


GetRealPrice.com - Creating price transparency for retailers!

Fast, reliable and affordable!

The logo for GetRealPrice.com is a purple rectangular box with the text "GetRealPrice.com" in white. The word "Real" is in a larger, bold font and has a red underline. The ".com" is in a smaller font.

GetRealPrice.com

Solutions that work!

- Monitor competitors range
- Control prices for your products
- Optimize margin for unique products
- Manage your categories adjusted over competitors
- Daily updated for you

Company clients overview

- getrealprice.com is a company that provides high quality personalized solution for price monitoring, item matching and data mining
- We operate on DIY, FASHION and FMCG markets for several countries for the following clients:

DIY



castorama

Henkel

3+ more

Fashion

lamoda
мода с доставкой

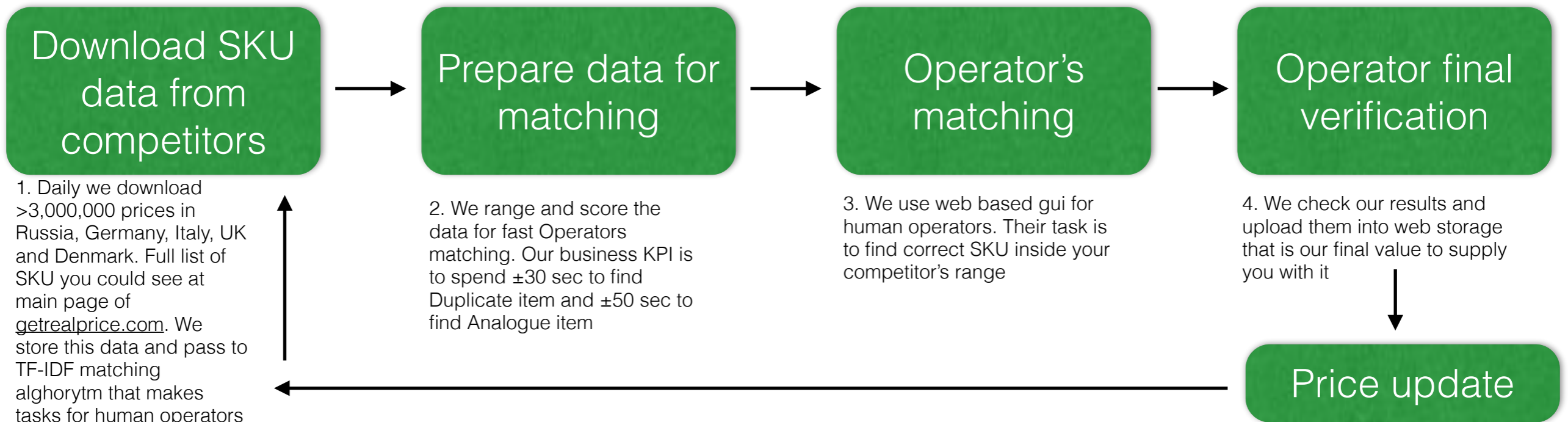
O'STIN

MODIS

5+ more

How do we work

In order to provide you fresh data about prices of your competitors, we operate with 15 specialists that are all the part of 5-stage business process:



What we supply

We provide you with:

- Competitors Range data For each Store
- Your SKU price comparison
- Category comparison Exclusive solution for DIY
- Price change alerts You would be informed about any competitors SKU price change
- New items alerts

Supplementary:

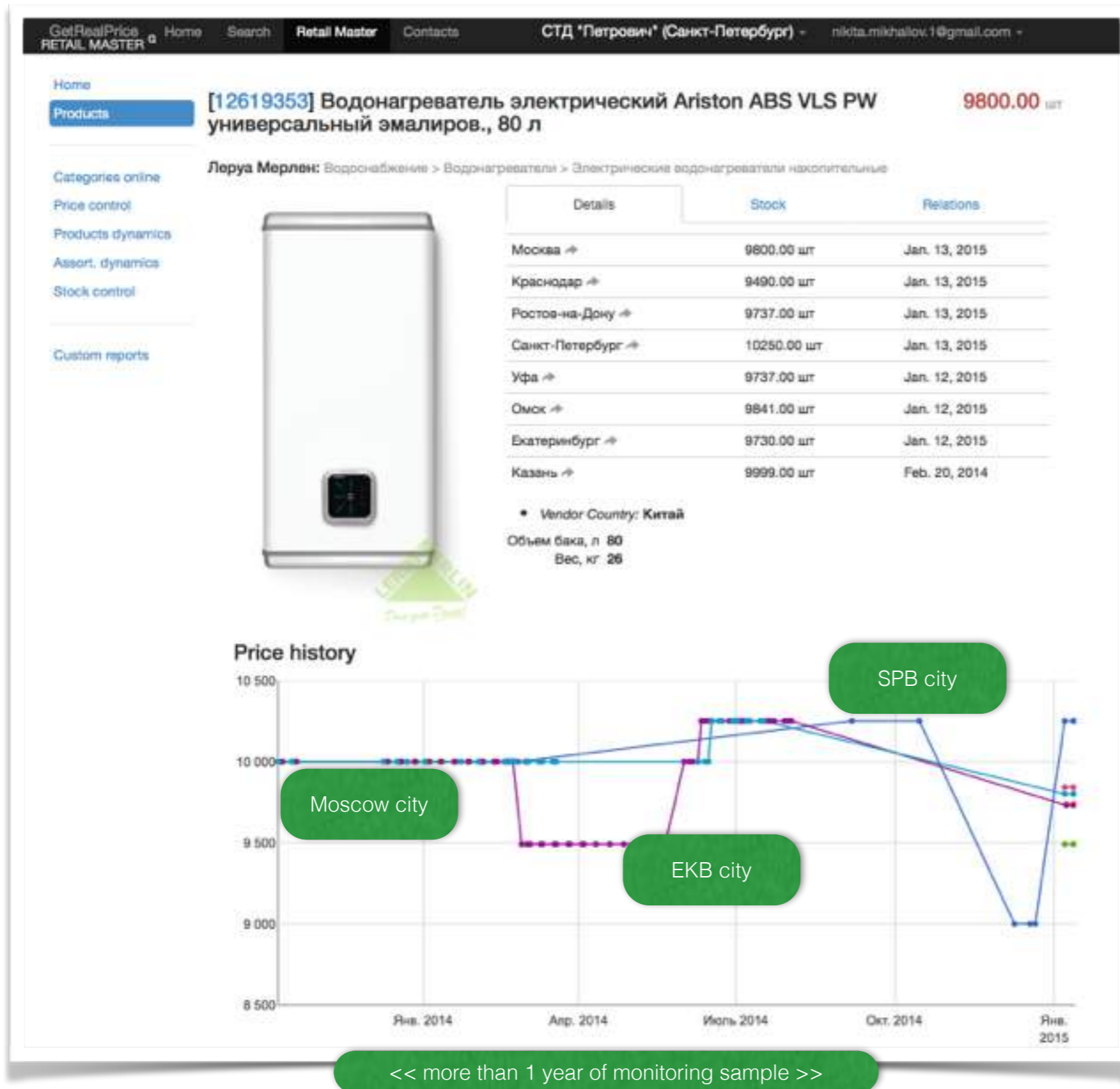
- We provide product details data that we demand from your suppliers or pull from other places Effective path to outsource this
- Retail automatized analytics for Cross sales, Set sales, integral price models recstat.com

source	city	size	avg price	compared	compared price diff
220 Волыт	Москва	61900 +10 %	6038	1554	-42.7 %
220 Волыт	Санкт-Петербург	62177 +8 %	6744	1554	-42.7 %
220 Волыт	Екатеринбург	78155 +8 %	6181	1554	-42.7 %
220 Волыт	Челябинск	68957 +12 %	6157	1554	-42.7 %
220 Волыт	Оренбург	68418 +12 %	6188	1554	-42.7 %
220 Волыт	Самара	68896 +11 %	6170	1554	-42.7 %
220 Волыт	Ростов-на-Дону	68828 +11 %	6167	1554	-42.7 %

art	product	eur price	220volt	maxidom	metrika
10009008	Конек плоский с полиэфировым покрытием коричневый 2 м	292.00		309.00	
10009519	Конек плоский с полиэфировым покрытием красный 2 м	301.00		388.00	
10001087	Лак паркетный водоразбавляемый Профи, 5 л	1378.00		1886.00	
10001732	Лак паркетный водоразбавляемый Профи, 10 л	2811.00		2958.00	
10048575	Решетка прямоугольная ВЕНТО MB 120 с, 187x142 мм	138.00			

source	city	size	avg price	compared	compared price diff	last updated
220 Волыт	Санкт-Петербург	62177 +8 %	6744	80	-98.5 %	8 hours ago

Specific of online price trekking



1. Once we found the pair for your SKU, we rapidly monitor it for years
2. We supply you with the price history for any SKU and any region and any period

Your key advantage

The screenshot shows a 'Price control reports' dashboard. At the top, there are navigation links for 'Home' and 'Products', and a 'download as csv' link. Below the title, there are filters for 'all 466', '< avg 257', '< min 194', '< min-10% 105', '< min-20% 38', '> avg 195', '> max 164', '> max+10% 102', and '> max+20% 78'. The main table has columns for 'art', 'product', 'our price', '220volt', 'leroymerlin', 'maxidom', 'metrika', and 'obi_ru'. The table lists 15 products with their respective prices and competitor prices.

art	product	our price	220volt	leroymerlin	maxidom	metrika	obi_ru
100756	Антисептик Неомид 200 для бань и саун концентрат 1:30 0,5 л	434.00				479.00	435.00
100761	Антисептик Неомид 450 огнебиозащита II группа 10 кг	538.00			540.00	591.00 ↓	
100893	Бетоконтакт Кнауф 5 кг	936.00		491.00		936.00	529.00
100894	Бетоконтакт Кнауф 20 кг	3162.00				3162.00	1799.00
101464	Ведро пластиковое 12 л 4090	99.00		61.00			
101465	Ведро пластиковое с делениями 20 л	172.00		100.00			
101476	Вентиль запорный прямой 1/2" Far	389.00		270.00			
101479	Вентиль запорный угловой 1/2" Far	379.00		390.00			
101493	Вентиль терморегулирующий прямой 3/4" Far	919.00		630.00			
101495	Вентиль терморегулирующий угловой 1/2" Far	629.00		236.00			
101497	Вентиль терморегулирующий угловой 3/4" Far	849.00		429.00			
101521	Вентилятор осевой d100 мм Вентс 100ВКО	472.00			394.00	584.00	
101524	Вентилятор осевой d125 мм Вентс 125Д	802.00				954.00	755.00
101544	Вебер.Ветонит 3000 (ровнитель для пола), 25кг	716.00			769.00	872.00	679.00

...to see competitor's price attached to your range, by City, by Store, by Competitor, by Category, by Time period

For sure the price strategy is not to have cheapest prices for all SKU, but you would be long-term winner if you are fast in volatile price market and smart in managing prices to special categories



Thank you for your attention!

