



HK ONLINE PRICE WATCH — COMPETITIVE PRICING SNAPSHOT

SQL + Tableau • Daily
snapshot (items sold by ≥ 2
retailers)

OVERVIEW

Business problem: Identify price-competitive retailers by category; assess promo undercutting.

Questions: Lowest-price share; Average Price Index (100 = market average); Promo vs non-promo undercutting.

Method: Clean → filter to items sold by ≥ 2 retailers → item-level index → category aggregation.

Dataset note: Public CSV is a single-day snapshot without dates; trends require daily capture.

KEY TAKEAWAYS (SNAPSHOT)

AEON leads lowest-price share in Personal care; AEON and DCHFOOD strong across food categories.

Avg Price Index clusters near 100; AEON and DCHFOOD often below 100 (more competitive).

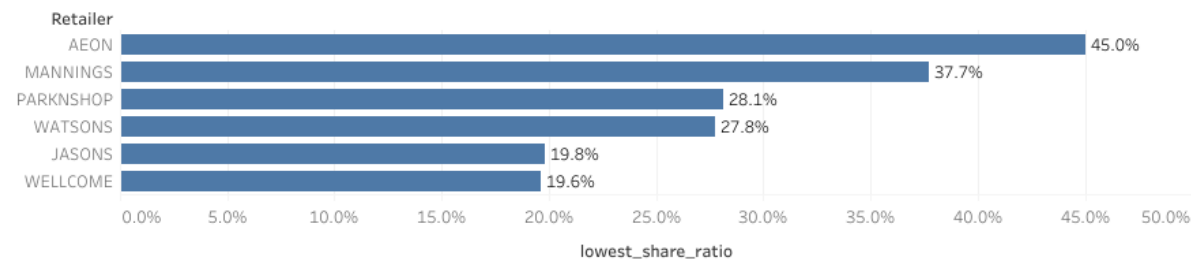
Promotions do not consistently deliver the lowest price; non-promo items often undercut as well.

Interpret retailer wins with item counts; extreme wins may reflect narrower overlaps.

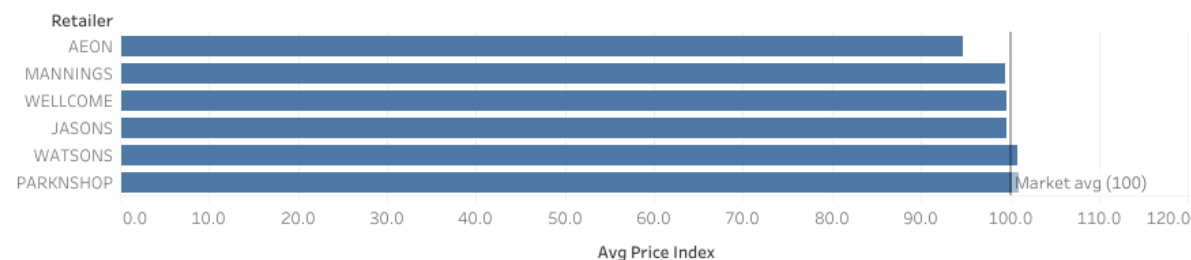
Use this snapshot to guide negotiations and to prioritize a time-series tracker next.

