

Module 6: Pricing, Promotions and Loyalty Report

Competitor Pricing Analysis

Field	Value
Competitor ID	1
Reference Competitor	111
Pricing Strategy	11
Which Category Generates Most Income	11
Key Observation Around Pricing	11
Other Remarks	111
Group ID	2

Store Format Pricing Strategies

Store ID	Store Format Type	Pricing Strategies	Rational	Other Strategy	Group ID
6	Store Format A	Everyday Low Price	11	N/A	2
7	Store Format B	Everyday Low Price	11	N/A	2

Category Pricing Strategies

Category ID	Category	Pricing Strategies	Other Strategy	Rational	Group ID
2	Clothing	Others	111	string	2

Define Your Promotions Strategy

Field	Value
Define ID	18
Reference Competitor	11
Ongoing Key Promotions	11
Among Key Various Promotion	11
What Are The Same Key	11
Other Remark	111
Group ID	2

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	2

Promotion Competitor Analysis

Promotion ID	Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories	Group ID
4	{'Rationale': '11'}	{'Promotion1': '1', 'Promotion2': '11', 'Promotion3': '1', 'Rationale1': '1111', 'Rationale2': '11', 'Rationale3': '11'}	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'EYEWEAR', 'Rationale1': '11', 'Rationale2': '11', 'Rationale3': '11'}	N/A	2

Recovery of Promotional

Field	Value
Recovery ID	13
Based Understanding	111
What Percentage	111.0
What Category	111
Group ID	2

Categories Under Promotions

Field	Value
Categories ID	2
On Which Category	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'FOOTWEAR', 'Rationale1': '11', 'Rationale2': '11', 'Rationale3': '11', 'EffectCategory1': 'BOOKS', 'EffectCategory2': 'FOOTWEAR', 'EffectCategory3': 'EYEWEAR'}
Group ID	2

Customer Engagement

Field	Value
Customer ID	11
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	2

Competitor Loyalty

Field	Value
Competitor ID	11
Reference Competitor	N/A
Do They Have Loyalty Program	Yes

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	11.0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	1111111
Group ID	2

Summary

Field	Value
Summary ID	3
Promotions Submissions	11111111111111
Promotions Summarise	111111111111111
Group ID	2

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