

# New regular price report

## "Price difference"

**Frequency:** weekly;

**Items in monitoring:** ~500.000 sku;

**Payment condition:** no charge up to 1 Mar 2019.

Prepared a short description in case you would be interested in it.

**The point is:** since we do regular crawlings we are able to monitor price dynamics for all SKU's in monitoring between competitors range.

**The idea:** there are not so many sku's that prices were changed to week-to-week, and there are even less sku's that had large price change. Weekly attention to such items price change might help you to be in market for your original SKU's.

**What this report shows:** we make historical price change calculations and focus you on SKU's that had major price change on the market with additional parameters.

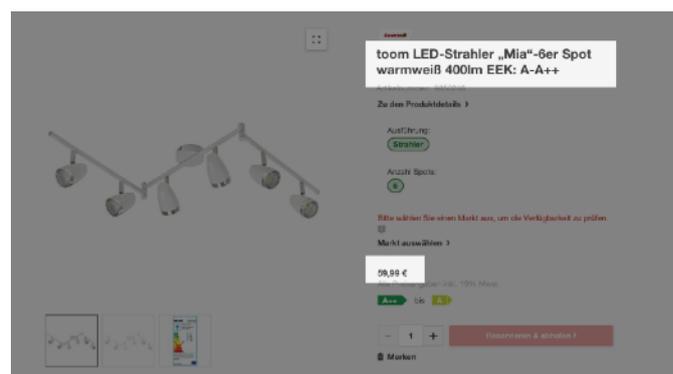
This is the report "Smart Price Difference" about.

## Here's short instruction how to read the report on sample SKU:

Please open fresh **Price Diff report** at [https://getrealprice.com/media/report-builds/360/price-diff-history\\_2018-11-23.xlsx](https://getrealprice.com/media/report-builds/360/price-diff-history_2018-11-23.xlsx) and next we propose to learn it's structure to see if it fit's your possible business needs:

Let's see an example, row #3, sku code "9850246", sku name "toom LED-Strahler „Mia“-6er Spot warmweiß 400lm EEK: A-A++", sold in toom baumarkt (Rheinfelden):

<https://toom.de/p/toom-led-strahler-mia-6er-spot-warmweiss-400lm-eek-a-a/9850246>:



We store all price history for this item: <https://getrealprice.com/master/products/13896096/>

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Home [9850246] toom LED-Strahler „Mia“-6er Spot warmweiß 400lm EEK: A-A++ 60 / Stück

Search toom baumarkt: Wohnen & Haushalt > Lampen & Leuchten > Wohnraumleuchten > Wohnraumstrahler & Spots

Products compare

Products

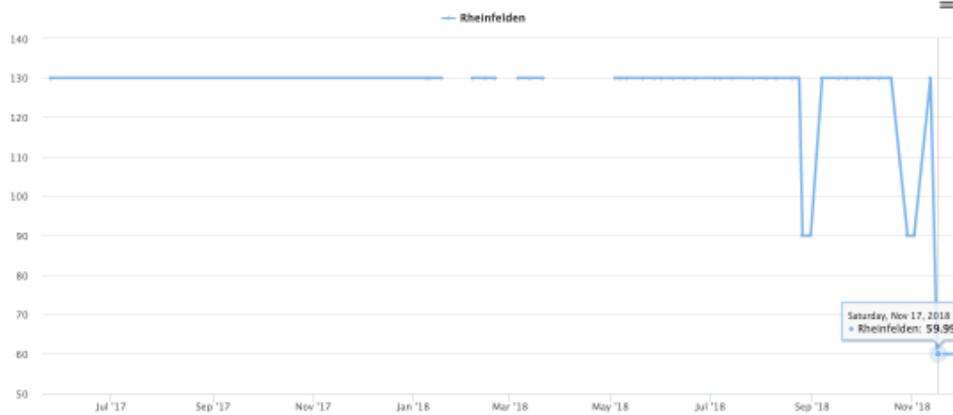
Messages

Details Stock

Rheinfelden → 60 / Stück Nov. 26, 2018

- Brand: toom
- Anzahl Spots 6
- Artikeltyp Deckenstrahler
- Ausführung Strahler
- Bewegungsweider Nein
- Dimmbar Nein
- Einsatzbereich innen
- Energieeffizienzklasse A++ - A

