



KPI report

Chain: COOP; Category: 0,2 L, 0,33 L; Value: Gross Income (amount); Period: 01/01/2015 to 03/31/2016; Level 1: Chain; Exclude: Wholesaler

DagligBrugsen

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water, Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 10.00	1	0.00	0.00	0.00	0.00
Coconut water, Coconut water	Buy 1.00 for Amount 12.00	1	99,247.30	99,247.30	-60,411.40	-60,411.40
Coconut water, Energy drink	Buy 1.00 for Amount 4.00	1	37,500.00	37,500.00	-97,500.00	-97,500.00
Energy drink, Coconut water	Buy 30.00 for Amount 100.00	1	150,000.00	150,000.00	-416,668.00	-416,668.00
Total (DagligBrugsen)		4	286,747.30	71,686.83	-574,579.40	-143,644.85

Fakta

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Afmeldte produkter, Coconut water, Coconut water, Mineral water +	Buy 2.00 for Amount 28.00	1	304,000.00	304,000.00	28,000.00	28,000.00
Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 9.95	1	-347.80	-347.80	-71,440.00	-71,440.00
Afmeldte produkter, Mineral water +, Coconut water, Coconut water	Buy 1.00 for Amount 1.00	1	120,526.60	120,526.60	-564,427.20	-564,427.20
Coconut water	Buy 6.00 for Amount 50.00	1	42,000.00	42,000.00	-60,667.04	-60,667.04
Coconut water, Afmeldte produkter, Mineral water +	Buy 1.00 for Amount 9.95	1	49,350.00	49,350.00	-71,440.00	-71,440.00
Coconut water, Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 10.00	2	149,246.20	74,623.10	-207,516.00	-103,758.00
Coconut water, Coconut water, Afmeldte produkter, Mineral water +	Buy 2.00 for Amount 28.00	1	304,000.00	304,000.00	28,000.00	28,000.00
Coconut water, Coconut water, Mineral water +, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	219,396.00	219,396.00	-415,996.00	-415,996.00
Coconut water, Energy drink	Buy 30.00 for Amount 100.00	1	375,000.00	375,000.00	-1,041,670.00	-1,041,670.00
Coconut water, Mineral water +, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 1.00	2	169,194.08	84,597.04	-793,208.36	-396,604.18
Coconut water, Mineral water +, Coconut water	Buy 2.00 for Amount 25.00	1	13,593.20	13,593.20	-5,997.00	-5,997.00
Energy drink, Coconut water	Buy 6.00 for Amount 28.00	1	36,000.00	36,000.00	-87,200.64	-87,200.64
Mineral water +, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 9.95	1	50,613.80	50,613.80	-66,898.24	-66,898.24
Mineral water +, Coconut water, Afmeldte produkter, Coconut water	Buy 2.00 for Amount 13.00	1	304,000.00	304,000.00	-812,000.00	-812,000.00
Mineral water +, Coconut water, Coconut water, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	219,396.00	219,396.00	-415,996.00	-415,996.00
Total (Fakta)		17	2,355,968.08	138,586.36	-4,558,456.48	-268,144.50

Irma

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water, Mineral water +	Buy 1.00 for Amount 5.00	1	72,201.00	72,201.00	-168,469.00	-168,469.00
Coconut water, Mineral water +	Get 15.00 Amount off	1	126,000.00	126,000.00	-327,600.00	-327,600.00
Total (Irma)		2	198,201.00	99,100.50	-496,069.00	-248,034.50

Kvickly

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water	Buy 1.00 for Amount 15.00	2	18,195.17	9,097.59	7,100.00	3,550.00
Coconut water, Energy drink	Buy 1.00 for Amount 6.50	1	54,000.00	54,000.00	-104,400.00	-104,400.00
Total (Kvickly)		3	72,195.17	24,065.06	-97,300.00	-32,433.33

LokalBrugsen

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Energy drink	Buy 1.00 for Amount 10.00	1	76,998.00	76,998.00	-76,998.00	-76,998.00



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Total (LokalBrugsen)						
		1	76,998.00	76,998.00	-76,998.00	-76,998.00
SuperBrugsen						
Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Afmeldte produkter, Coconut water, Mineral water +	Buy 1.00 for Amount 13.00	2	86,119.00	43,059.50	-23,506.80	-11,753.40
Coconut water, Coconut water	Buy 1.00 for Amount 10.00	3	88,606.23	29,535.41	40,695.36	13,565.12
Coconut water, Coconut water	Buy 1.00 for Amount 17.00	3	97,171.20	32,390.40	120,307.20	40,102.40
Coconut water, Coconut water	Buy 1.00 for Amount 18.00	1	0.00	0.00	0.00	0.00
Coconut water, Coconut water	Get 33.00 Amount off	1	62,700.00	62,700.00	-599,400.00	-599,400.00
Mineral water +	Buy 1.00 for Amount 6.00	2	46,044.00	23,022.00	-3,069.60	-1,534.80
Total (SuperBrugsen)		12	380,640.43	31,720.04	-464,973.84	-38,747.82