

favo

PRICING DASHBOARD

Filtros

9.7%
Dcto Prom. FAVO

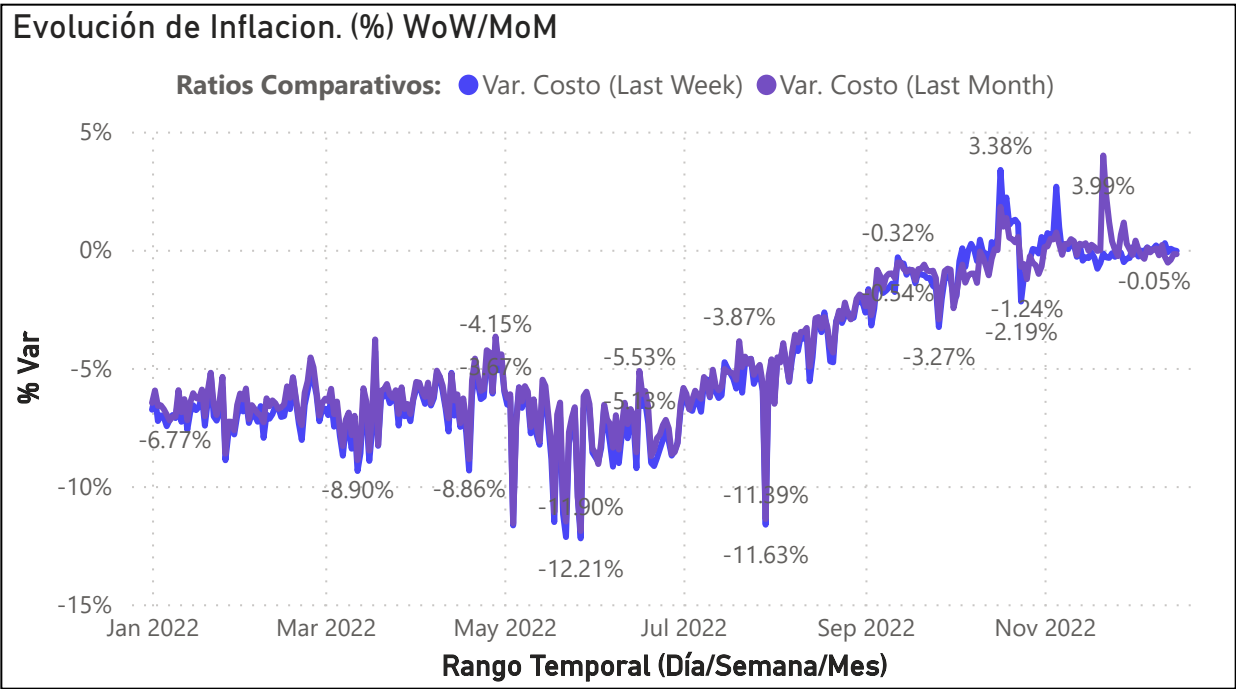
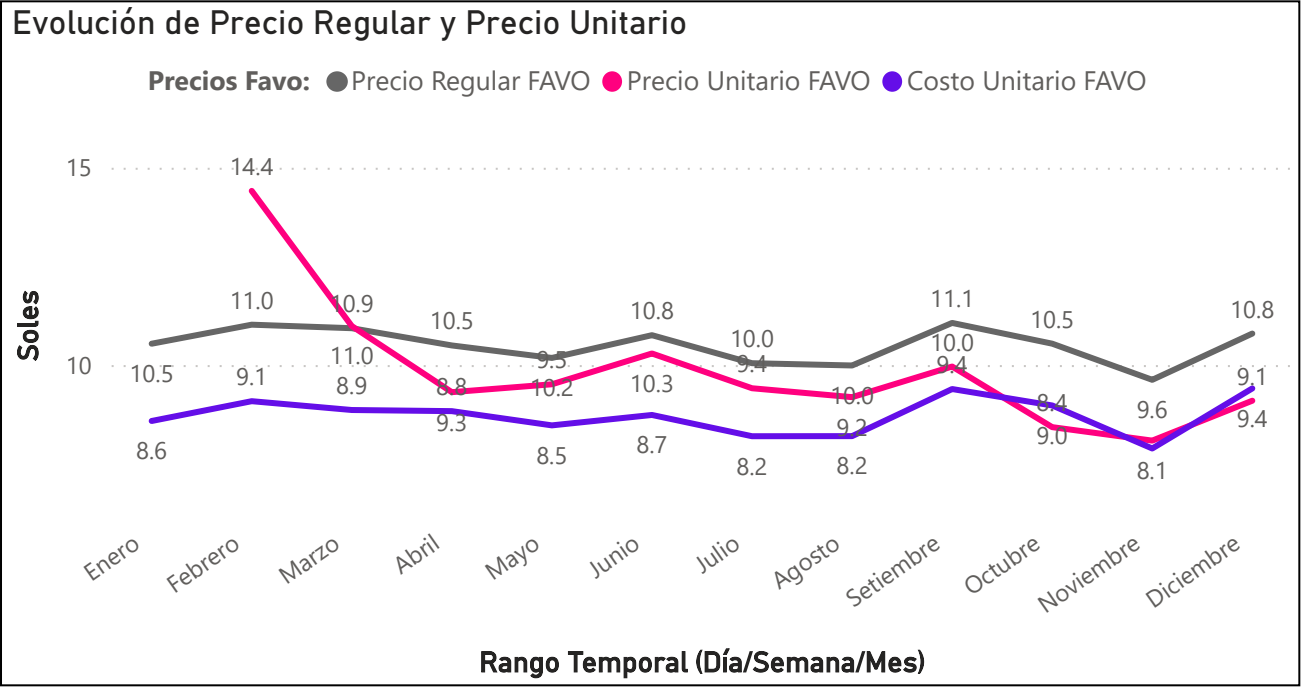
-5.3%
Var. Costo (Last Week)

