

Actualizado al 05/10/23 12:53

LA COLONIA

El Súper de Nicaragua

HOME

Resultados UNIMAR

YTD UNIMAR

Resultados Total
Canastos

Market Share \$

TOP Tiendas



HOME

EVALUACIÓN DE RESULTADOS UNIMAR



SELECCIONE AÑO ACTUAL

2022

2023

Mes

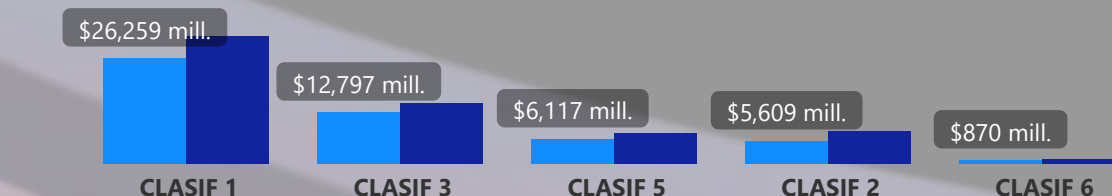
September

VENTAS \$ UNIMAR

CLASIF CANASTO	YTD \$ ANT	YTD \$ ACT	VAR \$	%VAR \$
CLASIF 1	\$26,259,237,490	\$31,674,327,728	\$5,415,090,237	20.62 %
CLASIF 3	\$12,797,348,387	\$14,953,626,759	\$2,156,278,372	16.85 %
CLASIF 2	\$5,609,451,161	\$8,073,024,169	\$2,463,573,008	43.92 %
CLASIF 5	\$6,116,519,368	\$7,484,880,953	\$1,368,361,585	22.37 %
CLASIF 6	\$870,172,825	\$1,147,315,890	\$277,143,065	31.85 %
Total	\$51,652,729,231	\$63,333,175,499	\$11,680,446,268	22.61 %

VENTAS \$ UNIMAR

● AÑO ANT ● AÑO ACT



VENTAS U UNIMAR

CLASIF CANASTO	YTD ANT	YTD ACT	VAR Unds	%VAR Unds
CLASIF 3	9,267,651,489	10,019,508,450	751,856,961	8.11 %
CLASIF 1	8,171,399,388	9,244,347,780	1,072,948,392	13.13 %
CLASIF 2	4,542,810,909	6,789,092,901	2,246,281,992	49.45 %
CLASIF 5	1,199,733,606	1,415,333,655	215,600,049	17.97 %
CLASIF 6	174,316,089	219,185,235	44,869,146	25.74 %
Total	23,355,911,481	27,687,468,021	4,331,556,540	18.55 %

VENTAS U UNIMAR

● AÑO ANT ● AÑO ACT



PESO \$ UNIMAR

CLASIF CANASTO	YTD \$ ANT	YTD \$ ACT	VAR \$	%VAR \$	%Peso \$ ANT	%Peso \$ ACT	%VAR Peso \$
CLASIF 1	\$26,259,237,490	\$31,674,327,728	\$5,415,090,237	20.62 %	50.84 %	50.01 %	-0.83 %
CLASIF 3	\$12,797,348,387	\$14,953,626,759	\$2,156,278,372	16.85 %	24.78 %	23.61 %	-1.16 %
CLASIF 2	\$5,609,451,161	\$8,073,024,169	\$2,463,573,008	43.92 %	10.86 %	12.75 %	1.89 %
CLASIF 5	\$6,116,519,368	\$7,484,880,953	\$1,368,361,585	22.37 %	11.84 %	11.82 %	-0.02 %
CLASIF 6	\$870,172,825	\$1,147,315,890	\$277,143,065	31.85 %	1.68 %	1.81 %	0.13 %
Total	\$51,652,729,231	\$63,333,175,499	\$11,680,446,268	22.61 %	100.00 %	100.00 %	0.00 %