Send quick feedback nikita.mikhailov@getrealprice.com

<< or >>

Proceed to see next slides with details



Q&A - getrealprice.com

Operational

Matching

- 1.1 We need to match our Private Label brands. How you do this?
- 1.2 We want to match SKU by internal employees. What is the solution?
- 1.3 Why don't you use only robot matching mechanisms and involve people?
- 1.4 What is your average error %?
- 1.5 What is your average pickup rate?
- 1.6 We need to monitor all out 40,000 SKU range. Are you possible to supply us?

Pricing

- 2.1 Does the Online price vary in different stores? Who does so if yes?
- 2.2 How do we see the prices in different cities/stores?
- 2.3 How could we get the information if the price is changed to key-monitored SKU?
- 2.4 What happens if competitor would change prices let's say.. 10 times per day?
- 2.5 Do you have a price history for x SKU? for what period?
- 2.6 What's your recommend frequency of price update?

Processing

- 3.1 We don't need your WEB interface, what is the alternative?
- 3.2 We need fast and simple information every morning about current situation. What you propose?

Analytical

General

- 4.1 What would you propose for purchasing/category managers?
- 4.2 What would you propose for General managers
- 4.3 We need a special metric to analyze our categories. What solution do you have?
- 4.4 We would do all the analytics inside our company, could you provide us only with raw data?
- 4.5 We need to extract SKU with special price move criteria, what do you have?
- 4.6 We need quick and proven solution for price triggers, what would you propose?
- 4.7 We like pictures, what kind of data visualization do you have?

Additional

- 5.1 We need to boost Retail sales, what's your proposal?
- 5.2 We need to have quick and simple solution for complex purchase improvement, what do you have for this?
- 5.3 We have some things what are not possible to monitor online, what's your solution and cost?

Miscellaneous

Contracting

- 6.1 What's the length of the contract you usually have?
- 6.2 How does the amount of our SKU to be monitored affects to contract price?
- 6.3 Name the countries where you have offices?
- 6.4 What is the currency for accounting?
- 6.5 What you need from us to match SKU?

Legal

- 7.1 Is it legal to pull prices from E-commerce web pages?
- 7.2 How we know you would not sell the data we pay for to our competitors?
- 7.3 In offline we may take a picture of any SKU+price, how to fix the data officially in online?

Proceed
to answers
in next
pages



1.1 We need to match our Private Label brands. How you do this?



Our experience has such cases. Let's see some theory first. Duplicate - is the 100% same item in Competitor's range. Analogue - is likely the same SKU, but with some different characteristics, for example, the color is different. We agree together the criteria for Analogue SKU for your Competitors and match them. Criteria are signed for each category. Private label SKU are the good examples of indirect matching of Analogues

Conditions

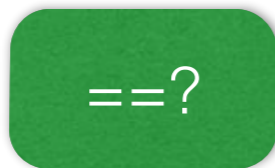
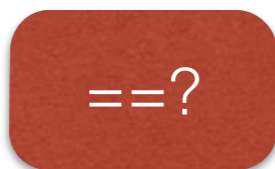
Vendor NOT EQ Vendor

Volume = Volume

Color = Color

Price {DEV} < 15%

Surface = Surface





1.2 We want to match SKU by internal employees. What is the solution?



- Our operators have >2 year competence in price matching. Never the less,
- you are welcome to lease our 'operator web matching instrument'

1. we prepare tasks for your people

Item Name	Status	Count 1	Count 2	Count 3	Action
Maxidom-220 Вольт Compare, "Test (plan date 23.10.2014)"	+1 / 1 раз с 17 oct, 01:05	0	0	193	▼
Maxidom-ОВІ.ru Compare, "Test (plan date 23.10.2014)"	+1 / 1 раз с 17 oct, 01:06	0	0	314	▼
Maxidom-Леруа Мерлен Compare, "Test (plan date 23.10.2014)"	+1 / 1 раз с 17 oct, 01:06	0	0	306	▼
Maxidom-Метрика Compare, "Test (plan date 23.10.2014)"	+1 / 1 раз с 17 oct, 01:06	0	0	331	▼

2. You do the matching decisions

GetRealPrice OPERATOR

Home Search Retail Master Contacts OPERATOR

[00.0] [НПП Краски для Вас ООО] Эмаль ПФ-115 черная 0,9кг [243377]

Vendor: НПП Краски для Вас ООО, Vendor code: EAN/UPC:

[09.7] 149р. [ЛАКРА] эмаль ЛАКРА/ПФ-115/черная 0,9 [1001033485] DUP

ПФ-115/0,9 кг. черная, для дерева, металла, морозостойкая, для наружных и внутренних работ, атмосферостойкая, водост. пленка

Vendor: , Vendor code: 115черн0,9

[03.6] 159р. [ЛАКРА] эмаль ЛАКРА/ПФ-115/белая 0,9кг [1001033479] DUP

ПФ-115/0,9 кг. белая, для дерева, металла, морозостойкая, для наружных и внутренних работ, атмосферостойкая, водост. пленка

Vendor: , Vendor code: 115бел0,9

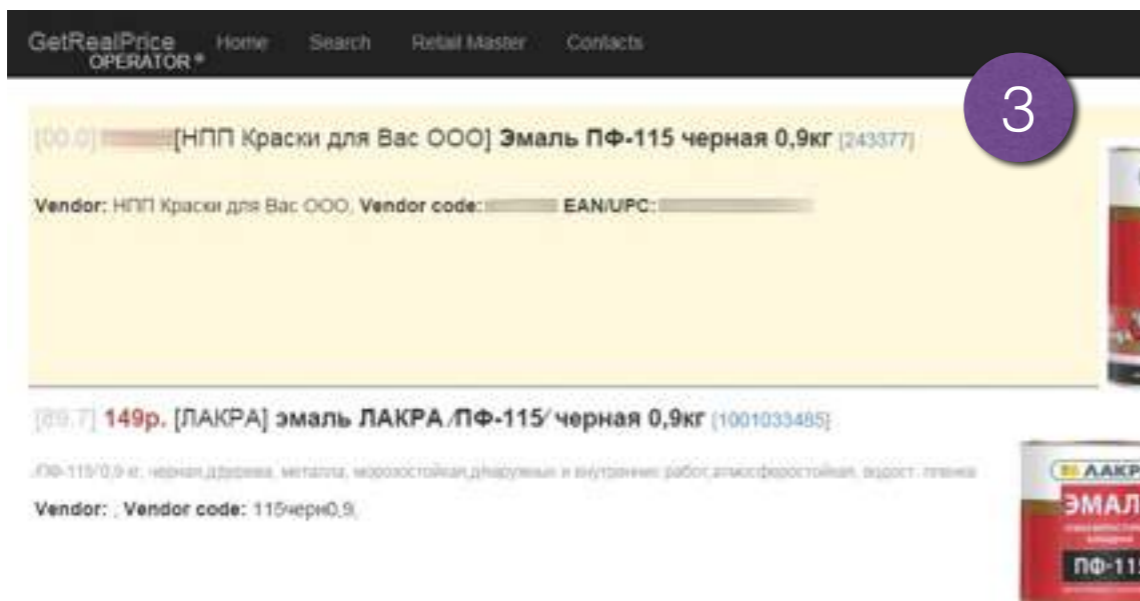
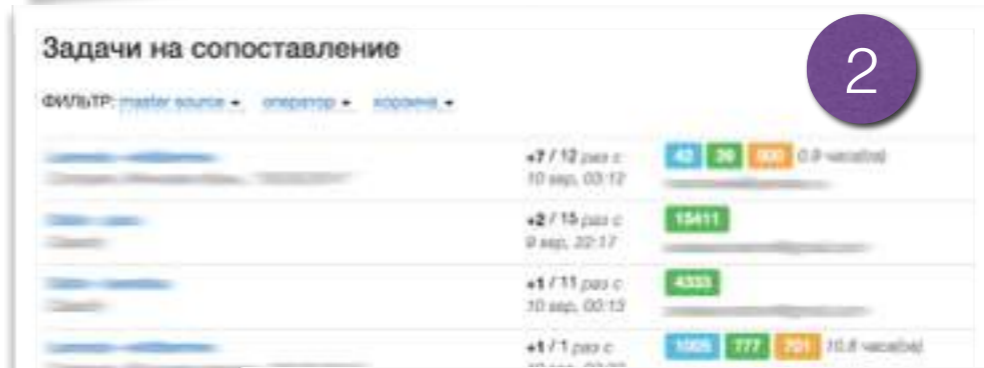
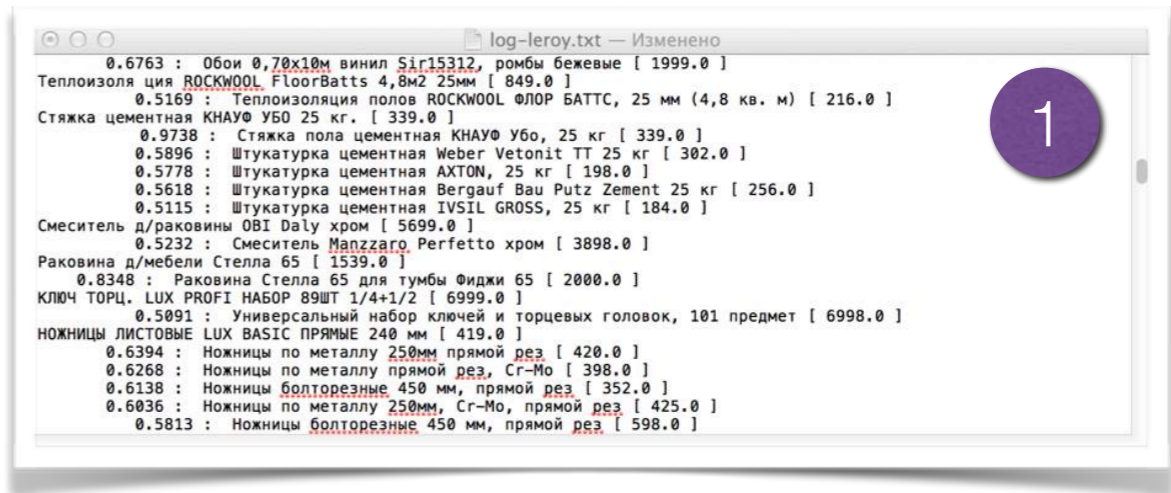


1.3 Why don't you use only robot matching mechanisms and involve people?



Robots are good to prepare the data, but not to take decisions. Our current scheme looks like this:

- 1 TF-IDF Matching
- 2 Task schedule for operators to compare items
- 3 Manual comparison
- 4 Main Operators supervision [next page]



1.3 Why don't you use only robot matching mechanisms and involve people?

Robots are good to prepare the data, but not to take decisions. The percentage of 'mistakes' is quite high since the SKU are named very different between different e-commerce stores.