-5.1%
Var. Costo (Last Month)

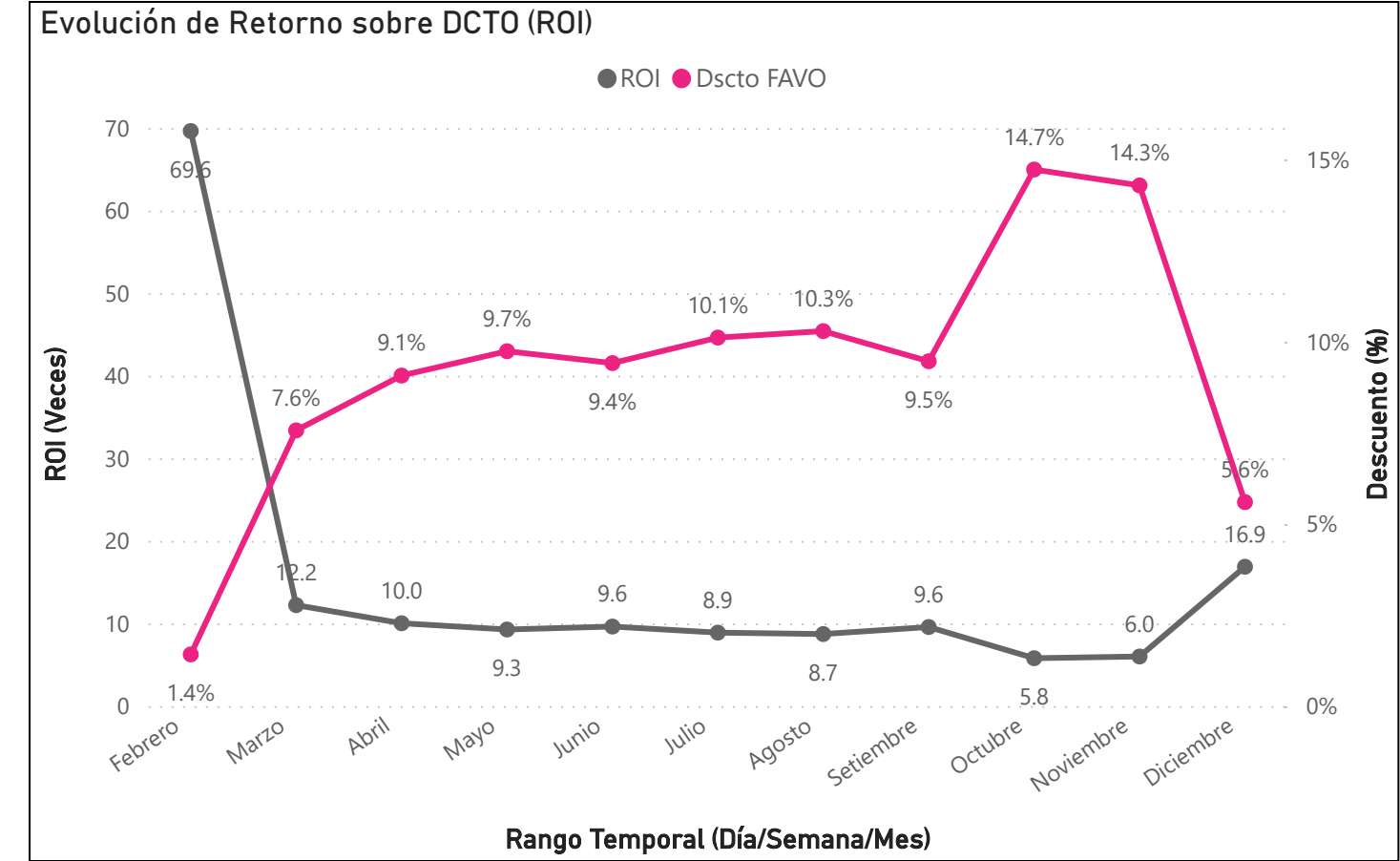
9.3
ROI - Descuento

Evolución Comparativa - FAVO

PrecioCosto



Detalle del Retorno sobre inversión en Descuentos - FAVO



Mes	Venta P&L	% Dcto FAVO	Dcto Valorizado	Retorno (ROI)
Diciembre	1,611,966.58	5.60%	341,535.98	16.87
Noviembre	2,346,261.11	14.29%	469,534.53	6.00
Octubre	2,200,452.02	14.73%	422,608.70	5.79
Setiembre	2,497,219.04	9.46%	401,868.89	9.57
Agosto	2,568,686.60	10.29%	477,676.64	8.72
Julio	2,587,249.63	10.11%	433,404.59	8.89
Junio	2,788,904.14	9.41%	435,425.16	9.62
Mayo	3,300,717.87	9.74%	507,853.39	9.27
Abril	3,184,747.61	9.07%	447,162.82	10.02
Marzo	4,611,703.53	7.57%	693,787.23	12.22
Febrero	5,273,665.97	1.42%	545,454.87	69.63
Enero	6,356,814.79			
Total	39,328,388.89	9.68%	6,498,893.99	9.33

Detalle de Precios según Atributos - FAVO

CATEGORY	Venta P&L	Venta P&L - Pack	Unidades	Unidades - Pack	Precio Unitario FAVO	Precio Regular FAVO	Precio Unitario - (M-1)	Precio Unitario - (M-1) - Pack
TIENDA FAVO	7,952.62		527.00		15.09	15.67	15.16	
SALSAS, CREMAS Y CONDIMENTOS	814,956.95	12,747.32	161,489.00	1,998.00	5.05	5.36	6.30	
REPOSTERÍA	350,649.09		71,961.00		4.87	5.15	5.44	
PIQUEOS Y SNACKS	196,782.54	869.50	31,101.00	257.00	6.33	6.52	6.86	
PANADERÍA Y PASTELERÍA	885,965.96	21,083.18	78,175.00	5,943.00	11.33	11.49	12.91	
MUNDO SALUDABLE	232,981.82	1,410.63	16,498.00	798.00	14.12	14.61	15.60	
