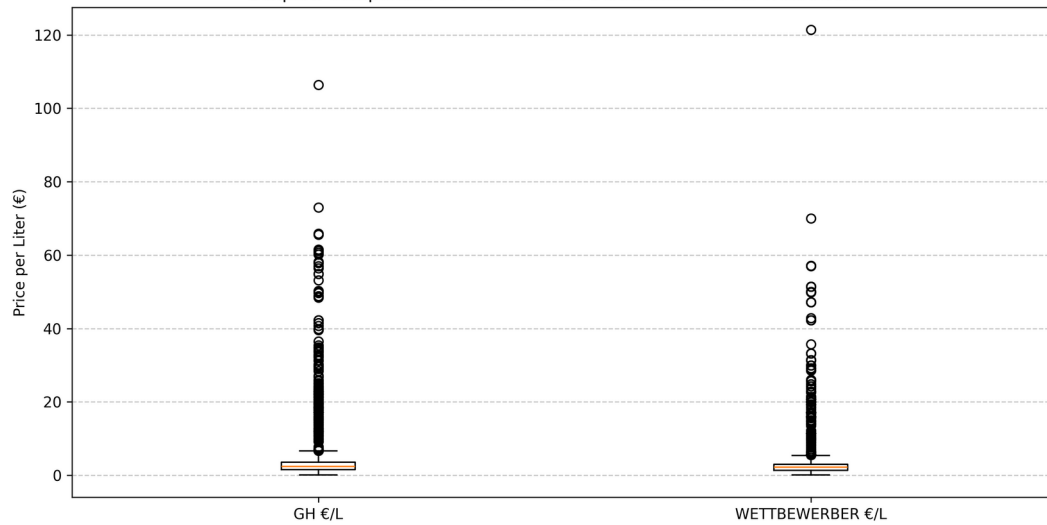
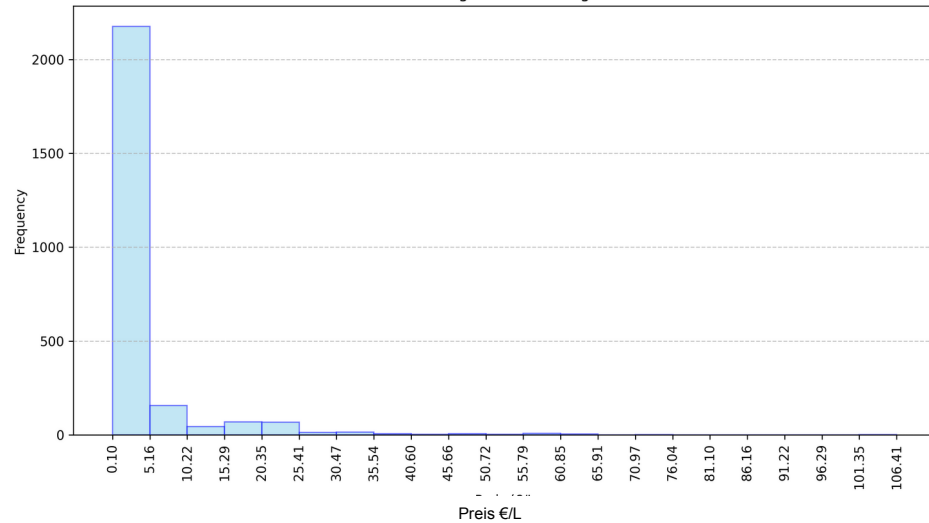


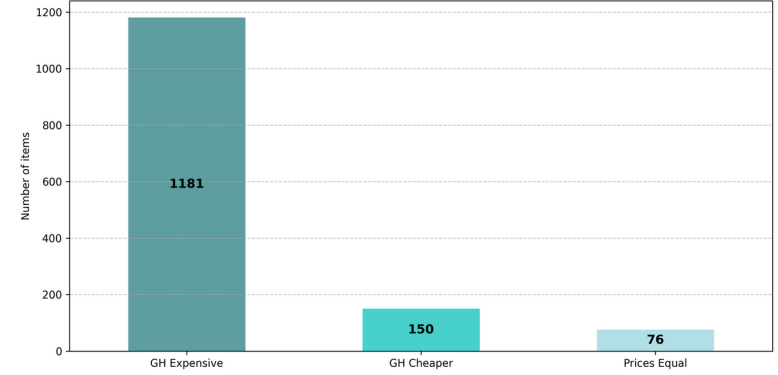
Boxplot: Comparison of Price Per Liter Distribution GH vs. Wettbewerber



