

Getting Started | [Advanced Report Creation](#)

We want you, [the user](#), to be able to create reports that are as specific to your needs as possible. For this reason we have additional filtering options that can be utilised to create bespoke reports. The below instructions will guide you through the different ways you can filter and refine your reports.

What you need

- If you haven't already, first read [Creating an Acuity Pricing Report](#).
- Access to the Acuity Pricing Platform and reporting suite.

Additional Options

Product Attribute

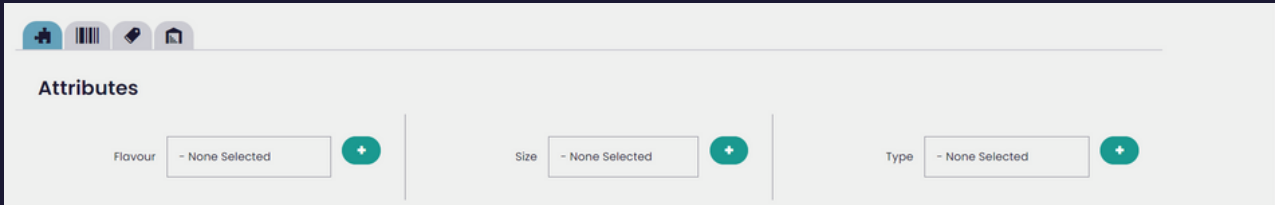
Product SKU / EAN

Product Price

Stock Status

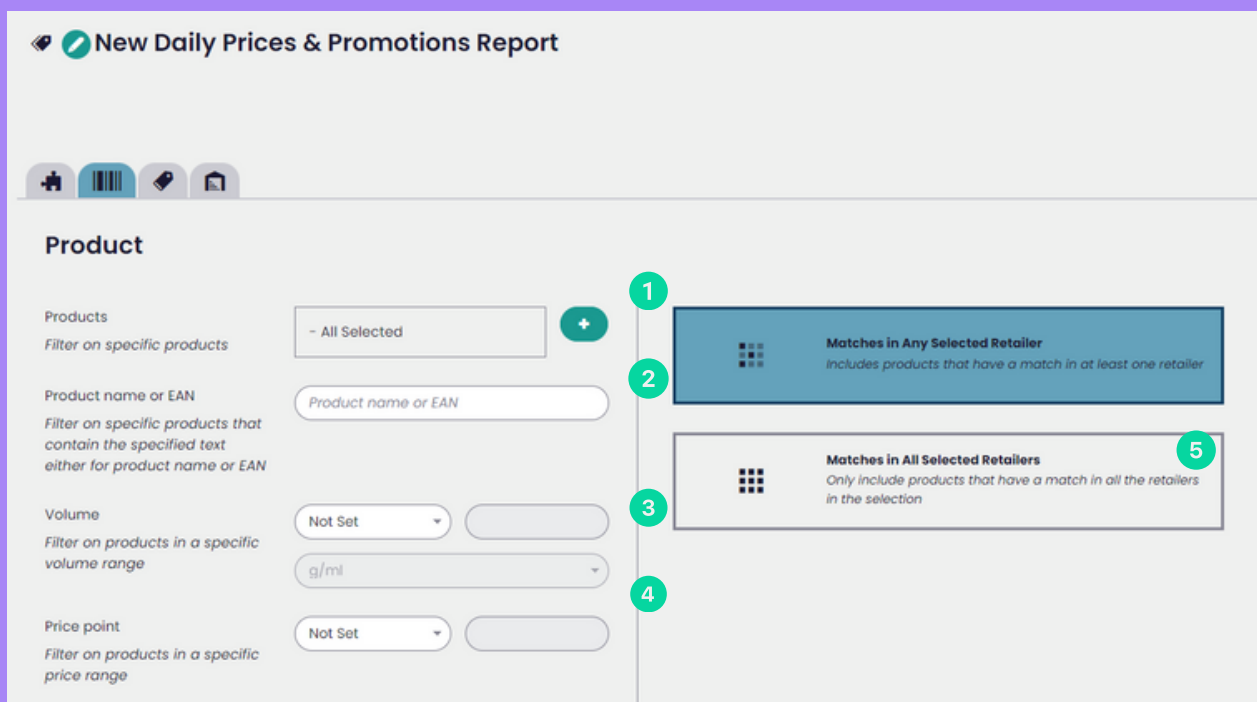
Refining by Attribute

If the category you have chosen from within the [Categories selector](#) is associated with any attributes (Acuity Pricing or client specific), these will show here. Attributes are only available in this feature when the selected categories share attributes.