MUNDO BEBÉ	1,896,575.73	467,810.46	60,232.00	9,383.00	31.49	33.09	35.06	
MASCOTAS	389,107.82		13,811.00		28.17	29.24	30.75	
LIMPIEZA	7,315,658.40	417,360.14	428,200.00	19,857.00	17.08	18.06	19.01	
LIBRERÍA	220,466.45		23,758.00		9.28	9.81	10.28	
LÁCTEOS	6,229,671.03	23,848.46	567,069.00	2,628.00	10.99	11.31	12.51	
JUGUETERÍA	44,849.36		1,971.00		22.75	25.14	23.87	
HOGAR	552,218.81	50.70	15,530.00	4.00	35.56	39.32	36.95	
FRUTAS Y VERDURAS	966,271.80		267,951.00		3.61	3.76	4.39	
FIAMBRES Y QUESOS	578,772.69	29,812.07	82,986.00	11,697.00	6.97	7.37	7.57	
DESAYUNOS	925,413.71	64,608.22	177,487.00	47,062.00	5.21	5.71	6.30	
CUIDADO PERSONAL	2,288,977.04	36,889.24	166,747.00	3,796.00	13.73	14.76	15.54	
CONGELADOS	553,951.33	7,896.15	48,815.00	1,837.00	11.35	11.78	11.98	
CONFITERÍA	1,260,952.32	160,648.89	342,788.00	58,467.00	3.68	4.12	4.33	
COMIDAS PREPARADAS	90,253.33		15,303.00		5.90	6.18	6.31	
CERVEZAS Y LICORES	2,105,638.40	180,789.41	104,496.00	12,117.00	20.15	21.22	21.96	
CARNES Y POLLOS	1,030,879.33	7,280.81	54,876.00	592.00	18.79	19.06	20.94	
BEBIDAS NO ALCOHÓLICAS	2,257,192.39	47,155.99	273,704.00	10,200.00	8.25	8.60	9.09	
BAZAR	188,463.01	323.96	13,654.00	146.00	13.80	15.36	13.57	
ABARROTES BASICOS	7,943,786.96	514,045.30	892,796.00	82,788.00	8.90	9.17	9.95	
Total	39,328,388.89	1,994,630.43	3,911,925.00	269,570.00	10.05	10.53	11.32	