## Price history



Let's open a Price Diff report and find this SKU 9850246:  
In the "Price Difference" report we see:

Elektrisches Kaminfeuer ewt Nelson 2000 Watt												
A	B	C	D	E	F	G	H	I	J	K		
Competitor	SKU	Name	Price Old	Price	Price Diff	Price Old Date	Price Date	Elapsed Days	Date Found	Sales Months		
Globus Baumarkt	KGLO7730516	TrendLine LED 3er Spot Star I	44,99	14,99	-200%	20.11.2018	23.11.2018	3	3.12.2018	10		
Globus Baumarkt	KGLO7730516	TrendLine LED 3er Spirale Energy I	37,99	17,99	-111%	20.11.2018	23.11.2018	3	3.12.2018	10		
toom baumarkt	P#9850246	toom LED-Strahler „Mia“ 6er Spot warmweiß 400lm EEK: A-A	129,99	59,99	-116%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9850244	toom LED-Strahler „Mia“ 3er Spot warmweiß 400lm EEK: A-A	69,99	34,99	-100%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9850245	toom LED-Strahler „Mia“ 4er Spot warmweiß 400lm EEK: A-A	99,99	49,99	-100%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9850379	toom Halogen-Strahler „Fabia“ 4er Spot warmweiß 460lm EEK: A-A	34,99	17,99	-94%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9840070	toom Halogen-Strahler „Callista“ 4er Spot warmweiß 300lm EEK: A-A	32,99	16,99	-94%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9850243	toom LED-Strahler „Mia“ 2er Spot warmweiß 400lm EEK: A-A	44,99	19,99	-125%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9840048	toom Halogen-Strahler „Callista“ 4er Spot warmweiß 300lm EEK: A-A	32,99	16,99	-94%	12.11.2018	17.11.2018	5	25.05.2017	18		
toom baumarkt	P#9840081	LED-Strahler Callista mit 3 Spots	29,99	14,99	-100%	12.11.2018	17.11.2018	5	19.10.2018	1		
Bauhaus (Steyr)	22929057	Ryobi Teleskop-Heckenschere RPT4545E	39,95	99	+147%	15.11.2018	22.11.2018	7	02.11.2018	0		
Bauhaus (Steyr)	24814797	Gardena Comfort Gartenschere I/S-XL	26,4	17,49	-50%	15.11.2018	22.11.2018	7	09.10.2017	13		
Bauhaus (Steyr)	25204285	Realty Leuchten Pendelleuchte Discalpo	35,95	179	+397%	15.11.2018	22.11.2018	7	07.09.2018	2		
Hornbach (Klagenfurt)	6333804	Elektrisches Kaminfeuer ewt Nelson 2000 Watt	449	298	-50%	10.11.2018	17.11.2018	7	19.06.2017	17		
Globus Baumarkt	KGLO7730516	TrendLine LED 6er Spot Energy I	79,99	34,99	-128%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7730516	TrendLine LED 4er Spot Energy I	49,99	23,99	-108%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7804028	Classen Laminat Visiogrande Sichtestrich Hell, 1 Pack = 2,047 m²	20,45	34,78	+70%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7735028	TrendLine LED Aussenwandleuchte UP&DOWN weiss	49,99	24,99	-100%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7735028	TrendLine LED Aussenwandleuchte UP&DOWN hellgrau	49,99	24,99	-100%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7730516	TrendLine LED 6er Spot Star I	74,99	29,99	-150%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7730526	TrendLine LED Deckenleuchte Springfield Nickel matt	79,99	49	-63%	15.11.2018	23.11.2018	8	12.01.2018	10		
Globus Baumarkt	KGLO7730526	TrendLine LED 4er Spot Boston nickel matt	59,99	39,99	-50%	15.11.2018	23.11.2018	8	12.01.2018	10		

price old = 129,99;  
price current = 59,99;  
price diff = -116%;

Next we display 'Price Old Date', means the date when the last time 'price old' was applied.  
'Elapsed Days' is the same as amount of days.

How to read this report:

1. to sort increasingly 'I' column (elapsed days of new price)
2. check up listed items with fresh (small) elapsed days amount, if you find these items compete with similar OBI's items;
3. measure out the column 'K' sales month value for such items - are they new on market or old.