

Data request: pricing and promotion review

This is the data we use to measure how price, promotions and everything else move your sales, product by product, and to turn that into a price and promotion plan. Most companies already hold all of it. If something is missing, tell us: we will say how much it matters before we start.

In short: weekly sales by product and retailer for the last two years (one year at least), a product list with your unit cost and the net price you receive, and, if you have them, promotion details, competitor prices and anything unusual that happened.

How to send it

- Use the Excel template (*Sipnomy data request.xlsx*) or send your own exports from retailer portals, EPOS, Nielsen, Circana or your systems. We map any reasonable format.
- We sign a non-disclosure agreement and a data processing agreement before any data moves. Send files only through the secure link we give you, never by email.
- Within two working days we send back a data check: what we received, any gaps, and anything we need to ask.
- Your data is used only for your review, never combined with other clients' data, and deleted when the work ends unless you ask us to keep it for the next refresh.

What each table contains

One row per product, retailer and week in the sales table. Prices are shelf prices paid by shoppers, including sales tax; costs and net prices are per unit, excluding sales tax. Use one currency throughout.

Sales required

Weekly sales of each product at each retailer or channel. Two years is ideal; one year is the minimum.

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
week_start	required	First day of the week (any consistent day; we align weeks to Mondays).	2025-03-03
product_id	required	Your code for the product, matching the Products sheet.	LEM-330
retailer	required	Retailer or channel name, as you want it shown in the report.	Retailer A
units	required	Units sold to shoppers that week (not cases). For multipacks, count packs.	41200
sales_value	required	Shoppers' spend that week, including sales tax. Give this or price.	35020.00
price	optional	Average price paid per unit, if you have it instead of sales_value.	0.85
base_price	optional	Regular (non-promotional) shelf price, if your data has it. We can work it out otherwise.	0.89
promo_type	optional	none, tpr (temporary price cut), multibuy, or other.	tpr

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
display	optional	1 if the product had extra display (end of aisle, gondola end), else 0.	1
feature	optional	1 if the promotion was in a leaflet, app or online feature, else 0.	0
distribution	optional	Weighted distribution (%) or the number of stores selling the product.	92

Products required

One row per product, with what it costs you and what you receive.

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
product_id	required	Your code for the product.	LEM-330
product_name	required	Name as it should appear in the report.	Sparkling Lemonade 330ml
segment	required	Group of products that shoppers swap between (same pack type and use).	Lemonade 330ml cans
brand	optional	Brand name.	Example brand
pack_size_ml	optional	Pack size in ml (or grams for food).	330
pack_count	optional	Units in the pack (1 for singles).	1
unit_cost	required	Your cost to make and deliver one unit (ingredients, packaging, production, logistics).	0.27
net_price	required	What you receive per unit after trade terms, excluding sales tax. Use Trade terms for retailer differences.	0.50
sugar_g_per_100ml	optional	For drinks: total sugar per 100ml (for sugar tax work).	4.6
launch_date	optional	For products launched in the period.	2024-05-01

Trade terms optional

Optional: net price per product and retailer, if it differs between retailers.

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
product_id	required	Product code.	LEM-330
retailer	required	Retailer name, as in Sales.	Retailer A
net_price	required	What you receive per unit from this retailer, excluding sales tax.	0.48

Competitors optional

Optional: weekly shelf prices of your main competitors, if you have market data.

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
week_start	required	First day of the week.	2025-03-03
retailer	optional	Retailer, if prices differ by retailer.	Retailer A
segment	optional	Which of your segments it competes in.	Lemonade 330ml cans

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
competitor_product	required	Competitor product name.	Competitor lemonade 330ml
price	required	Average shelf price that week.	0.79

Events optional

Optional: anything else that moved sales, such as advertising bursts, stock problems or listing changes.

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
week_start	required	Week of the event (one row per week).	2025-06-02
event	required	Short name; the same name for the same kind of event.	TV campaign
retailer	optional	Retailer affected, or all.	all
product_id	optional	Product affected, or all.	all

Weather optional

Optional, outside the UK only: daily maximum temperature for your main market. (UK weather is built in.)

COLUMN	NEEDED	WHAT IT IS	EXAMPLE
date	required	Day (or week start).	2025-03-03
temp	required	Daily maximum temperature in °C.	14.2

Good to know

- **More price movement helps.** Regular price changes, promotions at different depths and differences between retailers are what let us measure price sensitivity. If prices never changed, tell us: we can design a small price test.
- **Promotions:** if your sales data doesn't flag promotions, a separate promotion calendar (product, retailer, weeks, mechanic, depth) is just as good.
- **Unusual weeks:** stock problems, factory issues, listing changes and big campaigns are worth listing in Events, so they aren't mistaken for price effects.