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PRICING DASHBOARD

Filtros

6.7%
Dcto Prom. FAVO

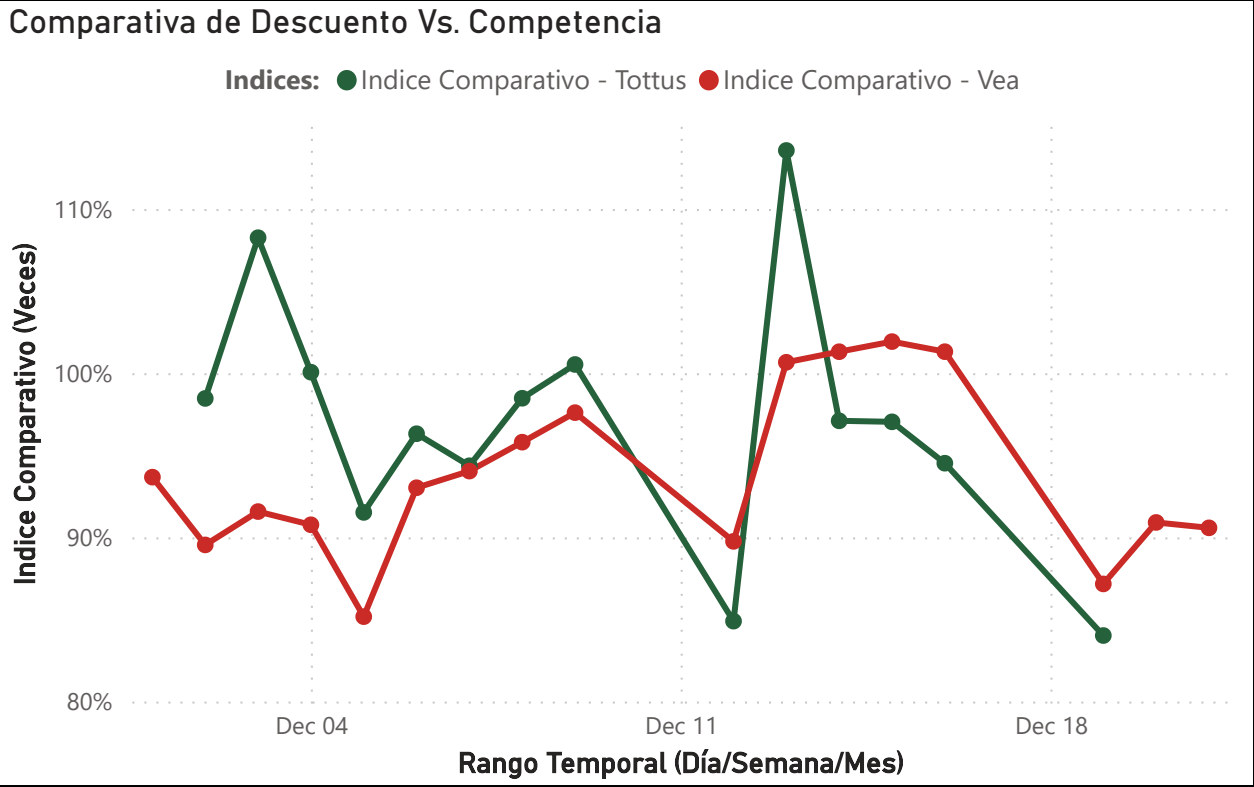
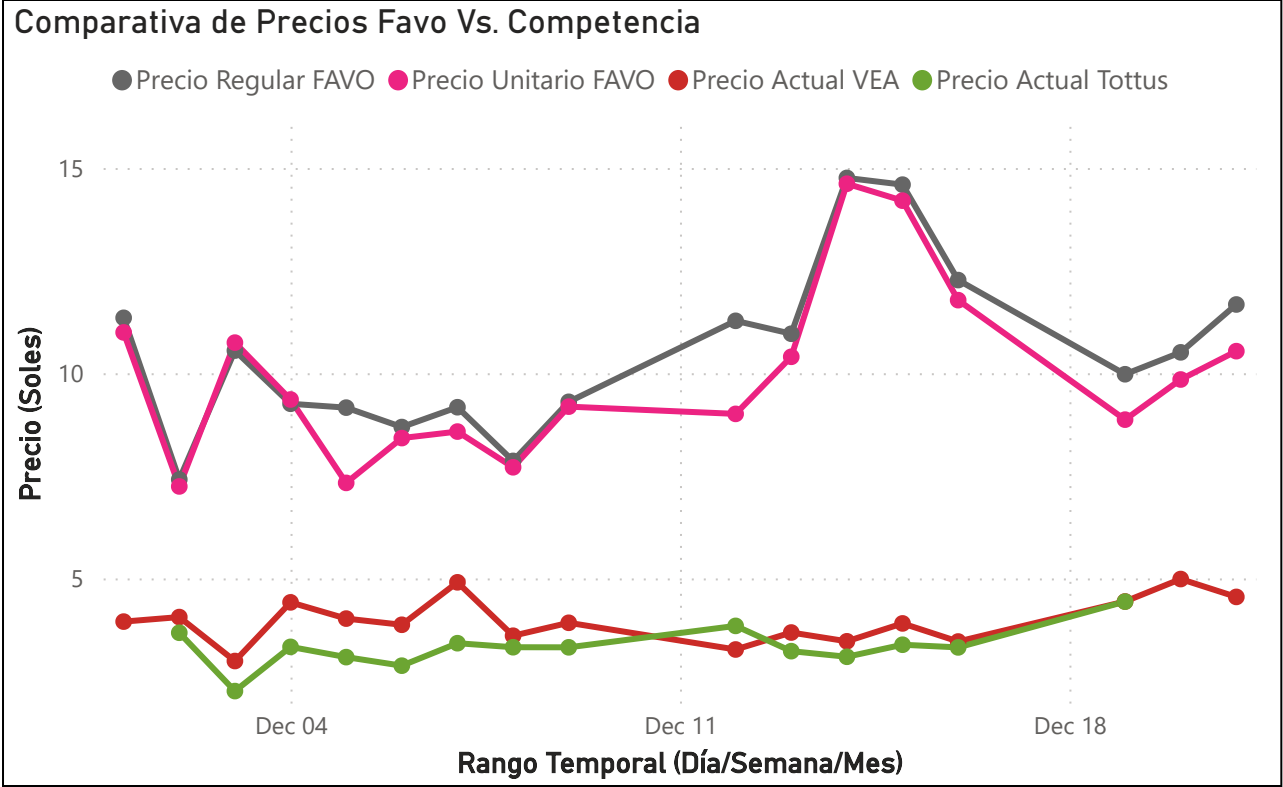
3.5%
Dcto VEA