3000
 $y = -16026x + 15736$
 $R^2 = 0,9788$
 $y = -11743x + 11471$
 $R^2 = 0,8993$
 2250
 $y = -10604x + 10943$
 $R^2 = 0,5149$

Only robot

0,000000001 min / 1 sku

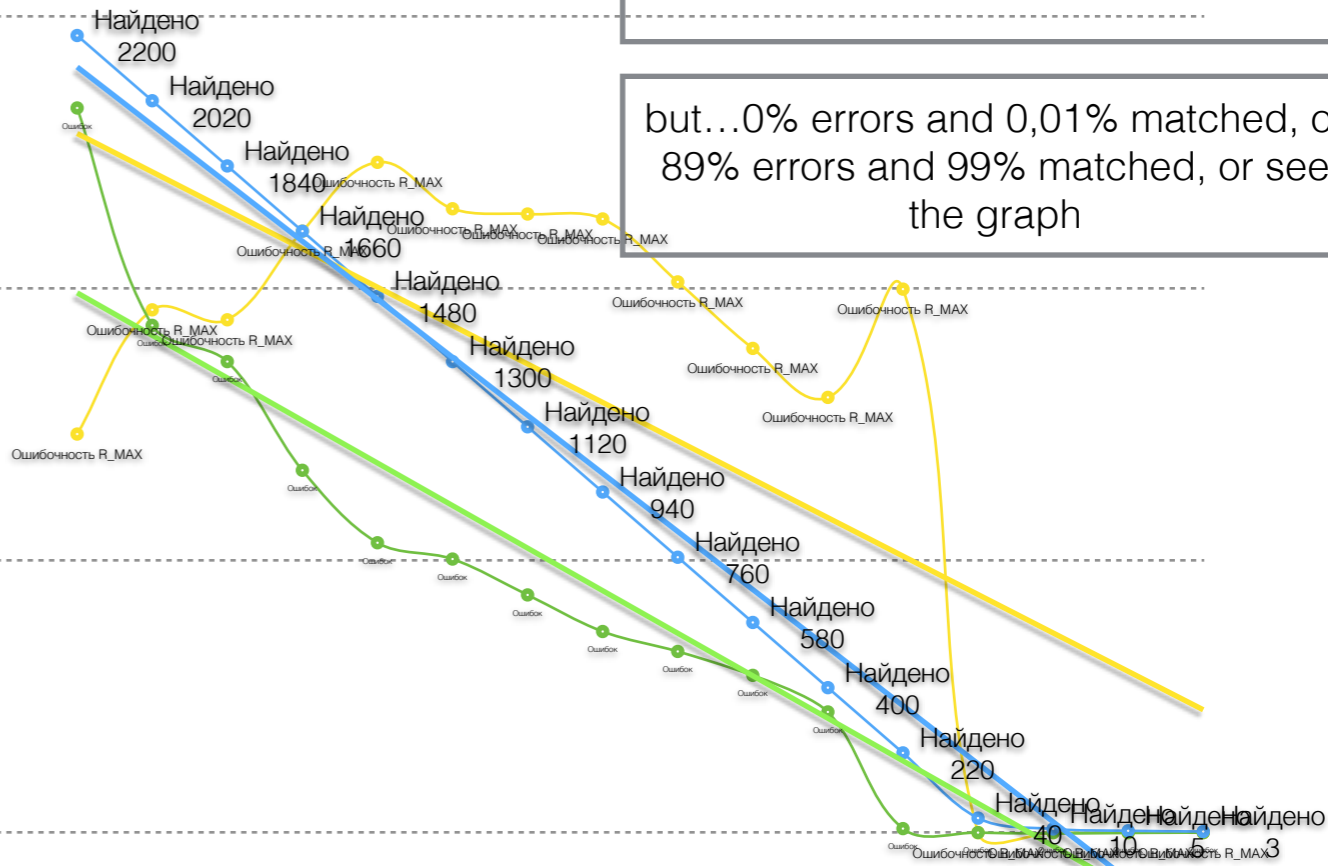
but...0% errors and 0,01% matched, or 89% errors and 99% matched, or see the graph

1500
 750
 0

Robot + human

[some time] / 1 sku

0,001% errors



-750

0,7 0,775 0,85 0,925 1



1.4 What is your average error %?



Since we have 3-stage verification of our results, the average error is $\pm 0,001\%$. You could always control us in the SKU details page or even change the links between matched SKU if you would like to.

[101544] Вебер.Ветонит 3000 (ровнитель для пола), 25кг

716.00 меш.

СТД "Петрович": Вяжущие материалы > Ровнители для пола



Details

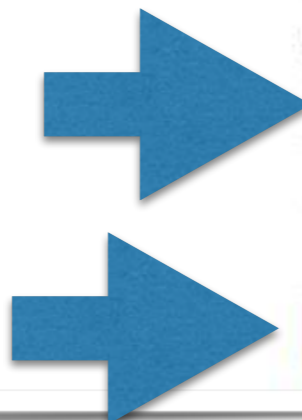
Stock

Relations

Compared competitors products

metrika	ТП00008719	Ровнитель для пола Weber-Vetonit 3000 25 кг	872.0 р.	DUP
maxidom	9011700127	выравниватель д/пола ВЕТОНИТ 3000 25кг	769.0 р.	DUP
obi_ru	1940410	Пол наливной Ветонит 3000 отделочный 25 кг	679.0 р.	DUP

Remove selected





1.5 What is your average pickup rate?

It is different and depends on direct range crossing. Average pickup rate on DIY market is 18% for TOP-3 players. To be more exact in answer, let's see results of SKU matching for one of the leading DIY player in Russia:



source	city	size	avg price	compared	compared price diff	Pickup rate A	Pickup rate B	Analog rate
OBI.ru	Санкт-Петербург	27194	1331	2964	-15,7%	15,6%	26,0%	n/a
Maxidom	Санкт-Петербург	69074	2106	2872	-15,4%	15,1%	25,3%	n/a
M								
2								
Л								
В								
С								
С								
Г								
Т								
С								
Is								
X								
E								
K								
E								
С								
П								
Са								
Агора	Санкт-Петербург	2377	837,45	14	-15,37%	0,17%	0,17%	n/a

Please report to mail@getrealprice.com for this data
Thank you!



1.6 We need to monitor all out 40,000 SKU range. Are you possible to supply us?



Yes. Let's schedule this volume since we would need time. Average speed for new clients is 15,000 SKU / month. Once we match your SKU, we just update the prices for them. So, both we would need $\pm 3,5$ months to start, but the first matched data would be available from the first day since the SKU are cumulatively found.

2.1 Does the Online price vary in different stores? Who does so if yes?



It depends on Competitor pricing model. For example, OBI and LM has clear price variation between stores. Usually Retailers use 'price clusters', and it could be city or region, or set of Stores in 1 city/multiply cities



2.2 How do we see the prices in different cities/stores?

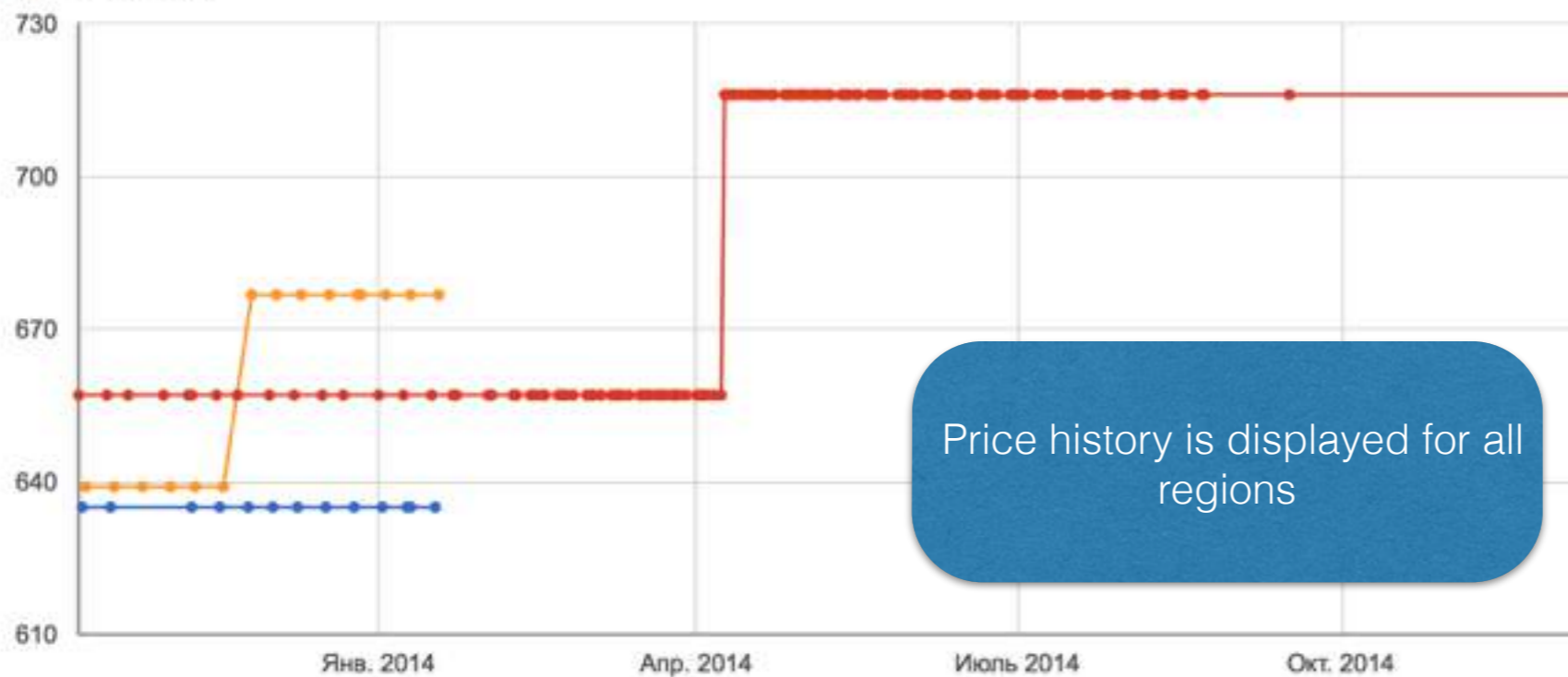


You could see it in your Price Control panel or download the range file for all stores composed in XLSX:

Name	Нижний Новг	Нижний Новг	Санкт-Пе	Санкт-Пет	Санкт-Пет	Санкт-Пет	Санкт-Пете
Сувенир новогодний статуэтка "Тюлень" 37 x 26см	299	299	299	299	299	299	299
Горшок керамический Белый лист большой	1299	399	399	274,5	199	199	249
Комплект транспортировочный Hyundai Rental Serie	499	1999	499	499	499		499
Горшок керамический Плетение средний	699	699	199	159,5	149	99	99
Горшок керамический Лоза средний	699	699	199	164,5	149	99	89
Горшок керамический Ротанг, средний	699	199	199	699	149	99	89
Горшок керамический Плетение зеленое, средний	229	149	749	184,5	749	99	89
Поддон керамический кремовый	9	49	19	19	9	9	19
Фигура световая "Санта" белый	1299	1299	499	499	499	499	1299
Поддон керамический черный	9	69	19	19	9	69	19
Горшок керамический Ирис желтый 23 x 17 см	649	649	199	164,5	199	99	149
Горшок керамический Плетение малый	399	99	99	104,5	69	99	69
Поддон керамический зеленый малый	59	59	9	19	9	59	59
Поддон керамический коричневый	9	49	19	19	9	49	19
Горшок керамический Зигзаг большой	999	999	199				149

Manual check of all prices in different stores/regions/cities

Price history



Price history is displayed for all regions



2.3 How could we get the information if the price is changed to key-monitored SKU?



You could see it in price control panel, or we could generate automatic emails for you with this data.