Refining by Product

1. If you wish to only look at a smaller section of SKUs, use the [Products selector](#) to pick the products required.
2. The [Product Name](#) or [EAN](#) text box allows you to write in your [desired item's barcode](#).
3. Filter down the SKUs you are shown in the analysis by their product volume using the [Volume Filter](#).
4. You can filter SKUs shown in the analysis by their price using the [Price Point boxes](#).
5. Select 'matches in all selected retailer' to only show products available in all selected retailers within the analysis, or 'matches in any selected retailers' to show products that have a match in at least one retailer.



Refining by Price

1. **Price Measure Tab:** refine by either **Unit Price** (the price for one item regardless of volume) or **Volume Price** (adjusted to show the equivalent price per litre or per kilo.)
2. **Ratio Adjustment:** Options to show the pricing based on individual retailer volumes. Off – prices as scraped from the website. Product Volume – prices adjusted to meet the volume of the parent product within a set tolerance. Retailer Product Volume – prices adjusted to meet the volume of a specified retailer within a set tolerance.
3. **Normalisation:** Options to select how the winning datapoint is determined when a selected retailer contains multiple regions or data collection points.

The screenshot shows the 'New Daily Prices & Promotions Report' interface. At the top, there are filters for Categories (Cold Drinks To Go), Manufacturers (All Selected), Brands (All Selected), Retailers (All Selected), and Date Range (Last 90 days). Below these are icons for home, list, search, and refresh, and an 'Analyse' button with a dropdown for 'Hide additional options'.

The main section is titled 'Price' and contains several options:

- Shelf Price:** Price seen by the shopper for a single item as shown on the shelf edge label.
- Base Price:** The price of the product when not on promotion.
- Promoted Price:** The discounted price including the equivalent single price on a multibuy deal.
- Was Price:** The advertised 'was' price of a product within the promotion text on a retailer website.
- Loyalty Price:** The discounted price available to shoppers who are part of the retailer's loyalty scheme.

On the right side, there are three dropdown menus:

- Price measure:** Set to 'Unit Price' (marked with a green circle 1). Description: Unit price: The price of a consumer pack. Volume price: The price per litre or kilogram. Cost by attribute: The price per selected attribute.
- Ratio adjustment:** Set to 'Off' (marked with a green circle 2).
- Normalisation method:** Set to 'Most Recent' (marked with a green circle 3). Description: Where there are multiple data collection points or regions within a selected retailer, prices and promotions will be aggregated using the chosen method.

Normalisation Mode Options

Most Recent Mode uses last seen dates to ensure the most recent data is used in analysis

Most Common establishes the most common price across all the regions

Prioritise Default uses anonymous and national data collection points where a price is available

Refining by Stock Status

1. Choose whether to exclude products that were either in stock or **out of stock** on the last day of the analysis period.
2. If you would rather not see out of stock items at all, use this option. For example, this means that even if the item was out of stock for just 1 week of a 4-week selection it will not show at all.
3. The Stock Status Type hides data from a selected retailer that doesn't match the stock selection, exclude product removes the entire product row from the report if the stock selection is not matched in one or more selected retailers.

Stock Status

Store type
Choose to include availability data from either 'In Store' or 'Online' as displayed on retailers websites

Online **In Store**

Stock status type
Displays only products which match the stock status selected

1 **In Stock** **Out of Stock**

2 **For entire period**
Only includes products that have the same stocked status throughout the entire period selected

3 **Exclude product**
If any retailer matches are excluded, due to the stock filtering options selected above, remove the entire product/row