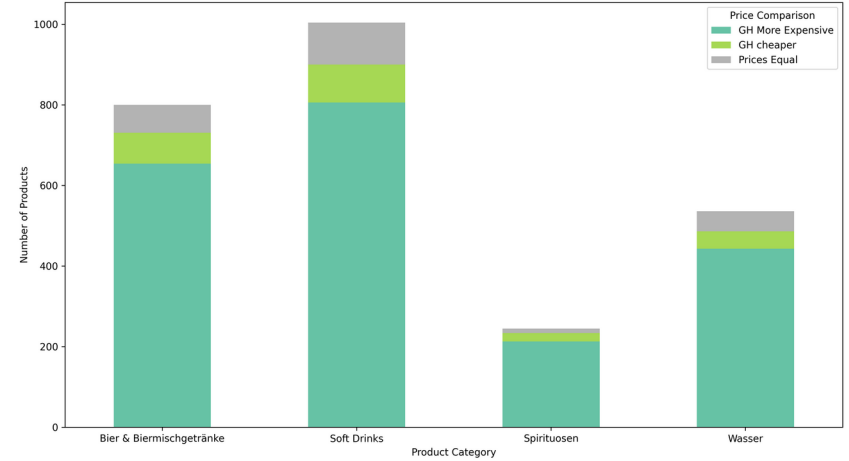
Histogram: GH Pricing



Average Item Pricing per Liter Comparison GH vs Competitors



Price Comparison Distribution per Category



price\_comparison GH Expensive HG Cheaper Prices Equal

## KATEGORIE

Bier & Biermischgetränke	83.94%	10.64%	5.42%
Soft Drinks	84.06%	10.16%	5.78%
Spirituosen	82.88%	14.41%	2.7%
Wasser	84.12%	10.14%	5.74%

# Compare Top 10 Outliers in GH-Price vs. Competitors-Price

Total Number of *GH* price outliers is **248** and *Competitor* price outliers is **292**

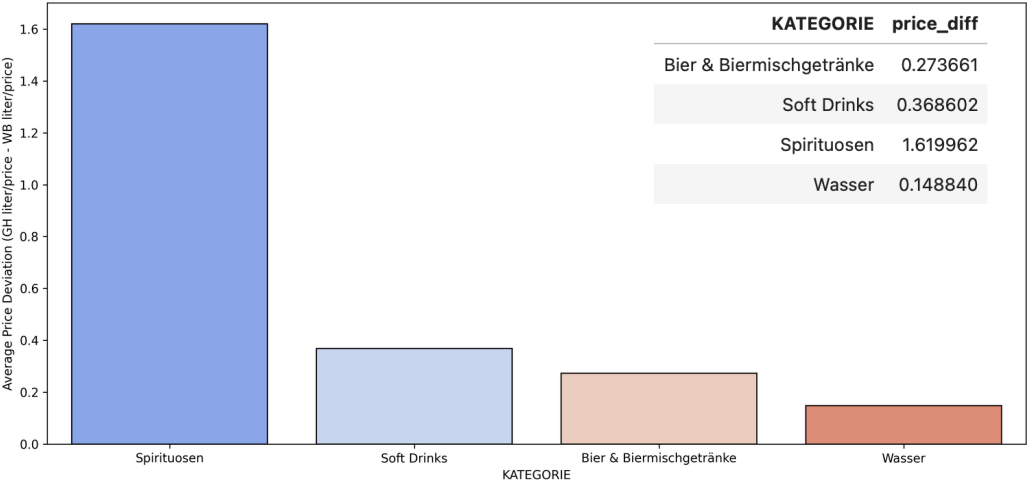
GH

KATEGORIE	ARTIKELNAME	count	mean
Spirituosen	The Macallan Double Cask Highland Single Malt	1.000000	106.410000
Spirituosen	Knut Hansen Dry Gin 0,5l	1.000000	72.980000
Spirituosen	Glenmorangie Highland Single Malt Scotch Whis	3.000000	65.700000
Spirituosen	Butocal Reserva Exclusiva Rum 0,7l	3.000000	61.130000
Spirituosen	Talisker Skye Single Malt Scotch Whisky 0,7l	1.000000	60.130000
Spirituosen	Jägermeister Manifest 0,5l	3.000000	57.780000
Spirituosen	Hennessy V.S Cognac 0,7l	3.000000	57.363333
Spirituosen	Underberg 4x20ml	2.000000	54.870000
Spirituosen	Suntory Toki Japanischer Blended Whisky 0,7l	1.000000	53.130000
Spirituosen	Glenfiddich 12 Years 0,7l	3.000000	50.130000

Wetbewerber

KATEGORIE	ARTIKELNAME	count	mean
Spirituosen	The Macallan Double Cask Highland Single Malt	1.000000	121.410000
Spirituosen	Knut Hansen Dry Gin 0,5l	1.000000	69.980000
Spirituosen	Butocal Reserva Exclusiva Rum 0,7l	3.000000	57.130000
Spirituosen	Talisker Skye Single Malt Scotch Whisky 0,7l	1.000000	57.000000
Spirituosen	Hennessy V.S Cognac 0,7l	3.000000	51.410000
Spirituosen	Glenfiddich 12 Years 0,7l	3.000000	50.463333
Spirituosen	Glenmorangie Highland Single Malt Scotch Whis	3.000000	49.990000
Spirituosen	Jägermeister Manifest 0,5l	3.000000	49.980000
Spirituosen	Underberg 4x20ml	2.000000	49.880000
Spirituosen	Hendrick's Gin 0,7l	3.000000	47.130000

Average Price Deviation by Product Group



Scatter Plot: Price per Liter GH vs. Wetbewerber