Price control reports

[download as csv](#)

all 466 < avg 257 < min 194 < min-10% 105 < min-20% 38 > avg 196 > max 164 > max+10% 102 > max+20% 78

art	product	our price	220volt	leroymerlin	maxidom	metrika	obi_ru
100756	Антисептик Неомид 200 для бань и саун концентрат 1:30 0,5 л	434.00				479.00	435.00
100761	Антисептик Неомид 450 огнебиозащита II группа 10 кг	538.00			540.00	591.00 ↓	
100893	Бетоконтакт Кнауф 5 кг	936.00		491.00		936.00	529.00
100894	Бетоконтакт Кнауф 20 кг	3162.00				3162.00	1799.00
101464	Ведро пластиковое 12 л 4090	99.00		61.00			
101465	Ведро пластиковое с делениями 20 л	172.00		100.00			
101476	Вентиль запорный прямой 1/2" Far	389.00		270.00			
101479	Вентиль запорный угловой 1/2" Far	379.00		390.00			
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101497	Вентиль терморегулирующий угловой 3/4" Far	849.00					
101521	Вентилятор осевой d100 мм Вентс 100ВКО	472.00					
101524	Вентилятор осевой d125 мм Вентс 125Д	802.00					755.00
101544	Вебер.Ветонит 3000 (ровнитель для пола), 25кг	716.00					679.00
101545	Вебер.Ветонит 5000 (ровнитель для пола), 25кг	577.00		441.00			
101548	Вебер.Ветонит VH белый	932.00					849.00
101552	Вебер.Ветонит КР (белый)	590.00					585.00
101554	Вебер.Ветонит ЛР + (белый)	261.00				289.00 ↓	
101561	Вебер.Ветонит ТТ (штукатурка)	449.00		324.00			
101589	Вилка без заземления, Makel	34.00		20.00			
101570	Вилка с заземлением, Makel	54.00		34.00			
101576	Вилка без заземления, Беларусь	31.00		32.00			
101595	Водонагреватель накопительный 50 л Ariston ABS VLS PW	11999.00 ↑	10169.00	8290.00			
101601	Водонагреватель накопительный 80 л Ariston ABS VLS PW	15259.00 ↑	10250.00				12800.00
101606	Водонагреватель накопительный 100 л Ariston ABS VLS PW	17999.00 ↑	12950.00				
101639	Воздуховод круглый пластиковый d100x1000 мм	179.00			198.00	192.00	199.00
101640	Воздуховод круглый пластиковый d100x1500 мм	262.00					286.00
101642	Воздуховод круглый пластиковый d100x500 мм	92.00				111.00	



...or it goes down

We fix that price was raised up!



We fix that price was raised up!



...or it goes down





2.4 What happens if competitor would change prices let's say..10 times per day?

We would recommend to update your frequency setting and make renegotiations for additional contract agreement. The regular price monitoring is enough in weekly update. For some SKU we are able to rise up frequency of price update up to once a minute




2.5 Do you have a price history for x SKU? for what period?



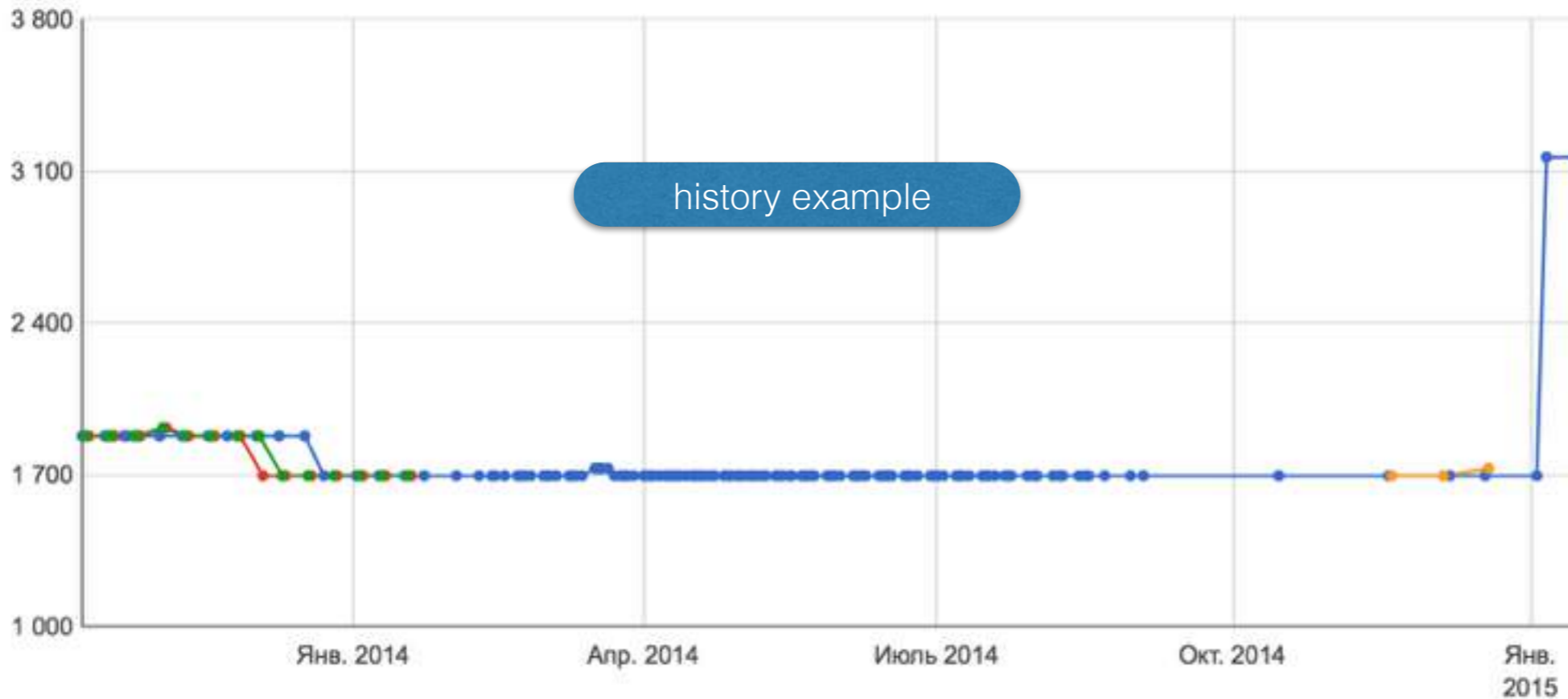
Yes we do. The price length may vary for different SKU, but it is true to say that 80% of static range in DIY companies are monitored more than 16 months.

Метрика: Лексические данные > Групповки > Групповки укреплённые

Details	Stock	Relations
Санкт-Петербург →	3162.00 Цена при заказе через Интернет за шт	Jan. 15, 2015
Нижний Новгород →	1728.00 Цена при заказе через Интернет за шт	Dec. 19, 2014
Великий Новгород →	1694.00 Цена при заказе через Интернет за шт	Jan. 19, 2014
Петрозаводск →	1694.00 Цена при заказе через Интернет за шт	Jan. 18, 2014



Price history



2.6 What your recommend frequency of price update?



We recommend weekly price update frequency for optimal costs for you. Also we could be starter and have integral price update periods for different 'importance' clusters of your range. For example:

200 SKU: daily

5000 SKU: weekly

35,000 SKU: monthly

3.1 We don't need your WEB interface, what is the alternative?



Yes we do. We could supply you with convenient API solution. All the guidelines for your IT dept are prepared.

Справка по использованию Snapshots API

Введение

Используя Snapshots API можно получить актуальное состояние БД с информацией о товарах конкурентов на определённый день. Доступ к API осуществляется с использованием ключа доступа, который можно получить в своём аккаунте.

Принцип работы

С заданной периодичностью создаются слепки актуальных данных
Данные сохраняются в json и архивируются в zip-файл. С их структурой можно ознакомиться ниже.
Эти файлы хранятся на сервере не менее полугода.
С помощью метода list у API можно получить список всех доступных для загрузки файлов.

Методы API

- list - выводит список доступных для загрузки данных([Пример](#))

```
GET http://getrealprice.com/master/api/snapshots/list/?api-key=cb9a30215c7
```

Структура данных

- sources.json - справочник со списком конкурентов ([Пример](#))
- categories.json - справочник со списком категорий базового(Вашего) каталога ([Пример](#))

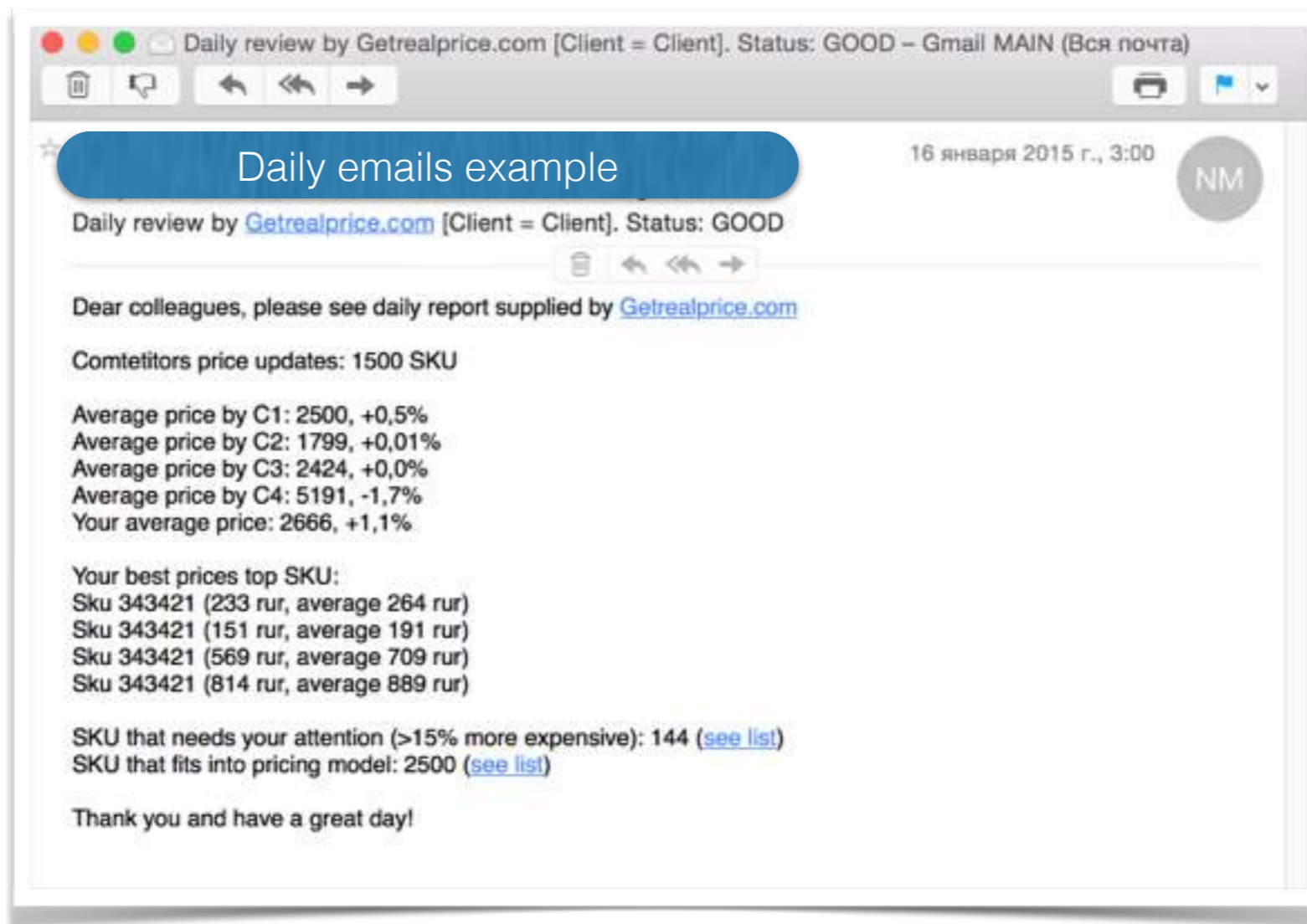
[http://getrealprice.com/
master/api/snapshots/help/](http://getrealprice.com/master/api/snapshots/help/)



