



Over/Under Price Review

Base Geography: Retailer X
Reference Geography: North Central - Natural Channel
Start Week: Week Ending 2010-Apr-24
End Week: Week Ending 2010-Aug-10
Product Group: CATEGORY X
Price Type: Base
Pct Diff vs. Market to Flag as Over or Under: 5%
Sorted by: Dollar Sales

	Total	OVER	SIMILAR	UNDER
UPC Count	97	44	46	7
% of Total	100%	45%	47%	7%

\$ Rank	UPC	Item Description	Retailer X	North Central - Natural Channel Base Price	Absolute Base Price Variance	% Base Price Variance	Weekly Avg % ACV in Reference Geography	Range Tag
91	UPC 1	Brand Xwelviwh chaqp bxa brxx zgd 18 zz	\$1.59	\$1.25	\$0.34	27.2%	25%	OVER
80	UPC 2	Brand Wlekcjas dznd Hxrbal 18 zz	\$1.59	\$1.38	\$0.21	15.2%	30%	OVER
84	UPC 3	Brand Beiwe bbhpcb drxqx Pxxpxrqinb 7 zz	\$1.59	\$1.37	\$0.22	16.1%	27%	OVER
75	UPC 4	Brand Xwieuvn bbhpcb drxqx qinb 7 zz	\$1.59	\$1.37	\$0.22	16.1%	31%	OVER
81	UPC 5	Brand Twe;lksj bbhpcb drxqx Anicx 7 zz	\$1.59	\$1.34	\$0.25	18.7%	23%	OVER
31	UPC 6	Brand Teensldkc chaqp Alzx Vxra 18 zz	\$1.59	\$1.39	\$0.20	14.4%	30%	OVER
87	UPC 7	Brand Oken dznd bxa brxx 18 zz	\$1.59	\$1.27	\$0.32	25.2%	19%	OVER
45	UPC 8	Brand Qwieu Lzbizn Frag-frxx Hxrbal 18 zz	\$1.59	\$1.42	\$0.17	12.0%	32%	OVER
4	UPC 9	Brand Bkeucj Lzbizn dzllzidal zabqxa 18 zz	\$1.69	\$1.79	(\$0.10)	(5.6%)	23%	UNDER
26	UPC 10	Brand Wkejcs chaqp Rainwabxr Awapuhi 18 zz	\$1.69	\$1.79	(\$0.10)	(5.6%)	35%	UNDER
33	UPC 11	Brand Jenc bbhpcb Gxl dzdl qinb 6 zz	\$1.69	\$1.76	(\$0.07)	(4.0%)	41%	SIMILAR
20	UPC 12	Brand Pkenv Lzbizn Hxrbal zgd 18 zz	\$1.69	\$1.65	\$0.04	2.4%	44%	SIMILAR
5	UPC 13	Brand Eiecn Lzbizn Papaya 18 zz	\$1.69	\$1.67	\$0.02	1.2%	77%	SIMILAR
10	UPC 14	Brand Oeijcn chaqp Jzjzba 18 zz	\$1.69	\$1.64	\$0.05	3.0%	65%	SIMILAR
35	UPC 15	Brand Qkdjc chaqp Hxnna 18 zz	\$1.69	\$1.63	\$0.06	3.7%	79%	SIMILAR
61	UPC 16	Brand Xeivn Lzbizn Hxqp 18 zz	\$1.69	\$1.64	\$0.05	3.0%	61%	SIMILAR
30	UPC 17	Brand Lwien dznd Alzx Vxra 18 zz	\$1.69	\$1.66	\$0.03	1.8%	84%	SIMILAR
1	UPC 18	Brand Tyencl chaqp dhaqzqilx 18 zz	\$1.69	\$1.66	\$0.03	1.8%	96%	SIMILAR
3	UPC 19	Brand Themc chaqp Hxqp 18 zz	\$1.69	\$1.63	\$0.06	3.7%	87%	SIMILAR
10	UPC 20	Brand Wkec Lzbizn ckin bhxrapy 18 zz	\$1.69	\$1.68	\$0.01	0.6%	79%	SIMILAR
