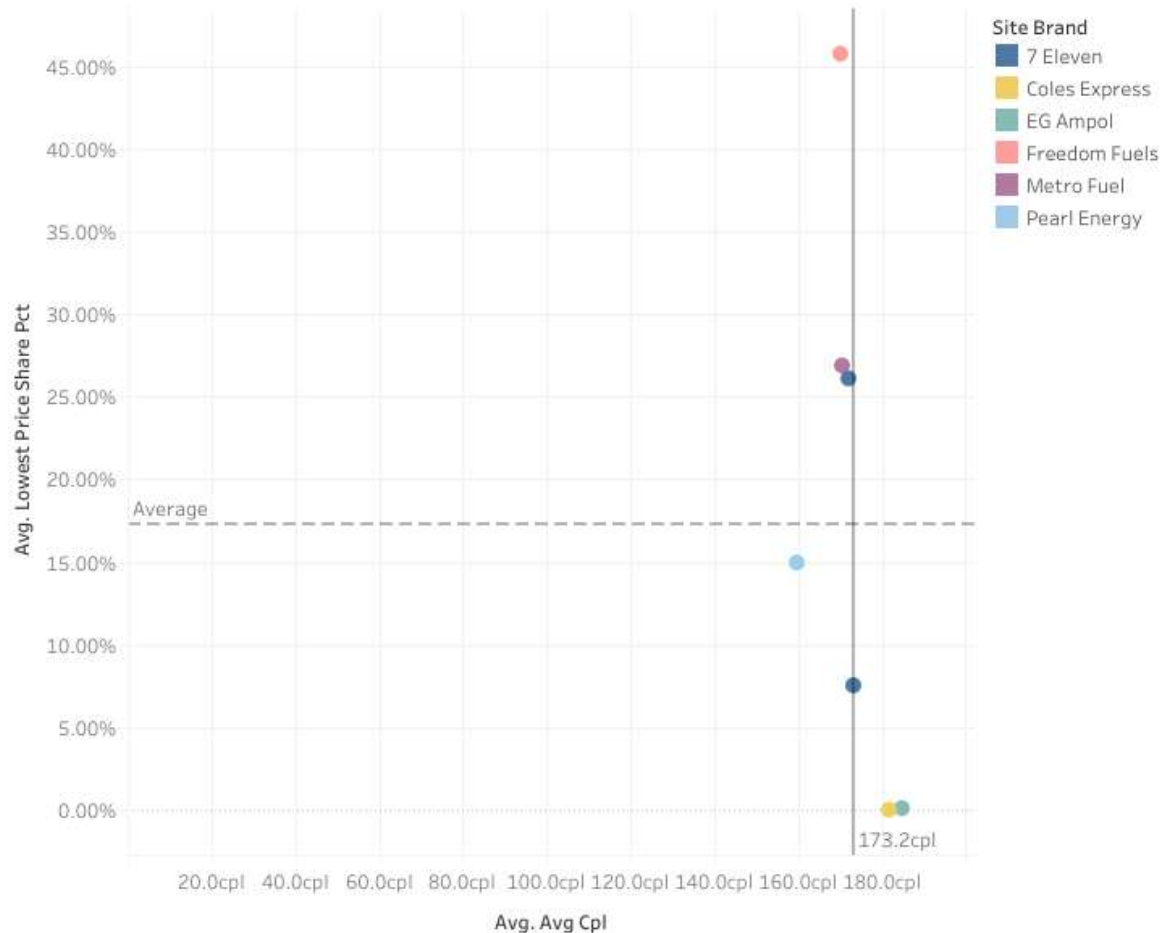
Cleaning: dedupe keys (SiteId, Fuel\_Type, TransactionDateutc), UTC→AEST, Price=9999 unavailable

Measures: price\_cpl = Price/10; outliers flagged by fuel bands

Indexes for speed; materialized events\_all; interval logic for time-weighted metrics

# LOCAL COMPETITIVE POSITION — AVG PRICE VS LOWEST-PRICE SHARE

Local Competitive Position — Lowest Price Share vs Avg cpl



# SHARE OF TIME AS LOCAL LOWEST — SITES

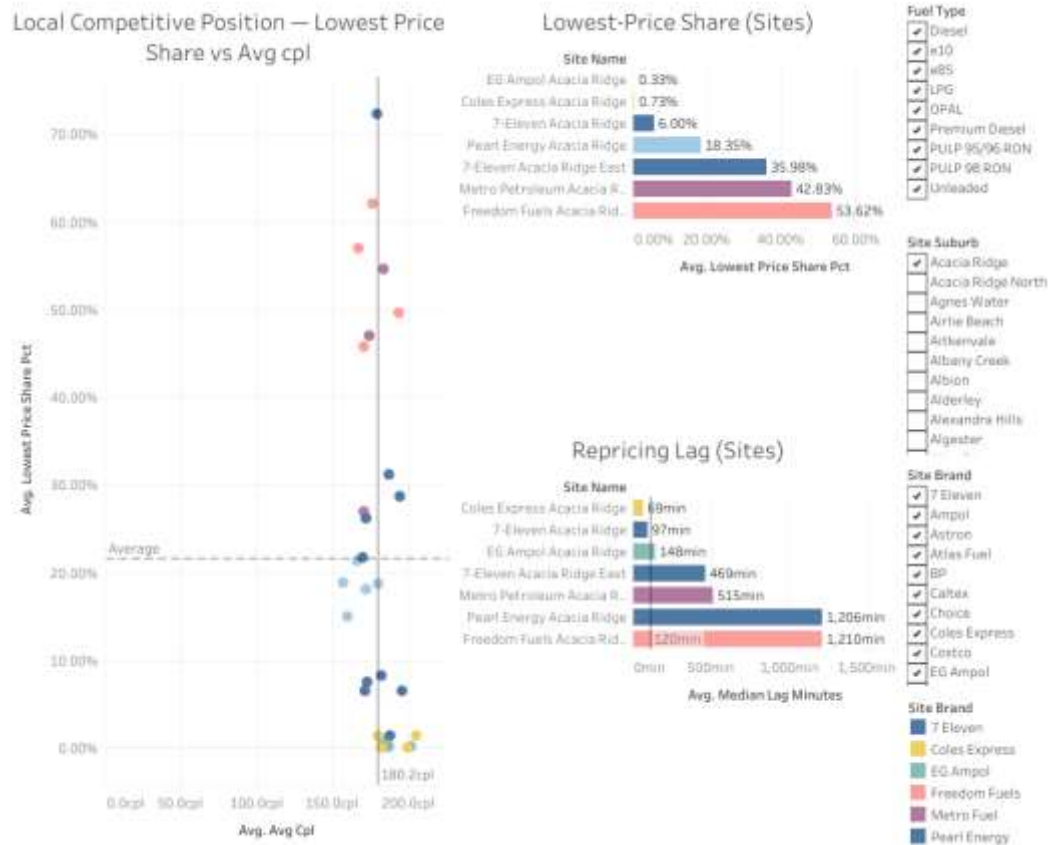
## Lowest-Price Share (Sites)



# REPRICING LAG — MEDIAN MINUTES BY SITE



# LIVE DASHBOARD: QLD FUEL PRICING — LOCAL COMPETITION & REPRICING LAG (JAN–JUL 2025)



# RECOMMENDED ACTIONS

Priorities sites with low lowest-price share & long lags for process review

Evaluate alerting/approval flows where lag  $> 120$  minutes

Use filters to compare like-for-like (same fuel, same suburb) before coaching

Track changes monthly; extend window and refine outlier bands