PESO U UNIMAR

CLASIF CANASTO	YTD ANT	YTD ACT	VAR U	%VAR U	%Peso U ANT	%Peso U ACT	%VAR Peso U
CLASIF 3	9,267,651,489	10,019,508,450	751,856,961	8.11 %	39.68 %	36.19 %	-1.16 %
CLASIF 1	8,171,399,388	9,244,347,780	1,072,948,392	13.13 %	34.99 %	33.39 %	-0.83 %
CLASIF 2	4,542,810,909	6,789,092,901	2,246,281,992	49.45 %	19.45 %	24.52 %	1.89 %
CLASIF 5	1,199,733,606	1,415,333,655	215,600,049	17.97 %	5.14 %	5.11 %	-0.02 %
CLASIF 6	174,316,089	219,185,235	44,869,146	25.74 %	0.75 %	0.79 %	0.13 %
Total	23,355,911,481	27,687,468,021	4,331,556,540	18.55 %	100.00 %	100.00 %	0.00 %



HOME

YTD UNIMAR



SELECCIONE AÑO ACTUAL

2022

2023

CLASIF CANASTO

Todas

Marca

Todas

SKU

Todas

Descripcion SKU

Todas

YTD \$ UNIMAR

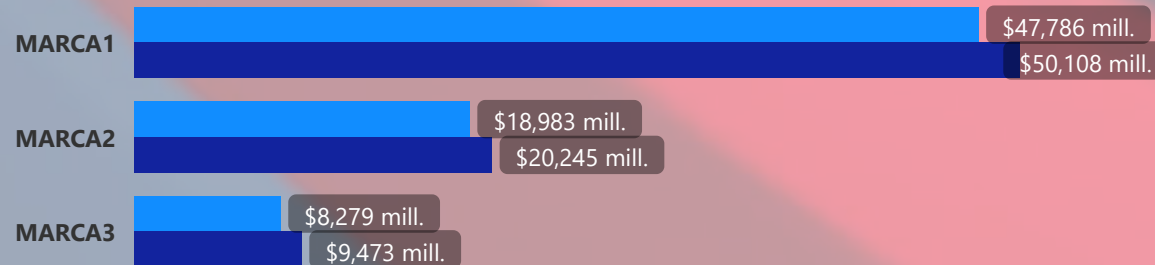
Mes	YTD \$ ANT	YTD \$ ACT	VARIACIÓN	% VARIAC \$
January	\$5,384,545,930	\$7,301,541,988	\$1,916,996,058	35.60 %
February	\$10,280,641,312	\$13,672,254,249	\$3,391,612,937	32.99 %
March	\$15,523,852,077	\$20,868,897,993	\$5,345,045,916	34.43 %
April	\$20,847,454,223	\$27,546,952,960	\$6,699,498,737	32.14 %
May	\$26,967,624,663	\$34,303,313,593	\$7,335,688,930	27.20 %
June	\$32,898,725,007	\$40,987,637,737	\$8,088,912,730	24.59 %
July	\$39,201,432,813	\$48,495,687,356	\$9,294,254,544	23.71 %
August	\$45,137,003,476	\$55,575,111,991	\$10,438,108,516	23.13 %
September	\$51,652,729,231	\$63,333,175,499	\$11,680,446,268	22.61 %
October	\$58,499,525,755	\$71,458,662,957	\$12,959,137,202	22.15 %
November	\$65,953,048,368	\$79,826,434,989	\$13,873,386,621	21.04 %
December	\$75,047,951,103	\$79,826,434,989	\$4,778,483,886	6.37 %
Total	\$75,047,951,103	\$79,826,434,989	\$4,778,483,886	6.37 %

YTD Unidades UNIMAR

Mes	YTD U ANT	YTD U ACT	VARIACIÓN	% VARIAC U
January	2,519,353,659	3,186,687,144	667,333,485	26.49 %
February	4,758,410,958	5,918,055,666	1,159,644,708	24.37 %
March	7,121,211,495	9,033,202,053	1,911,990,558	26.85 %
April	9,654,688,614	11,850,832,323	2,196,143,709	22.75 %
May	12,671,894,238	14,754,507,057	2,082,612,819	16.43 %
June	15,251,544,207	17,786,433,672	2,534,889,465	16.62 %
July	17,987,095,446	21,215,283,834	3,228,188,388	17.95 %
August	20,542,300,965	24,289,091,940	3,746,790,975	18.24 %
September	23,355,911,481	27,687,468,021	4,331,556,540	18.55 %
October	26,254,751,646	31,178,841,654	4,924,090,008	18.76 %
November	29,674,041,312	34,834,101,744	5,160,060,432	17.39 %
December	33,841,385,469	34,834,101,744	992,716,275	2.93 %
Total	33,841,385,469	34,834,101,744	992,716,275	2.93 %