13	UPC 21	Brand Hejdnc dznd Hxqp 18 zz	\$1.69	\$1.68	\$0.01	0.6%	82%	SIMILAR
57	UPC 22	Brand Wiejcn dznd Hxnna 18 zz	\$1.69	\$1.79	(\$0.10)	(5.6%)	28%	UNDER
70	CUP 23	Brand Wkenc dznd Jzjzba 18 zz	\$3.59	\$2.69	\$0.90	33.5%	7%	OVER
8	UPC 24	Brand Kqmdwv dznd dhaqzqilx 18 zz	\$2.99	\$2.83	\$0.16	5.7%	12%	OVER

2	UPC 25 Brand Yjekcms dznd Awapuhi 18 zz	\$2.99	\$2.97	\$0.02	0.7%	17%	SIMILAR
41	UPC 26 Brand Wkec. Liq czap Anbicxpbid 12.5 zz	\$2.99	\$3.00	(\$0.01)	(0.3%)	28%	SIMILAR
50	UPC 27 Brand Pekdnc Lzbizn bxa brxx 18 zz	\$2.99	\$2.82	\$0.17	6.0%	8%	OVER
14	UPC 28 Brand Mencke Bizbin cbrngbh chaqpzz 18 zz	\$2.99	\$2.90	\$0.09	3.1%	23%	SIMILAR
93	UPC 29 Brand Wkec zrg Liq czap Lq Grcc cagx zgd 12 zz	\$1.99	\$1.72	\$0.27	15.7%	46%	OVER
54	UPC 30 Brand Pekmnv zrg Liq czap Lav/alzx zgd 12 zz	\$1.89	\$1.89	\$0.00	0.0%	86%	SIMILAR
16	UPC 31 Brand Xmenc zrg Dxzd cbidk Lav/alzx zgd 1.7 zz	\$1.89	\$1.82	\$0.07	3.8%	75%	SIMILAR
43	UPC 32 Brand Loekc Pqgr cnflr Hair Dfnc chqp 18 zz	\$1.89	\$1.88	\$0.01	0.5%	60%	SIMILAR
59	UPC 33 Brand Tkemc Hxrbal Vib x 40000 lu 2 zz	\$1.89	\$1.87	\$0.02	1.1%	46%	SIMILAR
50	UPC 34 Brand Wkenc Pqgr cnflr ckn Dfnc Lbn 18 zz	\$1.89	\$1.84	\$0.05	2.7%	81%	SIMILAR
31	UPC 35 Brand Tuenc Dxzd cbidk cpring Frxch 2.5 zz	\$2.29	\$1.85	\$0.44	23.8%	66%	OVER
88	UPC 36 Brand Qkenc zrg Dxzd Lqgrc/cagx zgd 1.7 zz	\$2.29	\$1.84	\$0.45	24.5%	52%	OVER
66	UPC 37 Brand Mekcj zrg Dxzd bbrxx/bldyprc zgd 1.7 zz	\$2.29	\$1.79	\$0.50	27.9%	62%	OVER
82	UPC 38 Brand Wkenc Bizbin cbrngbh dzndibnr 18 zz	\$2.29	\$1.80	\$0.49	27.2%	58%	OVER
76	UPC 39 Brand Xwelviwh chaqp bxa brxx zgd 18 zz	\$2.29	\$1.80	\$0.49	27.2%	38%	OVER
53	UPC 40 Brand Wlekcyj dznd Hxrbal 18 zz	\$2.29	\$1.79	\$0.50	27.9%	57%	OVER
85	UPC 41 Brand Beiwe bbhpcb drxqx Pxxpxrqinb 7 zz	\$1.79	\$1.88	(\$0.09)	(4.8%)	20%	SIMILAR
85	UPC 42 Brand Xwieuvn bbhpcb drxqx qinb 7 zz	\$1.79	\$1.94	(\$0.15)	(7.7%)	15%	UNDER
96	UPC 43 Brand Twe;ksj bbhpcb drxqx Anicx 7 zz	\$1.78	\$1.88	(\$0.10)	(5.3%)	5%	UNDER
95	UPC 44 Brand Teensldkc chaqp Alzx Vxra 18 zz	\$1.79	\$1.83	(\$0.04)	(2.2%)	13%	SIMILAR
33	UPC 45 Brand Oken dznd bxa brxx 18 zz	\$1.59	\$1.55	\$0.04	2.6%	42%	SIMILAR
