



## Calendario Mensual - enero 2026

Local: Alajuela | KPI: Ventas | Canal: Todos

Generado: 15/2/2026  
Soporte Técnico

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| AÑO                              | LOCAL                            | KPI                              | CANAL                            | COMPARAR CON                     | TIPO AÑO                         |           |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|-----------|
| 2026                             | Alajuela                         | Ventas                           | Todos                            | Presupuesto                      | Natural                          |           |
| L                                | K                                | M                                | J                                | V                                | S                                |           |
|                                  |                                  |                                  | 1                                | 2                                | 3                                |           |
|                                  |                                  |                                  | P: ₡ 1 993 067<br>R: ₡ 2 858 144 | P: ₡ 2 418 958<br>R: ₡ 2 220 288 | P: ₡ 2 254 085<br>R: ₡ 1 770 199 |           |
|                                  |                                  |                                  | 143.4%                           | 91.8%                            | 78.5%                            |           |
| 5                                | 6                                | 7                                | 8                                | 9                                | 10                               |           |
| P: ₡ 1 771 244<br>R: ₡ 2 291 834 | P: ₡ 2 012 318<br>R: ₡ 1 913 416 | P: ₡ 2 913 629<br>R: ₡ 1 972 262 | P: ₡ 1 892 003<br>R: ₡ 1 877 225 | P: ₡ 1 895 536<br>R: ₡ 1 930 838 | P: ₡ 2 545 306<br>R: ₡ 1 123 062 |           |
| 129.4%                           | 95.1%                            | 67.7%                            | 99.2%                            | 101.9%                           | 44.1%                            |           |
| 12                               | 13                               | 14                               | 15                               | 16                               | 17                               |           |
| P: ₡ 2 640 846<br>R: ₡ 1 718 090 | P: ₡ 1 874 121<br>R: ₡ 1 691 921 | P: ₡ 1 620 025<br>R: ₡ 1 926 020 | P: ₡ 1 940 720<br>R: ₡ 2 175 669 | P: ₡ 1 982 735<br>R: ₡ 2 314 871 | P: ₡ 2 275 537<br>R: ₡ 2 603 064 |           |
| 65.1%                            | 90.3%                            | 118.9%                           | 112.1%                           | 116.8%                           | 114.4%                           |           |
| 19                               | 20                               | 21                               | 22                               | 23                               | 24                               |           |
| P: ₡ 1 830 655<br>R: ₡ 1 659 884 | P: ₡ 1 518 925<br>R: ₡ 1 751 464 | P: ₡ 2 148 336<br>R: ₡ 1 904 185 | P: ₡ 1 516 985<br>R: ₡ 1 942 665 | P: ₡ 1 996 627<br>R: ₡ 2 028 297 | P: ₡ 2 285 813<br>R: ₡ 2 728 071 |           |
| 90.7%                            | 115.3%                           | 88.6%                            | 128.1%                           | 101.6%                           | 119.3%                           |           |
| 26                               | 27                               | 28                               | 29                               | 30                               | 31                               |           |
| P: ₡ 1 533 809<br>R: ₡ 1 661 518 | P: ₡ 2 031 278<br>R: ₡ 1 751 331 | P: ₡ 1 763 892<br>R: ₡ 1 237 742 | P: ₡ 1 913 071<br>R: ₡ 1 939 244 | P: ₡ 1 917 812<br>R: ₡ 2 011 767 | P: ₡ 2 285 813<br>R: ₡ 2 444 713 |           |
| 108.3%                           | 86.2%                            | 70.2%                            | 101.4%                           | 104.9%                           | 107.0%                           |           |
| P ₡ 7.8M                         | P ₡ 7.4M                         | P ₡ 8.4M                         | P ₡ 9.3M                         | P ₡ 10.2M                        | P ₡ 11.6M                        | P ₡ 9.0M  |
| R ₡ 7.3M                         | R ₡ 7.1M                         | R ₡ 7.0M                         | R ₡ 10.8M                        | R ₡ 10.5M                        | R ₡ 10.7M                        | R ₡ 9.2M  |
| PA ₡ 7.8M                        | PA ₡ 7.4M                        | PA ₡ 8.4M                        | PA ₡ 9.3M                        | PA ₡ 10.2M                       | PA ₡ 11.6M                       | PA ₡ 9.0M |
| 94%                              | 96%                              | 83%                              | 117%                             | 103%                             | 92%                              | 101%      |