CATEGORY: PERSONAL CARE

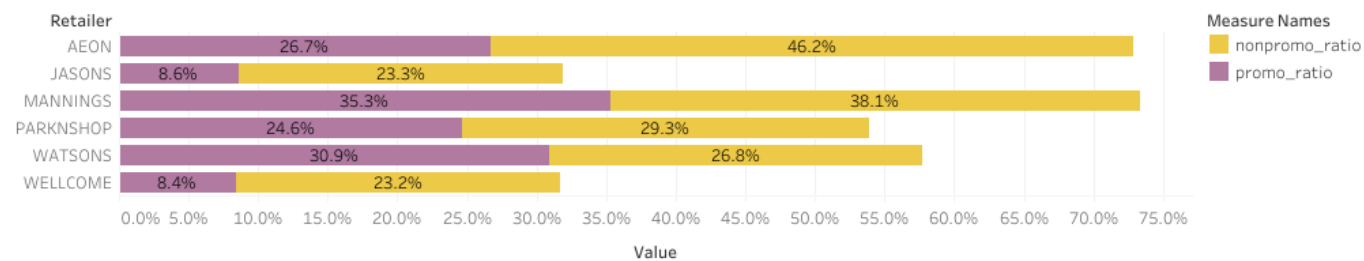
Lowest-price share by retailer



Average Price Index by retailer

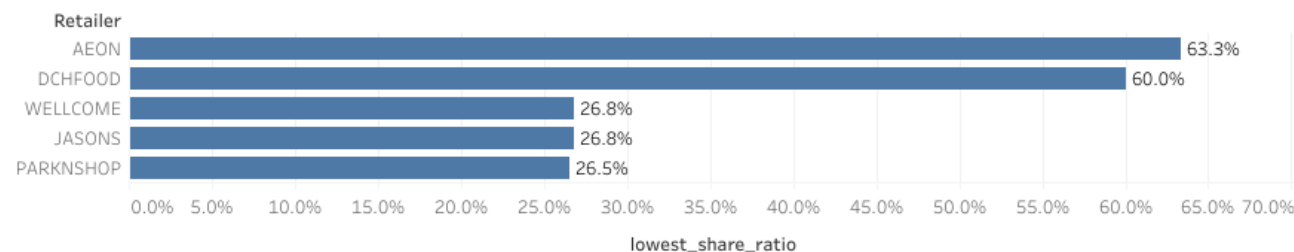


Promo vs Non-promo undercutting

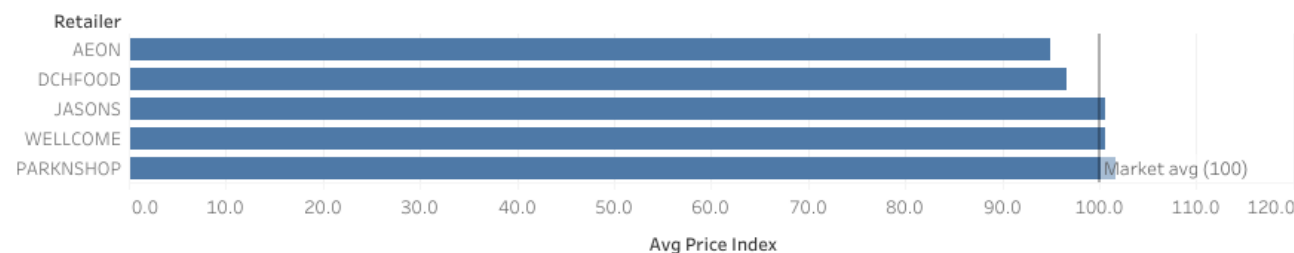


CATEGORY: NOODLES / COOKING NEEDS / PROCESSED FOOD (COLD)