2.8%
Dcto TOTTUS

93.5%
Indice Comparativo - VEA

95.6%
Indice Comparativo - TOTTUS

Evolución Comparativa - FAVO Vs. Competencias



Detalle de Precios - Productos RED FLAG						
SKU Producto	Comparativo Vea	Comparativo Tottus	Precio Regular - FAVO	Precio Unitario - FAVO	Precio Actual - VEA	Precio Actual - TOTTUS
⊞ Aceite Sao 900 MI (11092)	100.05%		8.71	8.94	8.93	
⊞ Arroz Extra Gran Chalan Bolsa 5 Kg (241)	95.45%	86.70%	19.80	18.90	9.90	
⊞ Papel Higiénico Cuidado Completo Suave Verde Paquete 40 Rollos (3105)	92.45%	115.20%	37.99	37.90	40.99	
⊞ Aceite Vegetal Primor 900 MI (11054)	94.82%	91.58%	10.99	10.99	5.80	
⊞ Yogurt Griego Natural Gloria Unid x 120 Gr (10970)		120.00%	2.40	2.40		
⊞ Salsa Alacena Mayonesa 850 Gr (11700)	106.29%		17.33	16.90	15.90	
⊞ Caja Panetón Blanca Flor Bolsa 900 Gr 6 Und (2872)	610.24%		125.81	124.76	20.44	
⊞ Mantequilla Gloria Pote x 390 Gr (10674)	102.51%	125.33%	20.50	19.99	11.83	
⊞ Gloria Mantequilla Barra 200 Gr (2510)	88.41%	88.41%	11.30	9.99	5.65	
⊞ Caja Panetón Boun Natale Bolsa 800 Gr 6 Und (2880)	413.67%		116.94	115.41	27.90	
⊞ Caja Panetón Donofrio Bolsa 900 Gr 6 Und (2882)		489.51%	146.36	143.55		
⊞ Gaseosa Tripack Inca Kola + Coca Cola 3 Lt (2223)	107.42%	107.39%	30.90	29.54	27.50	
⊞ Agua De Mesa Sin Gas Cielo Botella 7 Lt (272)	561.39%		7.90	7.30	1.30	
⊞ Detergente en polvo Bolivar Active Care Floral 4.2 Kg (5405)	73.26%	73.26%	53.90	45.79	62.50	
⊞ Detergente en Polvo Ultra Floral Plus Opal 4.2 Kg (6434)	94.55%	75.57%	46.90	39.90	21.10	
⊞ Caja Panetón Donofrio Caja 900 Gr 6 Und (2883)		504.38%	155.35	161.40		

Detalle de Precios según Atributos - FAVO Vs Competencia							
CATEGORY	Indice Dcto - VEA	Indice Dcto - Tottus	Venta P&L	Venta P&L - Pack	Unidades	Unidades - Pack	Precio Regular
⊞ ABARROTES BASICOS	90.08%	88.85%	8,013,498.15	528,571.90	901,451.00	85,530.00	
⊞ ACEITES	85.09%	92.28%	2,929,799.98	316,151.56	261,362.00	31,912.00	
⊞			276,707.69		20,067.00		
⊞ Pack Aceite vegetal Primor Premium botella de 1 Lt Pack 2 Und (8197)			199,383.51		9,449.00		
⊞ VM Aceite vegetal Cocinero botella de 1 Lt - Paq 12 (9447)			954.60		8.00		
⊞ VM Aceite Vegetal Premium Alpa 1 Lt - Paq 12 (9448)			2,589.60		26.00		
⊞ VM Aceite vegetal Primor botella de 1 Lt - Paq 12 (9450)			21,854.04		178.00		
⊞ Yapa Aceite Vegetal Premium Alpa 1 Lt (8215)			51,925.94		10,406.00		
⊞ A1			1,260.92		122.00		
⊞ ALPA			548,983.58		39,428.00		
⊞ CIELO	16.50%		286,265.43		35,955.00		
⊞ COCINERO	96.90%		371,566.93		35,374.00		
⊞ Aceite Cocinero 900MI (11051)	96.90%		140,526.19		13,304.00		
⊞ Aceite vegetal Cocinero botella de 1 Lt (2)			231,040.74		22,070.00		
⊞ COSTEÑO			61,566.82		2,126.00		
⊞ EL OLIVAR	152.77%	86.68%	29,591.78		1,158.00		
⊞ FLORIDA		96.24%	6,011.87		412.00		
⊞ MIRASOL			25,438.44		2,901.00		
⊞ NICOLINI			187,032.95		20,017.00		
⊞ OLIVOS DEL SUR		51.26%	21,113.17		922.00		
⊞ PACK			659.45		55.00		
⊞ PRIMOR	95.36%	92.94%	820,197.58	157,657.27	71,172.00	14,010.00	
⊞ Aceite Vegetal Primor 900 MI (11054)	95.33%	92.16%	180,127.95		16,072.00		
⊞ Aceite vegetal Primor botella de 1 Lt (1)			255,508.06		23,176.00		
⊞ Aceite Vegetal Primor Premium 900 MI (11053)	95.38%	93.91%	227,468.24	157,657.27	20,024.00	14,010.00	
⊞ Aceite Vegetal Primor Premium Botella 1 Lt (244)			138,759.23		11,761.00		
⊞ VM Aceite Vegetal Primor Premium Botella 1 Lt Caja 12 Und (9847)			18,334.10		139.00		
Total	93.49%	95.64%	39,807,038.51	2,064,107.82	3,954,207.00	282,435.00	