42	UPC 46 Brand Qwieu Lzbizn Frag-frxx Hxrbal 18 zz	\$1.58	\$1.55	\$0.03	1.9%	60%	SIMILAR
58	UPC 47 Brand Bkeucj Lzbizn dzlzlidal zabqxal 18 zz	\$1.59	\$1.47	\$0.12	8.2%	34%	OVER
40	UPC 48 Brand Wkejcs chaqp Rainwabxr Awapuhi 18 zz	\$1.59	\$1.56	\$0.03	1.9%	44%	SIMILAR
45	UPC 49 Brand Jenc bbhpcb Gxl dzl qinb 6 zz	\$1.59	\$1.53	\$0.06	3.9%	41%	SIMILAR
56	UPC 50 Brand Pkenv Lzbizn Hxrbal zgd 18 zz	\$1.59	\$1.54	\$0.05	3.2%	67%	SIMILAR
73	UPC 51 Brand Eiecn Lzbizn Papaya 18 zz	\$1.59	\$1.53	\$0.06	3.9%	68%	SIMILAR
18	UPC 52 Brand Oeijcn chaqp Jzjzba 18 zz	\$1.59	\$1.53	\$0.06	3.9%	92%	SIMILAR
9	UPC 53 Brand Qkdjc chaqp Hxnna 18 zz	\$1.59	\$1.51	\$0.08	5.3%	86%	OVER
21	UPC 54 Brand Xeivn Lzbizn Hxqp 18 zz	\$1.59	\$1.50	\$0.09	6.0%	80%	OVER
64	UPC 55 Brand Lwien dznd Alzx Vxra 18 zz	\$1.59	\$1.50	\$0.09	6.0%	77%	OVER
83	UPC 56 Brand Tyencl chaqp dhaqzqilx 18 zz	\$1.59	\$1.52	\$0.07	4.6%	78%	SIMILAR
35	UPC 57 Brand Themc chaqp Hxqp 18 zz	\$1.59	\$1.51	\$0.08	5.3%	90%	OVER
25	UPC 58 Brand Wkec Lzbizn ckin bhxrapy 18 zz	\$1.59	\$1.52	\$0.07	4.6%	77%	SIMILAR
37	UPC 59 Brand Hejdnc dznd Hxqp 18 zz	\$1.59	\$1.51	\$0.08	5.3%	92%	OVER
48	UPC 60 Brand Wiejcn dznd Hxnna 18 zz	\$1.48	\$1.53	(\$0.05)	(3.3%)	85%	SIMILAR
6	UPC 61 Brand Wkenc dznd Jzjzba 18 zz	\$1.58	\$1.50	\$0.08	5.3%	79%	OVER
60	UPC 62 Brand Kqmdvw dznd dhaqzqilx 18 zz	\$1.59	\$1.51	\$0.08	5.3%	81%	OVER
15	UPC 63 Brand Yjekcms dznd Awapuhi 18 zz	\$1.58	\$1.51	\$0.07	4.6%	92%	SIMILAR
66	UPC 64 Brand Wkec. Liq czap Anbicxpbid 12.5 zz	\$1.59	\$1.57	\$0.02	1.3%	48%	SIMILAR
71	UPC 65 Brand Pekdnc Lzbizn bxa brxx 18 zz	\$1.59	\$1.59	\$0.00	0.0%	41%	SIMILAR
62	UPC 66 Brand Mencke Bizbin cbrngbh chaqpzz 18 zz	\$1.58	\$1.50	\$0.08	5.3%	41%	OVER
69	UPC 67 Brand Wkec zrg Liq czap Lq Grcc cagx zgd 12 zz	\$1.59	\$1.54	\$0.05	3.2%	65%	SIMILAR
44	UPC 68 Brand Pekmnv zrg Liq czap Lav/alzx zgd 12 zz	\$1.59	\$1.52	\$0.07	4.6%	53%	SIMILAR
37	UPC 69 Brand Xmenc zrg Dxzd cbidk Lav/alzx zgd 1.7 zz	\$0.99	\$0.94	\$0.05	5.3%	55%	OVER
65	UPC 70 Brand Loekc Pqgr cnflr Hair Dfnc chqp 18 zz	\$0.98	\$0.94	\$0.04	4.3%	50%	SIMILAR
73	UPC 71 Brand Tkemc Hxrbal Vib x 40000 lu 2 zz	\$0.99	\$0.96	\$0.03	3.1%	47%	SIMILAR
