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Ventas (Litros)



Fecha 01/23/2022

Regular

Its.

Premium

Its.

Diesel

Its.

Guard

Precio Ponderado de la Competencia (PPC) ⓘ



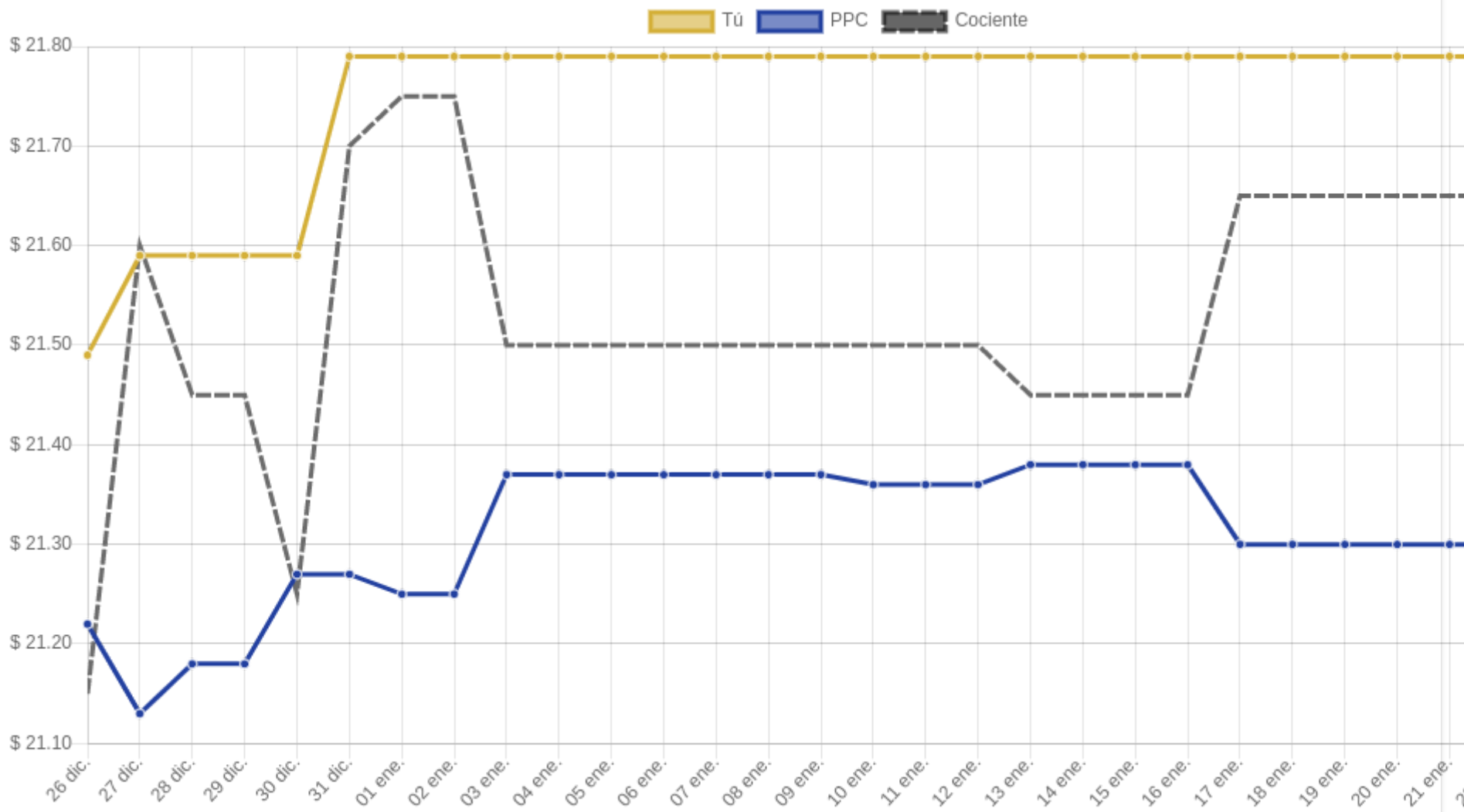
regular ✓

Ult. actualización: 24 enero 20

Estación	Servicio Automotriz Xola	Servicio Miramontes Sa	Grupo Macruz	Consortio Gasolinero Plus	PPC
Coef. Correlación ⓘ	0.30	0.26	0.24	0.11	=
% ponderación	33 %	28 %	26 %	12 %	100 %
Actual	\$ 20.69	\$ 21.45	\$ 21.59	\$ 22.19	\$ 21.30
23-ene.	\$ 20.69	\$ 21.39	\$ 21.59	\$ 22.19	\$ 21.30

