

Price Check Use Case

See the Price the Customer Sees

The Problem

A major carbonated soft drink brand had questions about the accuracy of on-shelf pricing for its 12-pack product as well as the 12-packs of two competing brands.

The Solution

A 12-store audit designed to capture...

- Prices of three SKUs: 12-packs of 7Up, Sprite, & Mountain Dew
- Prices across 3 different retail chains (Kroger, Target, & Walmart)
- Price tag photos & information about each 12-pack product

The Results

A 12-store Audit designed to capture...

Mode prices at Walmart:

7Up (\$4.58), Mountain Dew (\$4.98), Sprite (\$4.98)

Mean prices at Walmart:

7Up (\$4.41), Mountain Dew (\$4.25), Sprite (\$4.98)

Kroger demonstrated the greatest pricing uniformity across stores and SKUs. The same price (\$5.49) was found for all three 12-packs inside every Kroger audited.

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