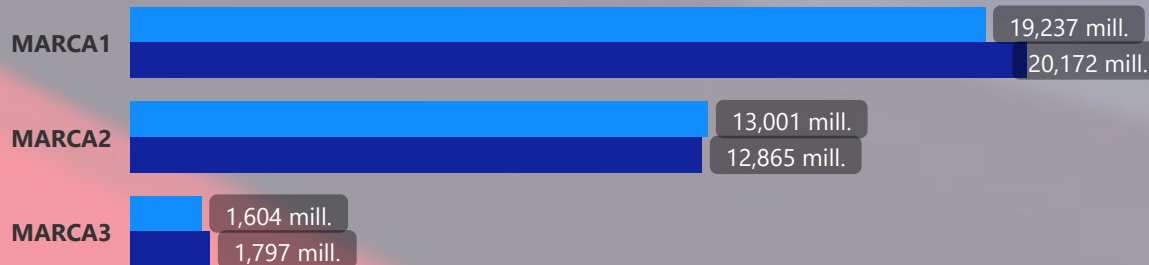
YTD \$ MARCAS UNIMAR

● YTD \$ ANT ● YTD \$ ACT



YTD U MARCAS UNIMAR

● YTD U 2021 ● YTD U ACTUAL





HOME

RESULTADOS TOTAL CANASTOS



SELECCIONE AÑO ACTUAL

2022

2023

Mes

Selección múltiple

CLASIF CANASTO

Todas

VENTAS \$ TOTAL CANASTO

CLASIF CANASTO	YTD \$ ANT	YTD \$ ACT	VAR \$	%VAR \$
CLASIF 1	\$74,718,373,135	\$90,689,857,255	\$15,971,484,120	21.38 %
CLASIF 4	\$62,762,287,176	\$70,933,560,143	\$8,171,272,967	13.02 %
CLASIF 2	\$33,240,579,717	\$38,081,374,262	\$4,840,794,545	14.56 %
CLASIF 3	\$26,008,822,955	\$31,078,049,158	\$5,069,226,203	19.49 %
CLASIF 5	\$10,091,252,525	\$11,182,593,541	\$1,091,341,015	10.81 %
CLASIF 6	\$2,522,788,082	\$2,385,960,925	(\$136,827,157)	-5.42 %
Total	\$209,344,103,590	\$244,351,395,284	\$35,007,291,693	16.72 %

VENTAS \$ TOTAL CANASTO

● VENTAS \$ CM ANT ● VENTAS \$ CM ACT



VENTAS U TOTAL CANASTO

CLASIF CANASTO	YTD ANT	YTD ACT	VAR Unds	%VAR Unds
CLASIF 2	26,605,176,417	25,749,729,309	-855,447,108	-3.22 %
CLASIF 1	21,809,121,006	23,896,133,826	2,087,012,820	9.57 %
CLASIF 3	18,046,957,188	19,457,401,953	1,410,444,765	7.82 %
CLASIF 4	9,862,846,686	9,880,446,690	17,600,004	0.18 %
CLASIF 5	1,677,215,196	1,797,644,853	120,429,657	7.18 %
CLASIF 6	431,200,098	388,503,792	-42,696,306	-9.90 %
Total	78,432,516,591	81,169,860,423	2,737,343,832	3.49 %