## Análisis de Comportamiento

Desempeño semanal y por día

### COMPORTAMIENTO DÍA SEMANA

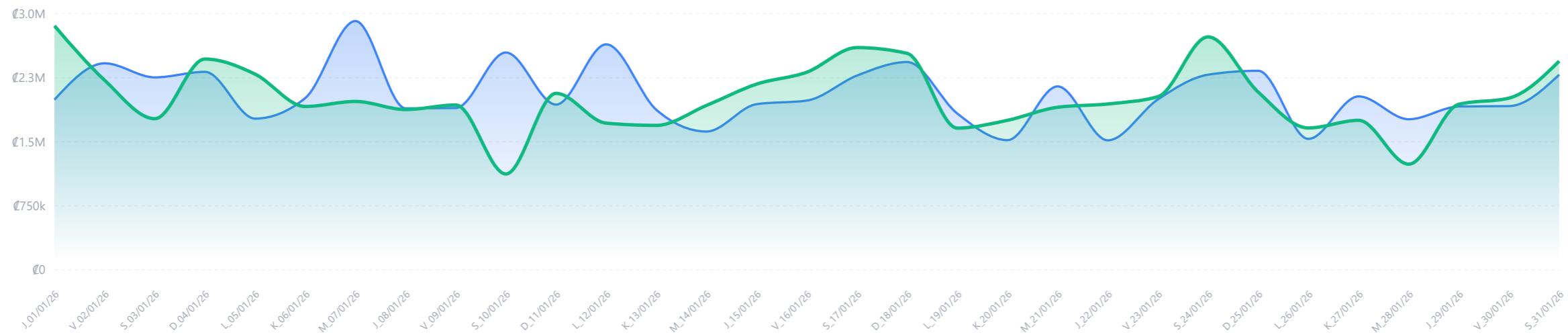
| DÍA       | PPTO   | REAL   | DIFF % | CREC % |
|-----------|--------|--------|--------|--------|
| Lunes     | ₡7.8M  | ₡7.3M  | -5.7%  | -18.9% |
| Martes    | ₡7.4M  | ₡7.1M  | -4.4%  | -6.6%  |
| Miércoles | ₡8.4M  | ₡7.0M  | -16.6% | -4.2%  |
| Jueves    | ₡9.3M  | ₡10.8M | +16.6% | 10.1%  |
| Viernes   | ₡10.2M | ₡10.5M | +2.9%  | 14.1%  |
| Sábado    | ₡11.6M | ₡10.7M | -8.4%  | 5.0%   |
| Domingo   | ₡9.0M  | ₡9.2M  | +1.5%  | -1.9%  |

### COMPORTAMIENTO DE SEMANAS

| SEMANA | PPTO   | REAL   | DIFF % | CREC % |
|--------|--------|--------|--------|--------|
| W1     | ₡15.7M | ₡15.5M | -1.2%  | -0.8%  |
| W2     | ₡14.4M | ₡12.3M | -14.4% | -12.5% |
| W3     | ₡14.1M | ₡14.9M | +5.8%  | +6.3%  |
| W4     | ₡13.5M | ₡13.4M | -0.2%  | +0.1%  |
| W5     | ₡6.1M  | ₡6.4M  | +4.6%  | +20.8% |

## Tendencia Diaria

Real  Presupuesto  Año Anterior  Año Anterior Ajust.



### Información de Comparaciones

- **Año Anterior:** Compara día natural 1 con 1 (ej: 1 de enero 2026 vs 1 de enero 2025)
- **Año Anterior Ajustado:** Compara día de la semana lunes con lunes (ej: todos los lunes de enero 2026 vs todos los lunes de enero 2025)
- **PA:** Presupuesto Acumulado