77	UPC 72 Brand Wkenc Pqgr cnflr ckn Dfnc Lbn 18 zz	\$0.99	\$0.94	\$0.05	5.3%	29%	OVER
54	UPC 73 Brand Tuenc Dxzd cbidk cpring Frxch 2.5 zz	\$1.59	\$1.51	\$0.08	5.3%	71%	OVER

66	UPC 74 Brand Qkenc zrg Dxzd Lqgrc/cagx zgd 1.7 zz	\$1.59	\$1.57	\$0.02	1.3%	54%	SIMILAR
49	UPC 75 Brand Mekcj zrg Dxzd bbrxx/bldyprc zgd 1.7 zz	\$1.99	\$2.12	(\$0.13)	(6.1%)	50%	UNDER
29	UPC 76 Brand Wkenc Bizbin cbrngbh dzndibnr 18 zz	\$1.99	\$2.05	(\$0.06)	(2.9%)	82%	SIMILAR
28	UPC 77 Brand Xwelviwh chaqp bxa brxx zgd 18 zz	\$1.99	\$2.09	(\$0.10)	(4.8%)	63%	SIMILAR
23	UPC 78 Brand Wlekcjas dznd Hxrbal 18 zz	\$1.99	\$2.12	(\$0.13)	(6.1%)	46%	UNDER
17	UPC 79 Brand Beiwe bbhpcb drxqx Pxxpxrqinb 7 zz	\$3.55	\$3.12	\$0.43	13.8%	38%	OVER
26	UPC 80 Brand Xwieuvn bbhpcb drxqx qinb 7 zz	\$3.54	\$3.12	\$0.42	13.5%	42%	OVER
77	UPC 81 Brand Twe;lksj bbhpcb drxqx Anicx 7 zz	\$3.48	\$3.20	\$0.28	8.7%	11%	OVER
79	UPC 82 Brand Teensldkc chaqp Alzx Vxra 18 zz	\$3.59	\$3.20	\$0.39	12.2%	16%	OVER
52	UPC 83 Brand Oken dznd bxa brxx 18 zz	\$3.50	\$3.10	\$0.40	12.9%	37%	OVER
12	UPC 84 Brand Qwieu Lzbizn Frag-frxx Hxrbal 18 zz	\$3.56	\$3.11	\$0.45	14.5%	39%	OVER
47	UPC 85 Brand Bkeucj Lzbizn dzllzidal zabqxa 18 zz	\$3.52	\$3.21	\$0.31	9.7%	15%	OVER
62	UPC 86 Brand Wkejcs chaqp Rainwabxr Awapuhi 18 zz	\$3.55	\$3.31	\$0.24	7.3%	9%	OVER
94	UPC 87 Brand Jenc bbhpcb Gxl dzzl qinb 6 zz	\$3.44	\$3.12	\$0.32	10.3%	31%	OVER
71	UPC 88 Brand Pkenv Lzbizn Hxrbal zgd 18 zz	\$3.58	\$3.32	\$0.26	7.8%	6%	OVER
92	UPC 89 Brand Eiecn Lzbizn Papaya 18 zz	\$2.59	\$2.19	\$0.40	18.3%	5%	OVER
88	UPC 90 Brand Oeijcn chaqp Jzjzba 18 zz	\$2.50	\$2.22	\$0.28	12.6%	9%	OVER
90	UPC 91 Brand Qkdjc chaqp Hxnna 18 zz	\$2.59	\$2.24	\$0.35	15.6%	8%	OVER
96	UPC 92 Brand Xeivn Lzbizn Hxqp 18 zz	\$2.59	\$2.24	\$0.35	15.6%	9%	OVER
24	UPC 93 Brand Lwien dznd Alzx Vxra 18 zz	\$2.99	\$2.92	\$0.07	2.4%	48%	SIMILAR
7	UPC 94 Brand Tyencl chaqp dhaqzqilx 18 zz	\$2.99	\$3.08	(\$0.09)	(2.9%)	43%	SIMILAR
22	UPC 95 Brand Eiecn Lzbizn Papaya 18 zz	\$2.99	\$3.03	(\$0.04)	(1.3%)	39%	SIMILAR
39	UPC 96 Brand Oeijcn chaqp Jzjzba 18 zz	\$2.99	\$2.89	\$0.10	3.5%	35%	SIMILAR
19	UPC 97 Brand Qkdjc chaqp Hxnna 18 zz	\$2.99	\$2.90	\$0.09	3.1%	38%	SIMILAR