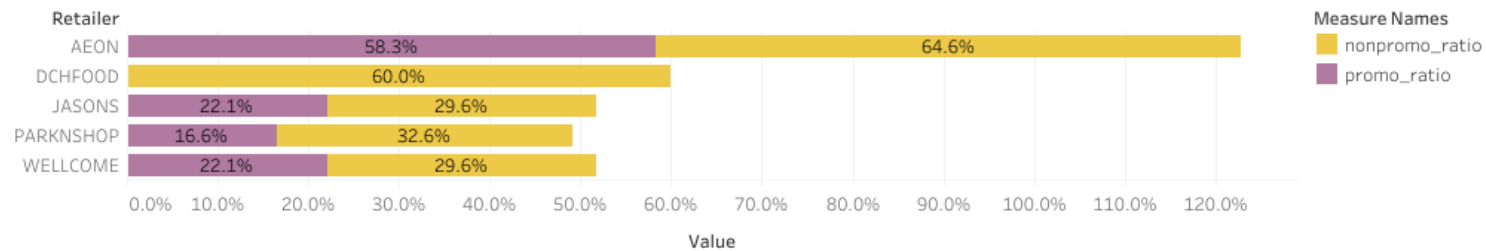
Lowest-price share by retailer



Average Price Index by retailer

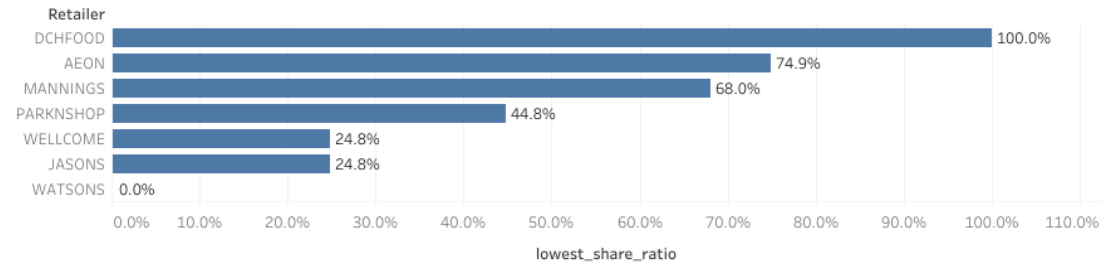


Promo vs Non-promo undercutting

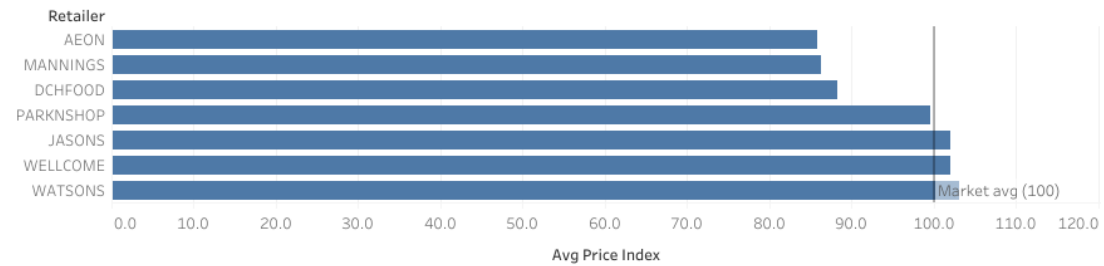


CATEGORY: CANDIES / BISCUITS / SNACKS

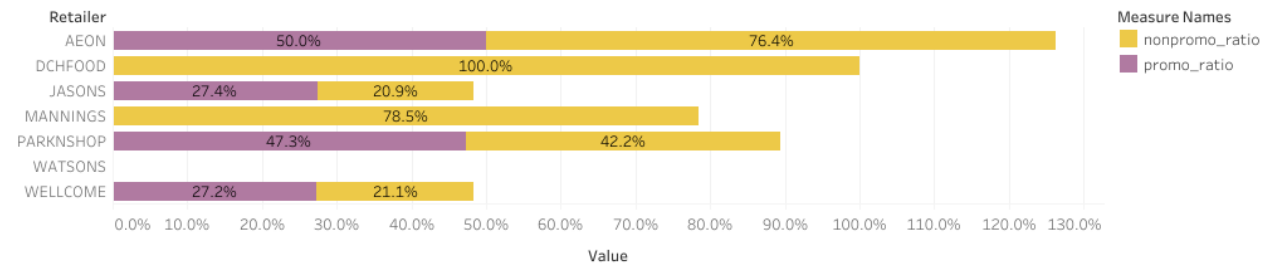
Lowest-price share by retailer



Average Price Index by retailer

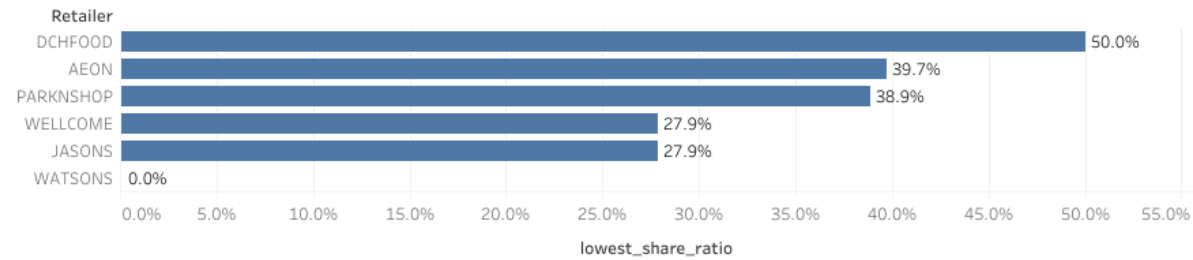


Promo vs Non-promo undercutting

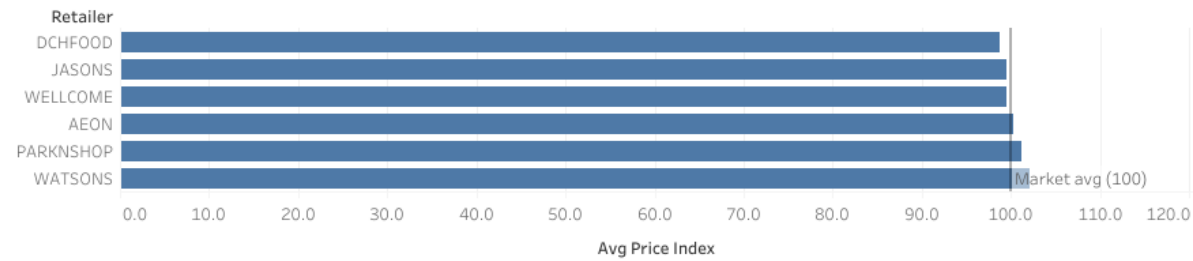


CATEGORY: DRINKS

Lowest-price share by retailer



Average Price Index by retailer



Promo vs Non-promo undercutting