Seleccionar periodo:

Últimos 30 días ✓



Cociente de Precios ⓘ

regular ✓

Ult. actualización: 24 enero 20

Cociente Actual	=	Precio Tú	\$ 21.79	=	1.023
		PPC	\$ 21.31		

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Seleccionar periodo: Últimos 90 días

Cociente Precio	Precio Tú		PPC	Venta
< 1	-	<	-	-
= 1	-	=	-	-
> 1	\$ 21.43	>	\$ 20.88	-

Elasticidad Precio Demanda regular

Día Anterior

Precio	Cociente	Venta	Margen	Ganancia
\$ 21.79	1.023	17,788 lts.	\$ 1.29	\$ 23,018

Simulador

Δ Precio	Δ Cociente	Δ Venta	Δ Margen	Δ Ganancia
\$ 0.11	- \$.005 +	-1,073 lts.	\$ 0.11	\$ 393

Curva de Demanda - Precio Recomendado regular

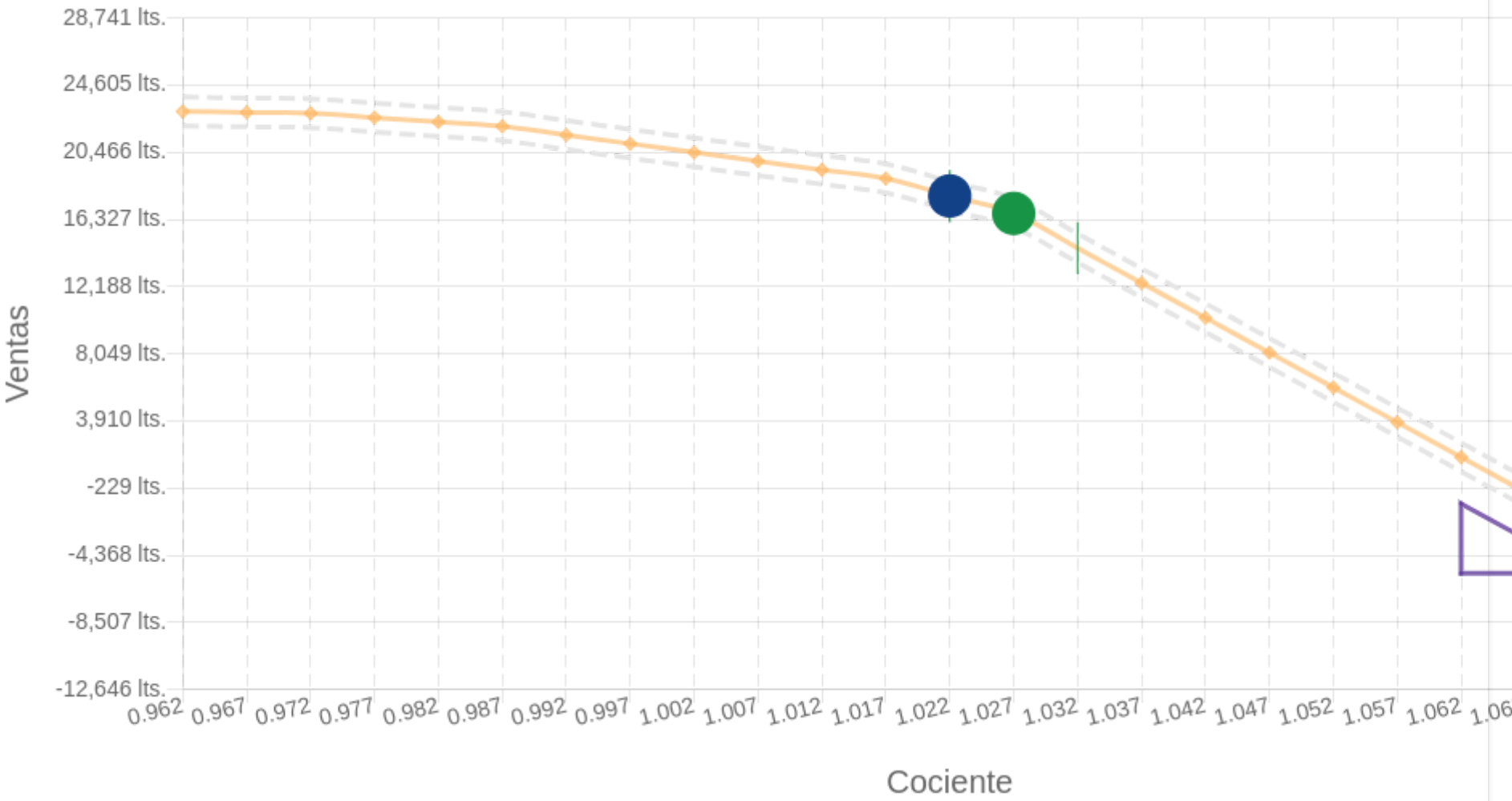
Actual Recomendado Actual=Recomendado

Se establece un margen bruto mínimo de \$0.60 para cubrir costos operativos

	Precio	PPC	Cociente	Prom. Ventas	Rango Min.	Rango Máx.	Margen	Ganancia
1	\$ 21.26	\$ 21.32	0.997	21,008 lts.	20,118 lts.	21,897 lts.	\$ 0.76	\$ 15,986
2	\$ 21.36	\$ 21.32	1.002	20,471 lts.	19,582 lts.	21,360 lts.	\$ 0.87	\$ 17,760
3	\$ 21.47	\$ 21.32	1.007	19,934 lts.	19,045 lts.	20,824 lts.	\$ 0.97	\$ 19,420
4	\$ 21.58	\$ 21.32	1.012	19,398 lts.	18,508 lts.	20,287 lts.	\$ 1.08	\$ 20,965
