

PRODUCTS REVIEW



Graph interpretation

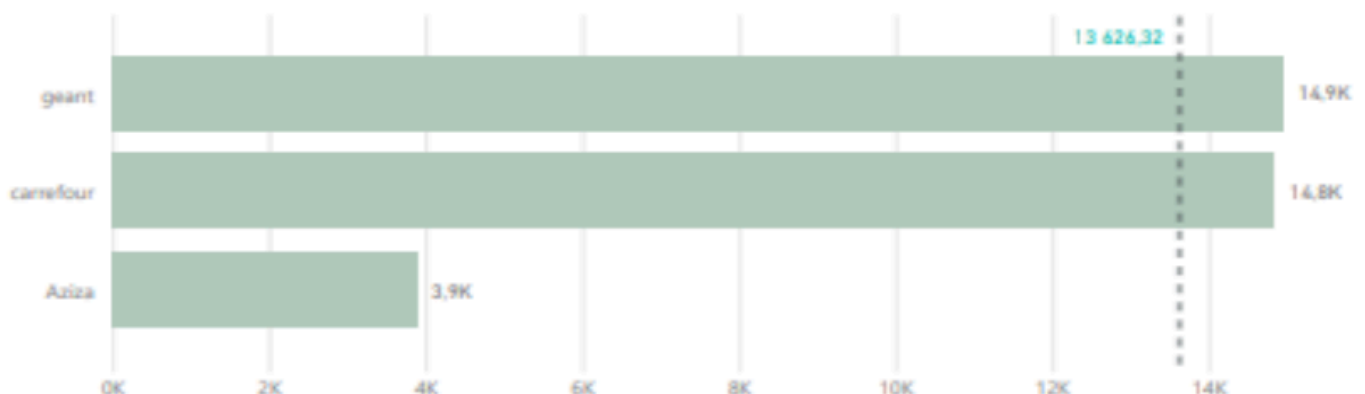
The graph compares average prices across different sources, with "giant" (14.9K) and "camelour" (14.8K) showing premium pricing, while "Aziza" is significantly lower (3.9K). The scale (0K-14K) highlights a stark price dichotomy between high-end and budget sources. The 13,426.32 reference point suggests a market benchmark or outlier.



Action to take

Leverage the premium positioning of "giant" and "camelour" (14K+) by bundling exclusive services, while using "Aziza" (3.9K) to capture budget-conscious buyers. Analyze the 13,426.32 benchmark to refine mid-tier pricing strategies. Implement tactical discounts or loyalty perks to bridge the gap between price segments without eroding brand value.

Prix moyen par source





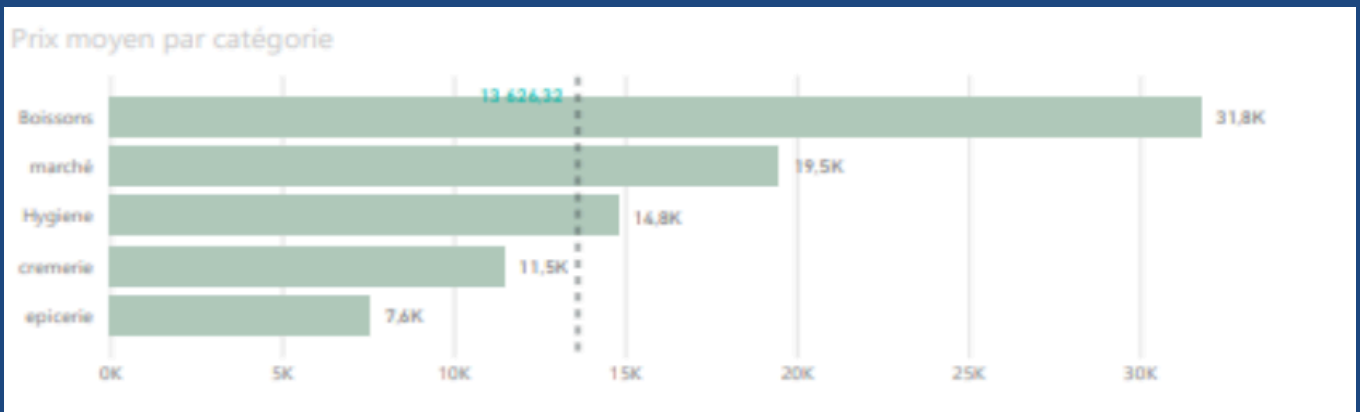
Graph interpretation

The graph displays average prices by product category, with "Boissons" (Drinks) at the top (€31.8K), followed by "Hygiène" (€15.5K) and "Crémerie" (Dairy, €14.8K). "Épicerie" (Groceries) shows the lowest average price (€5K). The wide range (€5K–€31.8K) indicates significant price stratification across categories, likely reflecting varying product types, brands, or quality tiers within each segment.



Action to take

Capitalize on high-value categories like "Boissons" and "Hygiène" by emphasizing premium quality, while promoting "Crémerie" as a balanced mid-range option. Use "Épicerie's" low prices to attract budget shoppers, then cross-sell higher-margin products. Regularly review pricing outliers (e.g., €31.8K drinks) to ensure competitiveness. Adjust promotions and bundling strategies to optimize profitability across all categories.





Graph interpretation

The table reveals significant price disparities between retailers, with Géant commanding a 285.28% premium over Aziza, while Aziza maintains a 73.87% price advantage over Carrefour. Notably, Géant and Carrefour are nearly price-competitive (0.01% gap), suggesting intense rivalry. These contrasts highlight distinct market positioning—Géant as premium, Aziza as mid-tier, and Carrefour as a price-competitive alternative.



Action to take

Address Géant's steep price gap vs Aziza (285%) by reinforcing premium differentiators or strategic discounts. Capitalize on Aziza's 74% lead over Carrefour with targeted promotions, while Carrefour should exploit its price parity with Géant to attract switchers. Monitor trends to preempt price wars

Label	Ecart_Selection	Alerte_Selection	Ecart_Selection_Pourcent
Aziza vs Carrefour	0,74	⚠️	73.87%
Géant vs Aziza	2,85	⚠️	285.28%
Géant vs Carrefour	0,01	✅	0.69%



Graph interpretation

The data shows a total of 12,650 products with an average price gap of 2.78 units between them, while the displayed value of 13,630 likely represents the highest price tier or a benchmark. The relatively small average price gap (2.78) suggests generally stable pricing across most products, with outliers potentially existing in the 13.63K range.



Action to take

Analyze the 13.63K premium products to identify high-value opportunities while maintaining stable pricing (2.78 avg gap) for core offerings. Leverage this balance—promoting price consistency for volume sales while strategically positioning premium-tier items to boost margins. Regularly review pricing structures to ensure competitiveness across all segments.

Prix moyen global

13,63K



Nombre total des produits

12,65K



Moyenne écart prix produit

2,78