3.2 We need fast and simple information every morning about current situation. What you propose?



We would propose daily email updates, send every 08:45 with the following sample:



4.1 What would you propose for purchasing/category managers?

Analytical >

General



We propose the following GUI in your personal WEB cabinet



Catalog size: **45409**

Compared count: **413**

compared price diff: **↓ -16.8 %**

upload catalog

Competitors:

source	city	size	avg price	compared	compared price diff	last updated
	Санкт-Петербург	56994 +16 %	5619	95	↓ -11.2 %	5 days ago
	Санкт-Петербург	66211 +19 %	1466	228	↓ -19.7 %	1 week, 1 day ago
	Санкт-Петербург	81844 +4 %	3580 ↑	43	↓ -13.6 %	1 week, 1 day ago
	Санкт-Петербург	26755 +36 %	1332	47	↓ -16.5 %	5 days, 1 hour ago

All-new user-friendly GUI

4.1 What would you propose for purchasing/category managers?

Analytical >

General



We propose the following GUI in your personal WEB cabinet

Simple price control for each SKU

Price control reports

[download as xlsx](#)

all 228 < avg 195 < min 173 < min-10% 96 < min-20% 51 > avg 19 > max 15 > max+10% 7 > max+20% 5

art	product	our price	220volt	maxidom	metrika	obi_ru
11009246	Скоба плоская 53/12F, 600 шт. (F)	128.00		131.00		
11009297	Электрорубанок Bosch PHO 20-82	4170.00	5219.00	4790.00	3969.00	
11009473	Гвозди для степлера J/16, 1000 шт.	266.00		250.00		
11009545	Гвозди для степлера J/16, 2600 шт.	488.00		460.00		
11264095	Пила по дереву ВАНСО, мелкий зуб, 380 мм	658.00		996.00		
11264116	Пила выкружная ВАНСО PC-12-COM, 300 мм	687.00	854.00	930.00	890.00 ↑	
11268838	Углошлифовальная машина Интерскол УШМ-115/900	1225.00	1290.00	1490.00	1290.00 ↑	
11309943	Пила по дереву ВАНСО, крупный зуб, 600 мм	1098.00	1239.00	1130.00	1080.00 ↑	
11342305	Дрель ударная AEG SBE 600R	2513.00 ↑	2860.00	3290.00		
11734202	Лобзик Интерскол МП-65Э-01	1358.00	1430.00	1595.00		
11823782	Углошлифовальная машина AEG WS6-125, 700 Вт	1740.00		2220.00		
11824005	Орбитальная шлифовальная машина AEG EX 125E	3085.00	3330.00	3999.00		
12054524	Ленточная шлифовальная машина Makita 9910	3735.00	4990.00	4499.00	5350.00	4399.00
12054647	Пила дисковая Makita 5704R, 1100 Вт, 190 мм	4080.00	4990.00	5190.00	5087.00	4999.00
12054719	Углошлифовальная машина Makita 9554 HN	1965.00	2490.00	2449.00		2499.00
12101095	Степлер электрический J-102 DA	2288.00		1890.00		
12107622	Углошлифовальная машина Makita 9069	3745.00	3990.00	4290.00	4009.00	3799.00
12144714	Сверло по бетону Bosch 6x60x100	77.00		94.00		
12147317	Сверло по бетону Bosch 8x80x120	84.00		116.00		
12147392	Сверло по бетону Bosch 5x50x85	71.00		82.00		
12187511	Углошлифовальная машина Bosch PWS 750-125	2080.00	2439.00	2690.00	2539.00	
12278157	Дрель аккумуляторная Makita 6270DWPLE, 12В, 1,3Ач	3890.00 ↑		4690.00	3890.00	4399.00
12289470	Машина вертикальная фрезерная Bosch POF 1200 AE	3505.00	4129.00	4200.00	3911.00	4199.00

4.1 What would you propose for purchasing/category managers?

Analytical >

General



We propose the following GUI in your personal WEB cabinet

SKU details - stock

[10499693] Фреза пазовая прямая №9212

165.00 шт.

Леруа Мерлен: Инструменты > Аксессуары для электроинструмента > Аксессуары для фрезерного инструмента



Details	Price History	Stock	Relations
Санкт-Петербург →	165.00 шт.	April 26, 2014, 6:34 a.m.	
Екатеринбург →	165.00 шт.	April 27, 2014, 6:26 a.m.	
Москва →	165.00 шт.	Aug. 9, 2014, 4:34 a.m.	
Вес: 0.062кг			

SKU details - price history

[10499693] Фреза пазовая прямая №9212

165.00 шт.

Леруа Мерлен: Инструменты > Аксессуары для электроинструмента > Аксессуары для фрезерного инструмента



Details	Price History	Stock	Relations
Санкт-Петербург	Екатеринбург	Москва	
Sept. 7, 2014, 12:33 a.m.		165.0	
Sept. 3, 2014, 4:40 p.m.		165.0	
Aug. 29, 2014, 2:28 a.m.		165.0	
Aug. 29, 2014, 2:11 a.m.		165.0	
Aug. 26, 2014, 4:33 a.m.		165.0	
Aug. 18, 2014, 4:32 a.m.		165.0	

4.1 What would you propose for purchasing/category managers?

Analytical >

General



We propose the following GUI in your personal WEB cabinet

See what was uploaded

Products price dynamics of all competitors

/ Root / <category> to category

discont: any price diff: any label: any sort: -added

art	category (our)	labels	product	price	old	discont	diff	added
maxidom 1000454847	Инструмент для общестроительных работ		ручка-переноска для гипсокартона FIT пластиковая	399.00				03 Sep
metrika ТТ100408854	Пилы по дереву		Ножовка BANCO NP-22-U7/8-HP 550 мм	620.00				30 Aug
obi_ru 3654274	Шуруповерты		Дрель-шуруповерт аккумуляторная Bosch PSR 18 Li 2	7399.00				30 Aug
maxidom 1001029874	Струбцины		струбцина WOLFCRAFT быстрозажимная 500x740мм	879.00				29 Aug
maxidom 1000586174	Машины углошлифовальные		шлифмашина угловая HITACHI G23SR 230мм 2000Вт	4390.00				27 Aug
maxidom 1000867289	Любавки		электролобзик HITACHI CJ90VST 700Вт	3110.00				27 Aug
maxidom 1000886023	Дрели аккумуляторные		дрель аккумуля. HITACHI DS14DCL-RC 14,4В 2 акб Li-ion	5590.00				27 Aug
maxidom 1001029872	Струбцины		струбцина WOLFCRAFT быстрозажимная 150x390мм	659.00				27 Aug
maxidom 1001027265	Дрели-шуруповерты аккумуляторные		дрель аккумуля. BOSCH PSR 18 LI-2 18В 2 АКБ	7390.00				27 Aug
maxidom 1000995450	Инструмент для гравировки		электропила дисковая компакт DREMEL Saw Max DSM20 710 Вт в к	6810.00				27 Aug

4.1 What would you propose for purchasing/category managers?

Analytical



General



We propose the following GUI in your personal WEB cabinet

See what was uploaded - by pictures

Products price dynamics of all competitors -

/ Root / <category> ▾

to category

discont: any ▾ price diff: any ▾ label: any ▾

sort: -added ▾  



399 maxidom, 03 Sep
ручка-переноска для гипсок...

620 metrika, 30 Aug
Ножовка ВАНСО NP-22-U7/8...

7399 obi_ru, 30 Aug
Дрель-шуруповерт аккумуля...

879 maxidom, 29 Aug
струбцина WOLFCRAFT быст...



4.1 What would you propose for purchasing/category managers?

Analytical >

General



We propose the following GUI in your personal WEB cabinet

See the stock control

Your competitors stock

obi_ru(Санкт-Петербург) 1 shops

category	products	stock
Ванная и кухня	3476	
Всё для дома	7616	
Сад и досуг	5570	
Стройка	2306	
Техника	7788	

maxidom(Санкт-Петербург) 8 shops

category	products	stock
Автотовары	1602	
Дача, сад, отдых	9897	
Новогодний ассортимент	1584	
Обустройство дома	18795	

4.2 What would you propose for General managers

Analytical



General



We propose category analytics + personal visualizations for any needs (sample picture provided):

Category analytics - possible to compare with competitors!