5	\$ 21.68	\$ 21.32	1.017	18,861 lts.	17,972 lts.	19,750 lts.	\$ 1.19	\$ 22,396
6	\$ 21.79	\$ 21.32	1.022	17,788 lts.	16,898 lts.	18,677 lts.	\$ 1.29	\$ 23,018
7	\$ 21.90	\$ 21.32	1.027	16,714 lts.	15,825 lts.	17,604 lts.	\$ 1.40	\$ 23,411
8	\$ 22.00	\$ 21.32	1.032	14,568 lts.	13,678 lts.	15,457 lts.	\$ 1.51	\$ 21,958
9	\$ 22.11	\$ 21.32	1.037	12,421 lts.	11,532 lts.	13,311 lts.	\$ 1.61	\$ 20,047
10	\$ 22.22	\$ 21.32	1.042	10,275 lts.	9,385 lts.	11,164 lts.	\$ 1.72	\$ 17,678
11	\$ 22.32	\$ 21.32	1.047	8,128 lts.	7,239 lts.	9,017 lts.	\$ 1.83	\$ 14,851
12	\$ 22.43	\$ 21.32	1.052	5,981 lts.	5,092 lts.	6,871 lts.	\$ 1.93	\$ 11,567
13	\$ 22.54	\$ 21.32	1.057	3,835 lts.	2,945 lts.	4,724 lts.	\$ 2.04	\$ 7,824
14	\$ 22.64	\$ 21.32	1.062	1,688 lts.	799 lts.	2,577 lts.	\$ 2.15	\$ 3,624
15	\$ 22.75	\$ 21.32	1.067	-459 lts.	-1,348 lts.	431 lts.	\$ 2.25	\$ -1,034
16	\$ 22.86	\$ 21.32	1.072	-2,605 lts.	-3,495 lts.	-1,716 lts.	\$ 2.36	\$ -6,149
17	\$ 22.96	\$ 21.32	1.077	-4,752 lts.	-5,641 lts.	-3,862 lts.	\$ 2.47	\$ -11,722
18	\$ 23.07	\$ 21.32	1.082	-6,898 lts.	-7,788 lts.	-6,009 lts.	\$ 2.57	\$ -17,753

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Curva de Demanda



Curva de Ganancias