VENTAS U TOTAL CANASTO

● VENTAS UNIDADES CM ANT ● VENTAS UNIDADES CM ACT





HOME

MARKET SHARE \$ LA COLONIA



SELECCIONE AÑO ACTUAL

2022

2023

Mes

Selección múltiple

CLASIF 1

CLASIF 2

CLASIF 3

CLASIF 4

CLASIF 5

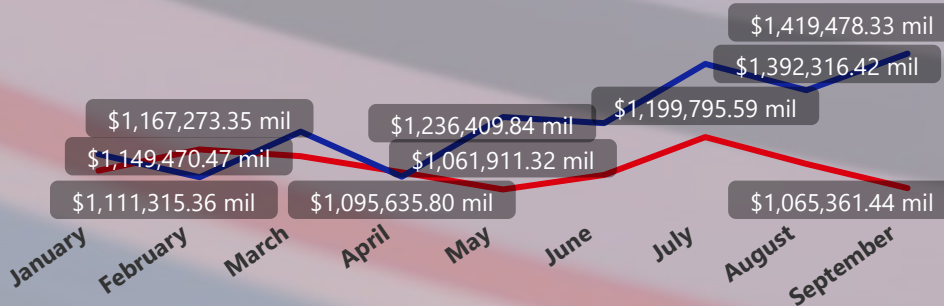
CLASIF 6

VENTAS \$ TOTAL CANASTO

Marca	YTD ANT	YTD ACT	VAR \$	%VAR	%Part ANT	%Part ACT	+/-
MARCA3	\$6,116,519,096	\$7,484,880,953	\$1,368,361,857	22.37 %	60.61 %	66.93 %	6.32 %
MARCA4	\$2,357,810,317	\$1,960,145,684	(\$397,664,632)	-16.87 %	23.36 %	17.53 %	-5.84 %
MARCA5	\$1,060,582,037	\$1,241,575,014	\$180,992,976	17.07 %	10.51 %	11.10 %	0.59 %
MARCA6	\$349,705,892	\$276,797,941	(\$72,907,951)	-20.85 %	3.47 %	2.48 %	-0.99 %
MARCA7	\$199,727,849	\$219,193,948	\$19,466,099	9.75 %	1.98 %	1.96 %	-0.02 %
MARCA8	\$6,907,333		(\$6,907,333)	-100.00 %	0.07 %		-0.07 %
MARCA9				-100.00 %			
Total	\$10,091,252,525	\$11,182,593,541	\$1,091,341,015	10.81 %	100.00 %	100.00 %	0.00 %