Categories dynamics of Леруа Мерлен (Санкт-Петербург) -

/ Root / Инструменты

name

- Молотки, киянки, кувалды
- Хозяйственный инструмент
- Пистолеты
- Аксессуары для электроинструмента
- Электроинструмент
- Гаечные ключи и отвертки
- Спец. инструмент
- Фиксирующий инструмент
- Деревообрабатывающий инструмент
- Расходные материалы
- Оборудование для мастерской
- Слесарно-монтажный инструмент
- Измерительно-разметочный инструмент
- Организация рабочего места
- Специализированный инструмент
- Металлообрабатывающий инструмент

Avg price

Average/Med/Min/Max/Else prices per category in time



4.3 We need a special metric to analyze our categories. What solution do you have?

Analytical



General



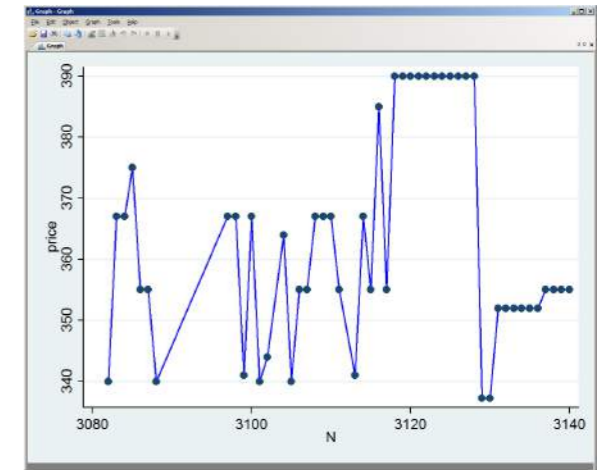
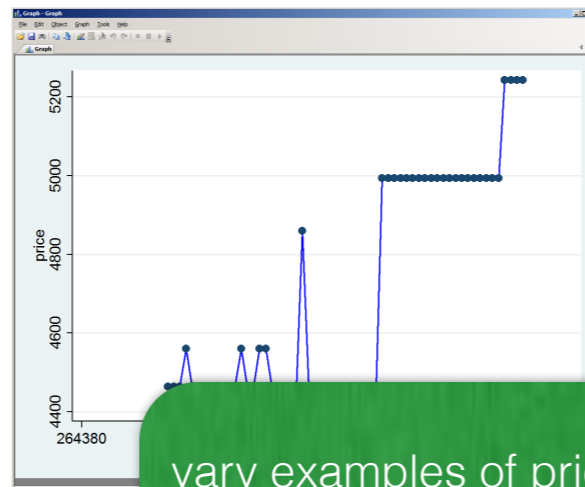
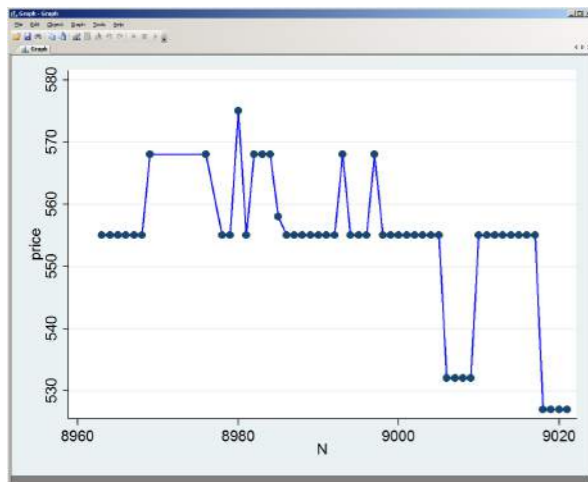
For different tasks we propose some enrolled cases, for example

Price history classification

- SKU price variation is small (<5%)
- SKU price variation is medium (5-15%)
- SKU price variation is high (>15%)
- SKU price has never changed (no attention to this SKU)
- SKU price has changed >1 times (calm attention to this SKU)
- SKU price has changed >7 times (competitors attention to this items)

Annual

- Inflation/deflation trend
- Attention to SKU dynamic (speed of changing qty of price changes)



vary examples of price volatility for different SKU, taken from LeroyMerlin web range

4.3 We need a special metric to analyze our categories.
What solution do you have?

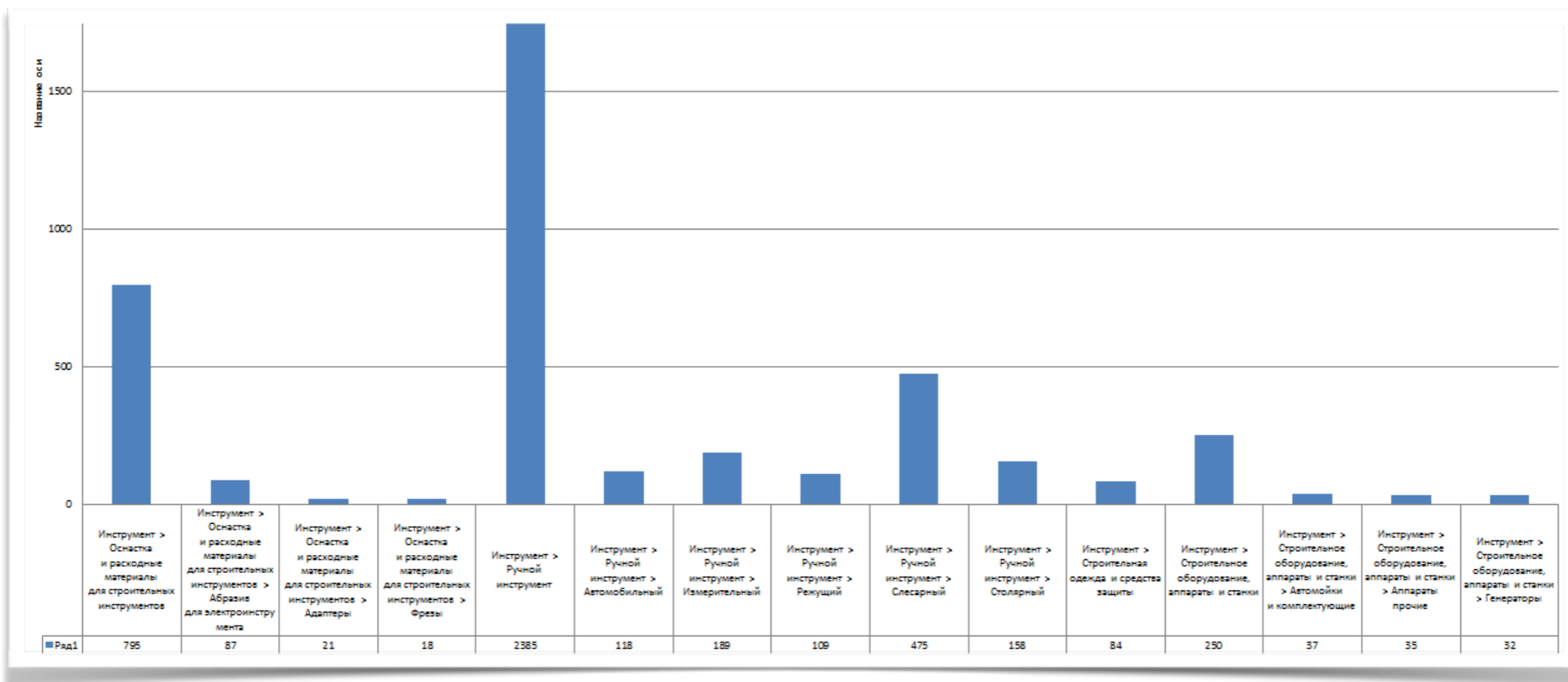
Analytical



General



For different tasks we propose some enrolled cases, for example



Sample metric Ind_x calculated as:

$$\text{Ind}_x = (\text{SKU_vol_A} / \text{SKU_vol_B}) \times \text{TURN_share} \parallel \text{LFL или}$$

$$\text{Ind}_x = (\text{SKU_avp_A} / \text{SKU_avp_B}) \times \text{TURN_share} \parallel \text{LFL, где:}$$

- ind_x — success index of category
- SKU_VOL_A — N_sku in our range
- SKU_VOL_B — N_sku in competitors range
- TURN_share — turnover share
- LFL — turnover change



4.4 We would do all the analytics inside our company, could you provide us only with raw data?



Yes, we could update you with API solution to push the data into your masterdata base of XML/JSON flow

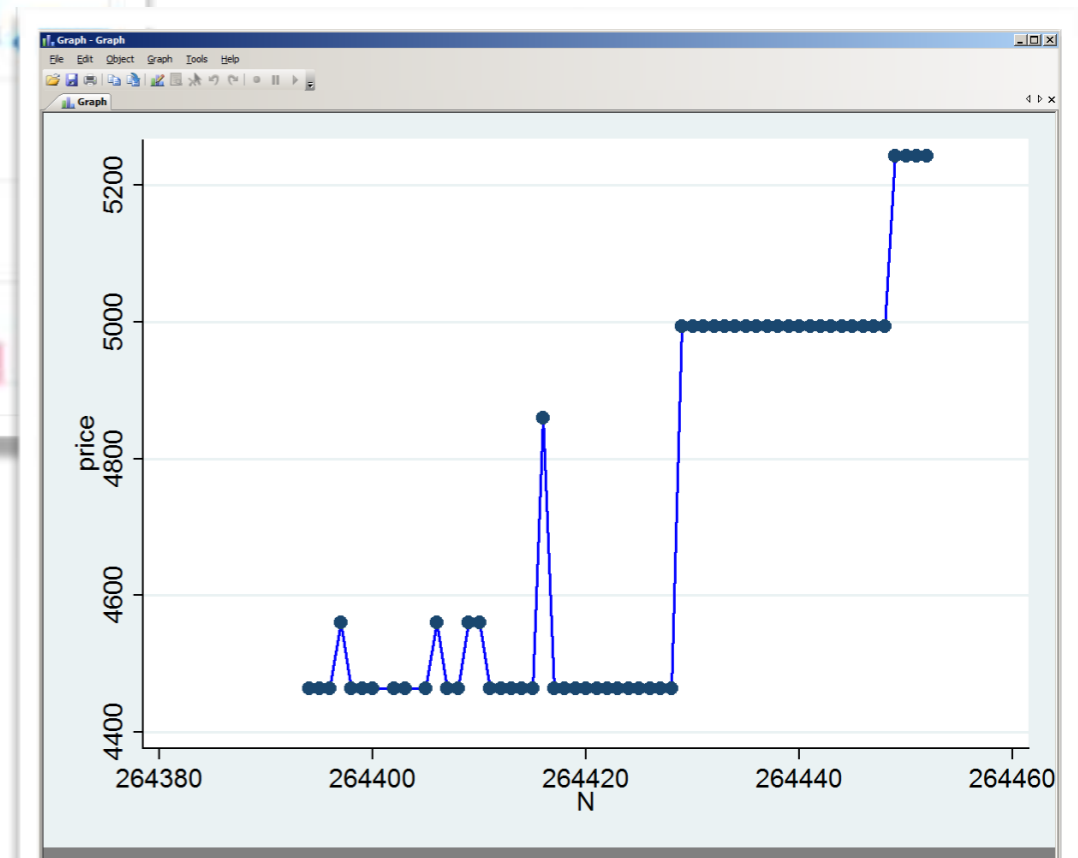


4.5 We need to extract SKU with special price move criteria, what do you have?



Please see 4.3 answer with this point. We could determine any pattern of price move data series, the same as it done for Stock Exchange (stock markets are more volatile vs e-commerce items, but we predict that in future the SKU price volatility would rise up)

Example of Apple stock market volatile vs Knauf 3 kg in 6 months period



4.6 We need quick and proven solution for price triggers, what would you propose?



The quickest solution is to fix-and-notify that price was changed :) All further combinations should be agreed from both sides. Trigger could combine many incoming facts, such as: category, N-times of price change in past, price level of SKU and else. For example, we could be interested in fast informing that price changed for SKU from tiles category, from low price segment (1-199 rub) in 3 northern cities

