

Module 6: Pricing, Promotions and Loyalty Report

Competitor Pricing Analysis

Field	Value
Competitor ID	0
Reference Competitor	N/A
Pricing Strategy	N/A
Which Category Generates Most Income	N/A
Key Observation Around Pricing	N/A
Other Remarks	N/A
Group ID	1

Store Format Pricing Strategies

Store ID	Store Format Type	Pricing Strategies	Rational	Other Strategy	Group ID
1	Store Format A	High-Low	test	test	1
2	Store Format A	High-Low	test	test	1
3	Store Format A	High-Low	test	test	1
4	Store Format A	High-Low	test	test	1
5	Store Format A	High-Low	test	test	1

Category Pricing Strategies

Category ID	Category	Pricing Strategies	Other Strategy	Rational	Group ID
1	Clothing	Everyday Low Price	string	string	1

Define Your Promotions Strategy

Field	Value
Define ID	13
Reference Competitor	test
Ongoing Key Promotions	test
Among Key Various Promotion	test
What Are The Same Key	test
Other Remark	test
Group ID	1

Promotional Calendar

Calendar ID	Month	Category	Type of Promotion	Success Metric	Objective	Remarks	Group ID
0	N/A	N/A	N/A	N/A	N/A	N/A	1

Promotion Competitor Analysis

Promotion ID	Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories	Group ID
1	{'Rationale': 'aaa xs'}	{'Promotion1': 'aaa', 'Promotion2': 'bbb', 'Promotion3': 'ccc', 'Rationale1': 'ddd', 'Rationale2': 'eee', 'Rationale3': 'fff'}	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'EYEWEAR', 'Rationale1': '11', 'Rationale2': '22', 'Rationale3': '33'}	N/A	1
2	{'Rationale': 'test data'}	{'Promotion1': 'qo', 'Promotion2': 'ei', 'Promotion3': 'rei', 'Rationale1': '33', 'Rationale2': '34', 'Rationale3': '59'}	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'EYEWEAR', 'Rationale1': '10', 'Rationale2': '20', 'Rationale3': '30'}	N/A	1
3	{'Rationale': 'test data'}	{'Promotion1': 'qo', 'Promotion2': 'ei', 'Promotion3': 'rei', 'Rationale1': '33', 'Rationale2': '34', 'Rationale3': '59'}	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'EYEWEAR', 'Rationale1': '10', 'Rationale2': '20', 'Rationale3': '30'}	N/A	1

Recovery of Promotional

Field	Value
Recovery ID	11
Based Understanding	testing
What Percentage	98.0
What Category	sample
Group ID	1

Categories Under Promotions

Field	Value
Categories ID	1
On Which Category	{'Category1': 'aaa', 'Category2': 'bbb', 'Category3': 'ccc', 'Rationale1': 'ddd', 'Rationale2': 'eee', 'Rationale3': 'fff', 'Effect Category': 'fff', 'Effect Category1': 'ddd', 'Effect Category2': 'eee'}
Group ID	1

Customer Engagement

Field	Value
Customer ID	0
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	1

Competitor Loyalty

Field	Value
Competitor ID	0
Reference Competitor	N/A
Do They Have Loyalty Program	N/A
Loyalty Program Type	N/A
Key Observations Loyalty	N/A
Is It Useful For Store	N/A
Want Loyalty Program	N/A
Describe Loyalty Program	N/A
Budget Allocated	0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	N/A
Group ID	1

Summary

Field	Value
Summary ID	1
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	1

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