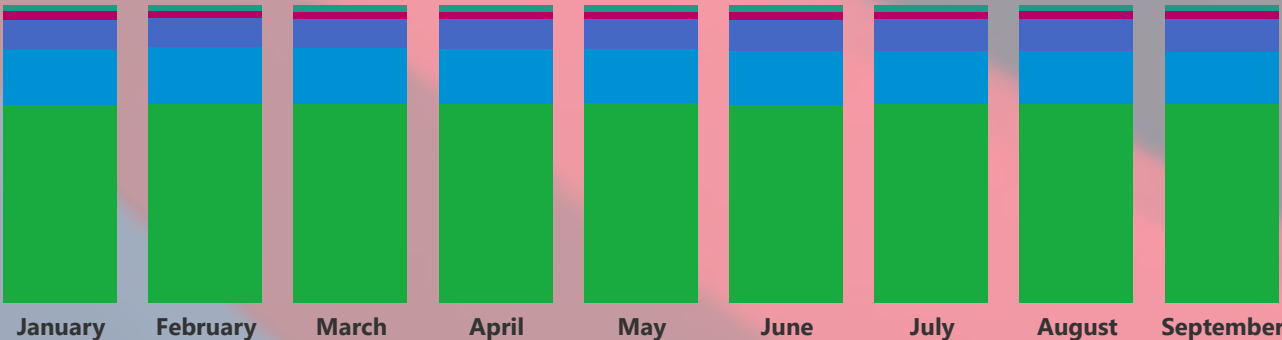
VENTAS \$ UNIMAR

● AÑO ANT ● AÑO ACT



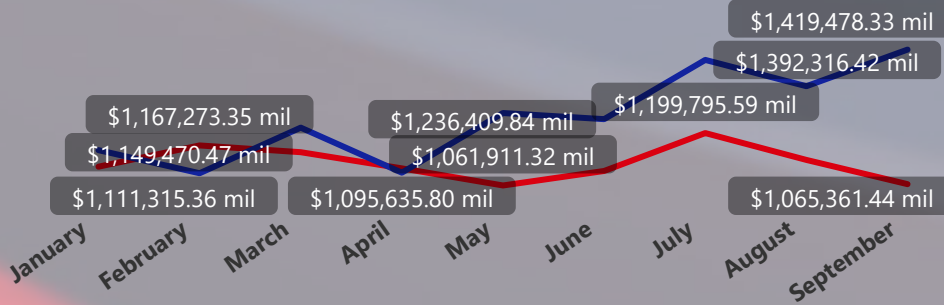
%Participación Año Actual

Marca ● MARCA3 ● MARCA4 ● MARCA5 ● MARCA6 ● MARCA7



VENTAS \$ TOTAL CANASTO

● AÑO ANT ● AÑO ACT





HOME

TOP SUCURSALES LA COLONIA

SELECCIONE AÑO ACTUAL

2022

2023

Para rangos de fechas

01/01/2021

31/01/2024

Mes

September

SKU

Todas

Descripcion SKU

Todas

MARCA1

MARCA2

MARCA3

CLASIF 1

CLASIF 2

CLASIF 3

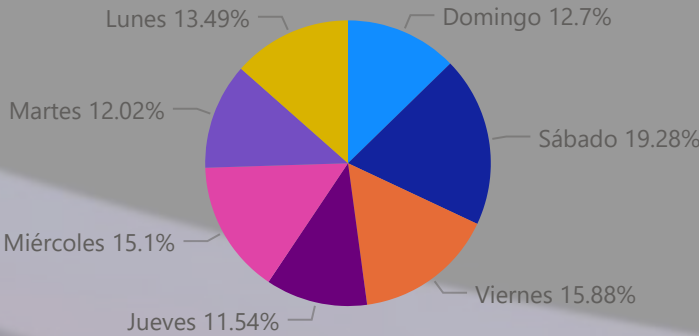
CLASIF 5

CLASIF 6

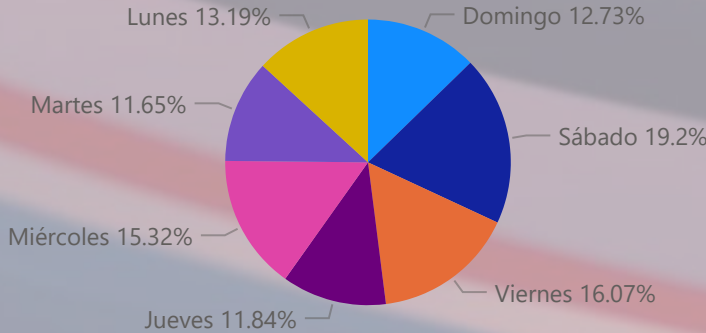
PuntoDeVenta	Top	DÓLARES
HIPER LA COLONIA	1	\$514,811,446
PLAZA ESPAÑA	2	\$495,970,634
TIPITAPA	3	\$473,465,692
BELLO HORIZONTE	4	\$399,569,752
JINOTEPE	5	\$297,962,096
METROCENTRO	6	\$263,898,683
OCOTAL	7	\$251,956,698
DIRIAMBA	8	\$241,559,069
CHINANDEGA	9	\$221,588,258
RUBENIA	10	\$218,822,617
ESTELI	11	\$215,921,061
PLAZO ONCE	12	\$214,833,730
CHINANDEGA CENTRO	13	\$211,904,343
SERRENIAS	14	\$203,862,295
LEON	15	\$200,738,659
LA SABANA	16	\$194,828,507
MASAYA	17	\$193,027,145
VERACRUZ	18	\$186,296,024
LA VIRGEN	19	\$182,500,914
CIUDAD SANDINO	20	\$182,313,659
PASEO REAL	21	\$176,766,334
LAS BRISAS	22	\$174,804,255
MONSEÑOR LEZCANO	23	\$174,723,954

PuntoDeVenta	Top U	UNIDADES
HIPER LA COLONIA	1	218,696,346
PLAZA ESPAÑA	2	210,330,912
TIPITAPA	3	189,634,611
BELLO HORIZONTE	4	172,251,891
METROCENTRO	5	125,427,189
JINOTEPE	6	124,666,695
OCOTAL	7	111,249,408
DIRIAMBA	8	107,555,580
ESTELI	9	103,861,752
LEON	10	100,004,961
CHINANDEGA	11	98,809,899
PLAZO ONCE	12	92,562,984
SERRENIAS	13	91,313,601
CHINANDEGA CENTRO	14	90,118,539
MASAYA	15	88,000,020
RUBENIA	16	87,728,415
VERACRUZ	17	84,414,834
LAS BRISAS	18	83,654,340
RIVAS	19	81,807,426
PASEO REAL	20	80,666,685
CIUDAD SANDINO	21	79,471,623
LA SABANA	22	78,548,166
MONSEÑOR LEZCANO	23	76,321,005

VENTAS \$ Semanal



VENTAS U Semanal



VENTAS\$ SUC por PuntoDeVenta



VENTAS UNIDADES SUC por PuntoDeVenta