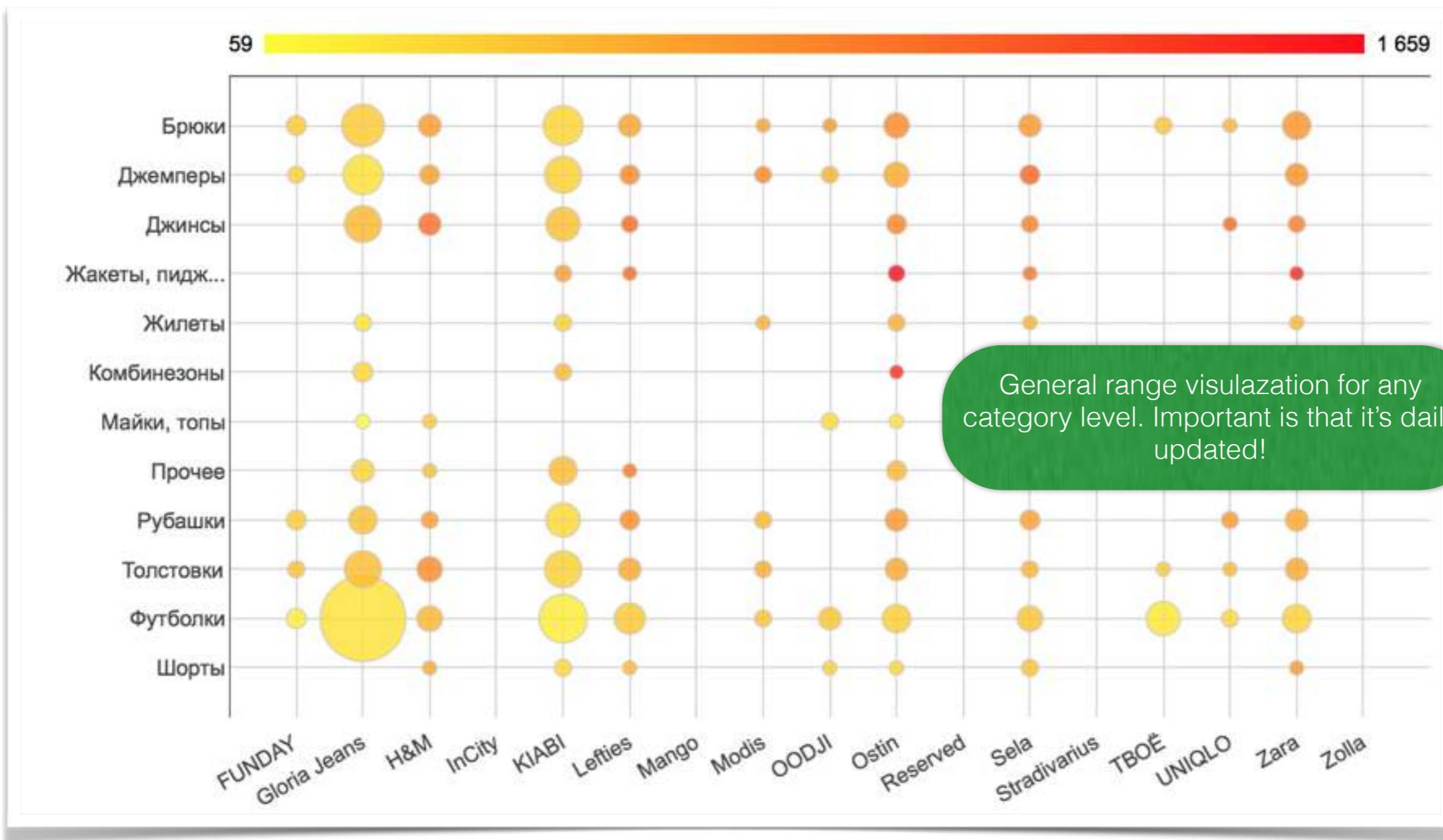
4.7 We like pictures, what kind of data visualization do you have?

Analytical >

General



We provide pictures mostly for fashion market, since the data visualization is important in this market segment. DIY markets could have the same structure of our enrolled solutions:



4.7 We like pictures, what kind of data visualization do you have?

Analytical >

General



We provide pictures mostly for fashion market, since the data visualization is important in this market segment. DIY markets could have the same structure of our enrolled solutions:

Price levels analytics: for each price step and for each category we provide the data for connected competitors



4.7 We like pictures, what kind of data visualization do you have?

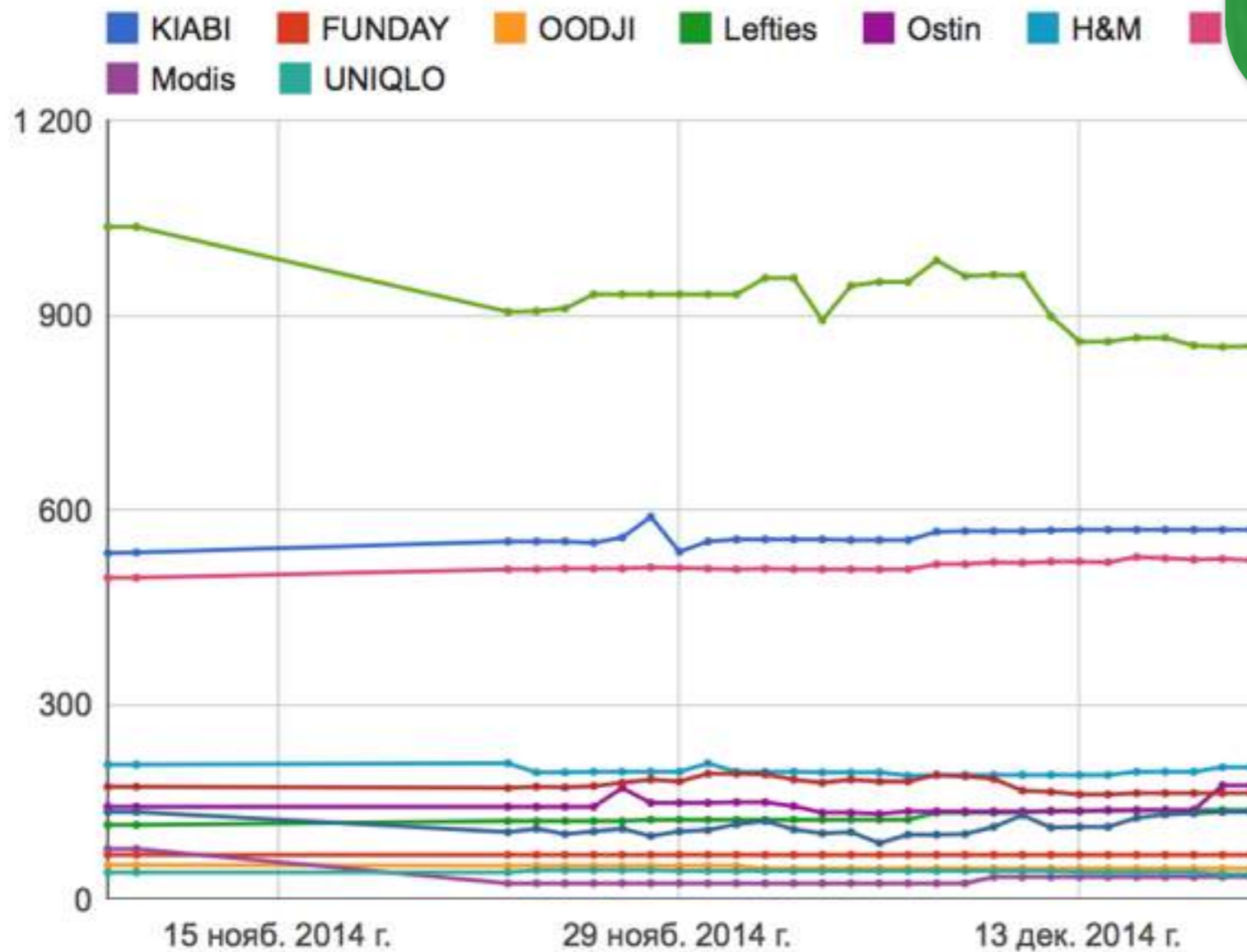
Analytical >

General



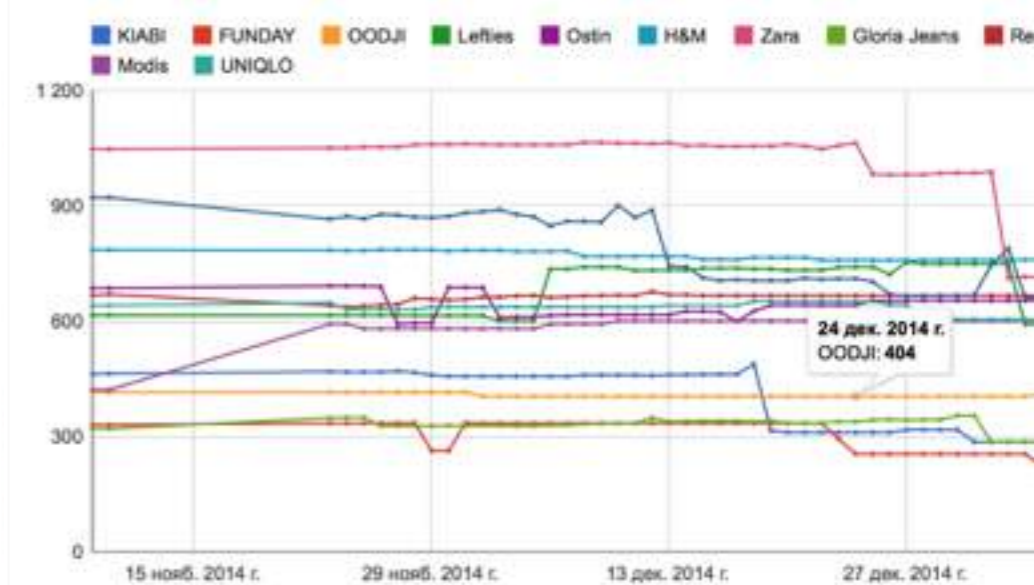
We provide pictures mostly for fashion market, since the data visualization is important in this market segment. DIY markets could have the same structure of our enrolled solutions:

Assortment



Dynamic trekking reports: SKU/category/range parameters during time

Avg price



24 дек. 2014 г.
OODJI: 404



5.1 We need to boost Retail sales, what's your proposal?



For the quick solution we would propose recstat.com service for analyzing your sales. More complex we could discuss with enrolled sales patterns on SKU/CATEG level

RecStat Home Analyze sales My Reports nikita.mikhailov.1@gmail.com

Analyze your sales! It's easy!

This is the place where you could analyze your Retail and Online sales in term of product correlations and find a fast and simple way to generate promotion or merchandising.

How to Use

It is very easy! You need to upload your sales transaction data in 1 file with any period. Please use a special input file formats for analytic engine of RecStat.com. After this you will get e-mail with link to Your personal report, valid for 2 weeks.

- Download how to in PDF
- Download report example(ru)
- View video how to prepare and upload data
- View video with Recstat cross-sale reports

менты --> --> ClipStrip: 8.1% Matches: 1
сти Карамель (Клфот Фронт) --> --> ClipStrip: 8.1% Matches: 1
есть Лак Для Волос 210Куб. --> --> ClipStrip: 8.1% Matches: 1
зель Майонез Соуса Оливкового --> --> ClipStrip: 8.1% Matches: 1
злык Морок. 6л Саша. С Опу --> --> ClipStrip: 8.1% Matches: 1
тское Пиво 0,5л 4,2% Сагмо --> --> ClipStrip: 8.1% Matches: 1
Бочки --> --> ClipStrip: 8.1% Matches: 1
мидры --> --> ClipStrip: 8.1% Matches: 3
рота Со Спаржей По-Корейски --> --> ClipStrip: 8.1% Matches: 1
и Валовой 300г (Из Бразилии --> --> ClipStrip: 8.1% Matches: 1
ный Полукай Семечки 190г [--> --> ClipStrip: 8.1% Matches: 1
рты Среднеплодные (Видный --> --> ClipStrip: 8.1% Matches: 5
ке Зофар Крос-Бреке (Кл Яен --> --> ClipStrip: 8.1% Matches: 1
киса --> --> ClipStrip: 8.1% Matches: 1
Зеленый Ветсоф --> --> ClipStrip: 8.1% Matches: 5
Укроп --> Пашуар Морок. 180г Брискер (Фв --> --> ClipStrip: 8.1% Matches: 1
Укроп --> Халат Брнз Леленне 25,2г Цетры --> --> ClipStrip: 8.1% Matches: 1
Укроп --> Рукавичка Сафетон 15Ит Велон. --> --> ClipStrip: 8.1% Matches: 1



5.1 We need to boost Retail sales, what's your proposal?



For the quick solution we would propose recstat.com service for analyzing your sales. More complex we could discuss with enrolled sales patterns on SKU/CATEG level

Example of fully automated sales potential calculation done by Getrealprice Industries llc

Item correlation full data

date: 17:12, 10 Dec 2014
ID: 101
checks count: 519412

YOUR SALES

- Item correlation full data
- Best paired items to sell together
- Best items to sell in package
- General structure of your sales

MARKETNOI MANAGER RECOMENDATIONS

- Top-50 sell-together items
- Top-100 valued add-ons for items
- Top-100 ideas for pallet sales / stand-alone items in your store

FILES

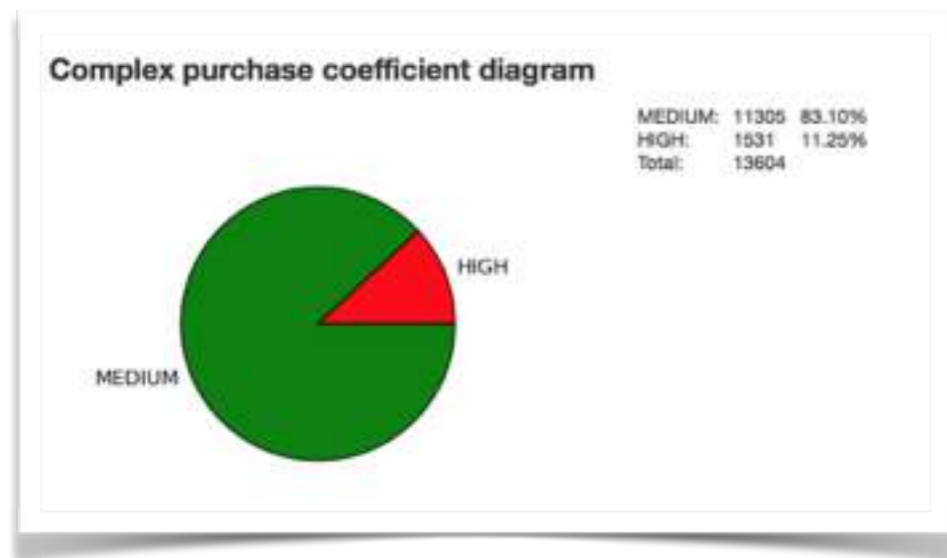
- input file
- output report

Code	Name	Frequency	Cliprect	Complex purchase	Cliprect modern
861	БАБАЕВСКИЕ н/к 300г орехово-слив. начинка (КК Баба	0.01% (27)	25.00 M	58.33 M	22.23 M
862	БАБАЕВСКИЙ шоколад 100г Горький (56)	0.09% (456)	24.03 M	61.04 M	30.74 H
863	БАБАЕВСКИЙ шоколад 100г Горький с миндалем (Бабаев	0.06% (303)	28.57 H	67.46 H	36.67 H
864	БАБАЕВСКИЙ шоколад 100г Горький с фундуком (Бабаев	0.04% (220)	28.70 H	63.48 M	26.83 M
865	БАБАЕВСКИЙ шоколад 100г Фирменный (56)	0.03% (162)	22.45 M	55.10 M	21.06 M
866	БАБАЕВСКИЙ шоколад 100г с апельсиновыми кусочками	0.01% (53)	19.05 M	57.14 M	23.53 M
867	БАБАЕВСКИЙ шоколад 100г элитный горький (КК Бабаев	0.02% (77)	20.69 M	55.17 M	21.74 M
868	БАБКИНЫ семечки 100г XXL (ООО "Троль") (50)	0.08% (434)	24.32 M	56.76 M	22.61 M
869	БАБКИНЫ семечки 100г жаренные (ООО "Троль") (40)	0.17% (906)	22.13 M	59.43 M	25.27 M
870	БАБКИНЫ семечки 100г соленые (ООО "Троль") (40)	0.11% (575)	22.66 M	60.16 M	24.23 M
871	БАБКИНЫ семечки 150г тыквенные (ООО "Троль") (40)	0.04% (199)	21.57 M	56.66 M	22.49 M
872	БАБКИНЫ семечки 250г XXL (ООО "Троль") (60)	0.03% (175)	21.25 M	61.25 M	26.97 M
873	БАБКИНЫ семечки 300г жаренные (ООО "Троль") (12)	0.07% (359)	30.94 H	61.15 M	21.87 M
874	БАБКИНЫ семечки 300г соленые (ООО "Троль") (12)	0.04% (202)	28.57 H	62.50 M	24.97 M
875	БАБКИНЫ семечки 40г Микс (ООО Троль) (28)	0.07% (357)	17.58 L	52.75 M	21.33 M
876	БАБКИНЫ семечки 40г жаренные (ООО "Троль") (60)	0.09% (458)	21.35 M	58.43 M	25.70 M
877	БАБКИНЫ семечки 450г жаренные (ведро) (ООО "Троль"	0.01% (38)	23.53 M	58.82 M	23.08 M
878	БАБОЧКА мягкая игрушка малая муз. (8595) (Китай)	0.00% (1)	16.67 L	50.00 M	20.00 M
879	БАБУШКА АГАФЬЯ бальзам 350мл восстаивал. д/ослаб.	0.01% (32)	23.53 M	64.71 M	30.77 H
880	БАБУШКА АГАФЬЯ бальзам 350мл питательный для тонк.	0.01% (29)	25.00 M	62.50 M	24.99 M
881	БАБУШКА АГАФЬЯ жидк.мыло 1л мята/лимон с доз. (ООО	0.01% (35)	18.75 M	56.25 M	23.08 M
882	БАБУШКА АГАФЬЯ жидк.мыло 1л ромашка с доз. (ООО "П	0.01% (32)	23.53 M	58.82 M	23.08 M
883	БАБУШКА АГАФЬЯ жидк.мыло 500мл белое д/волос и тел	0.00% (10)	25.00 M	62.50 M	33.33 H
884	БАБУШКА АГАФЬЯ жидк.мыло 500мл цветочное д/волос и	0.00% (6)	16.67 L	50.00 M	20.00 M
885	БАБУШКА АГАФЬЯ маска 250мл Хлеб/яич. желтки д/носр	0.01% (37)	21.05 M	52.63 M	20.00 M
886	БАБУШКА АГАФЬЯ маска 250мл Дрожжи/кисл.мол. д/сух.	0.01% (24)	20.00 M	60.00 M	24.99 M

5.2 We need to have quick and simple solution for complex purchase improvement, what do you have for this?



We would be happy to propose you recstat.com service. Based on your sales analytics, we would make guidelines for your store staff for any category/sku. For the first step, we would detect SKU that have potential to be involved in complex purchase, next - prepare the guideline with all types of visualization



Analytical



Additional

5.3 We have some things what are not possible to monitor online, what's your solution and cost?



- in Rus market we do offline monitoring in 14 regions (for Henkel Bau).
- Store visit starts from 350 eur



6.1 What's the length of the contract you usually have?



- We start from 1 year length, recommended length for optimal pricing is 3 years, and all longer terms would be appreciated. For now we have 2 contracts for 5 years length with fixed price and volume.
- We also ready to provide you with once-twice projects in order you could see the quality of our data



6.2 How does the amount of our SKU to be monitored affects to contract price?



For sure we take into account the volume of operations. And we are quite adaptive for your targets. For example if your business needs align to 300 SKU, we would find comfort solution for you. If you would need for 30,000 SKU monitoring, what is high amount of operations - we would make proper discount for you



6.3 Name the countries where you have offices?



We have office in Russia, Moscow and representative point in Cyprus. We work with some countries where we have no office, and it's quite simple to make, so we would propose not to attach our cooperation to office presence



6.4 What is the currency for accounting?



For contracts >36,000 Pounds/annual we propose to use British Pounds or Euro equivalent, for less - Russian Rouble.



6.5 What you need from us to match SKU?



We would need the clear incoming data description from your side. 1st, we need to decide since we work with your online or offline range. Both are possible. Just an extract from our incoming data regulations:

OFFLINE CASE	
SKU NAME	text
SKU INTERNAL CODE	digit
SKU EAN	digit
SKU VENDORCODE	digit
SKU VENDORNAME	text
SKU CATEG	text
SKU PRICE	digit
SKU IMAGE	image
SKU BRAND	text
SKU MATCH MODE:	analogue/duplicate
SKU ANALOGUE CRITERIA	text,text,text,text
SKU MEASURE UNIT	text
OR // ONLINE CASE	
SKU NAME	text
SKU INTERNAL CODE	digit
SKU WEB LINK CLIENTS SITE	text
OPTIONAL	
SKU CATEG CODE	optional



7.1 Is it legal to pull prices from E-commerce web pages?



:

Yes it is



7.2 How we know you would not sell the data we pay for to our competitors?



: This point is regulated over NDA contract appendix



7.3 In offline we may take a picture of any SKU+price, how to fix the data officially in online?



We propose screenshots for online 'fixation' for future sharing with colleagues, courts and else. We are able to do $\pm 1,000,000$ screenshots per day and to store unlimited amount.

The screenshot shows the product page for a 'Дрель аккумуляторная 12В' (12V cordless drill) on the Leroy Merlin website. The price is 595,00 RUB. The page includes a product image, technical specifications, and a 'В список покупок' (Add to cart) button. A purple 'TIMESTAMP' stamp is overlaid on the bottom left of the screenshot.

Parameter	Value
Артикул:	13626667
Вес, кг:	1.8
Страна-производитель:	Китай
Напряжение аккумулятора, В:	12
Быстрозажимной патрон:	да



2015

Thank you!

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