

Example Drinks Co

12 products · 3 retailers · 156 weeks of sales, 4 Sep 2023 to 24 Aug 2026

Prepared by Sipnomys · 18 October 2026

Sample report. Example Drinks Co is a fictional company and every figure in this report comes from synthetic data, generated to show what a Sipnomys report contains. It is not advice to any real business.

Summary for finance

+£296k profit a year

from raising regular prices on 11 products by 1% to 7%. Likely range +£263k to +£327k; volume -2.9%, net revenue -0.3%.

VOLUME A YEAR

46.72m

units, last 52 weeks

NET REVENUE

£26.17m

what you receive

PROFIT

£12.47m

net revenue less unit costs

FORECAST ERROR

6.2%

on 13 unseen weeks

What we found

- **Price sensitivity.** Regular price elasticities run from -0.8 (Orange Juice Drink 1L) to -2.3 (Sparkling Lemonade 330ml). 10 of 12 products are below -1, so a price rise loses some revenue; it can still raise profit when the margin on each unit is high enough.
- **Promotions.** 73% of the 586 promotions we measured paid for themselves after the dip that follows them. With display or leaflet support, promotions returned 25% on their cost; without support, 11%.
- **Switching.** When one of your products gets dearer, on average 29% of the volume it loses goes to your other products rather than to competitors (from 8% to 77%).
- **Accuracy.** On 13 recent weeks the model had not seen, its weekly forecasts were 94% accurate (error 6.2%), against an error of 41% for a same-week-last-year forecast.

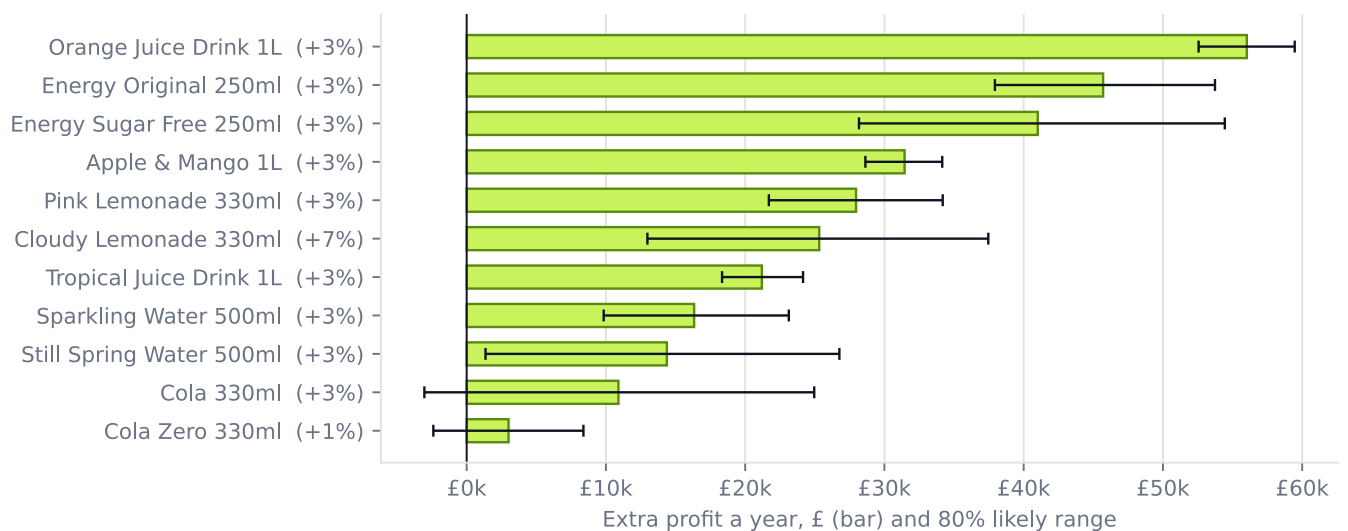
What to do next

- **Agree the price moves in section 2** with your commercial team, round them to your price points, and plan them into the next retailer negotiations.
- **Test a bigger move.** For 10 products, a larger price rise looks profitable but goes beyond any price your data has seen. A trial in one retailer or region would show whether it holds.
- **Rebalance promotions** towards the depths and support that pay back (section 5), and away from deep cuts without in-store support.
- **Refresh this analysis** before the next pricing round, with the latest weeks of data.

Recommended regular price changes

Each change is the one that raises profit most for your whole range, counting the sales that move between your products, while staying within the prices your data has tested (plus 3%) and losing no more than 15% of the product's volume. We only recommend a change when profit rises with a probability of at least 75%.

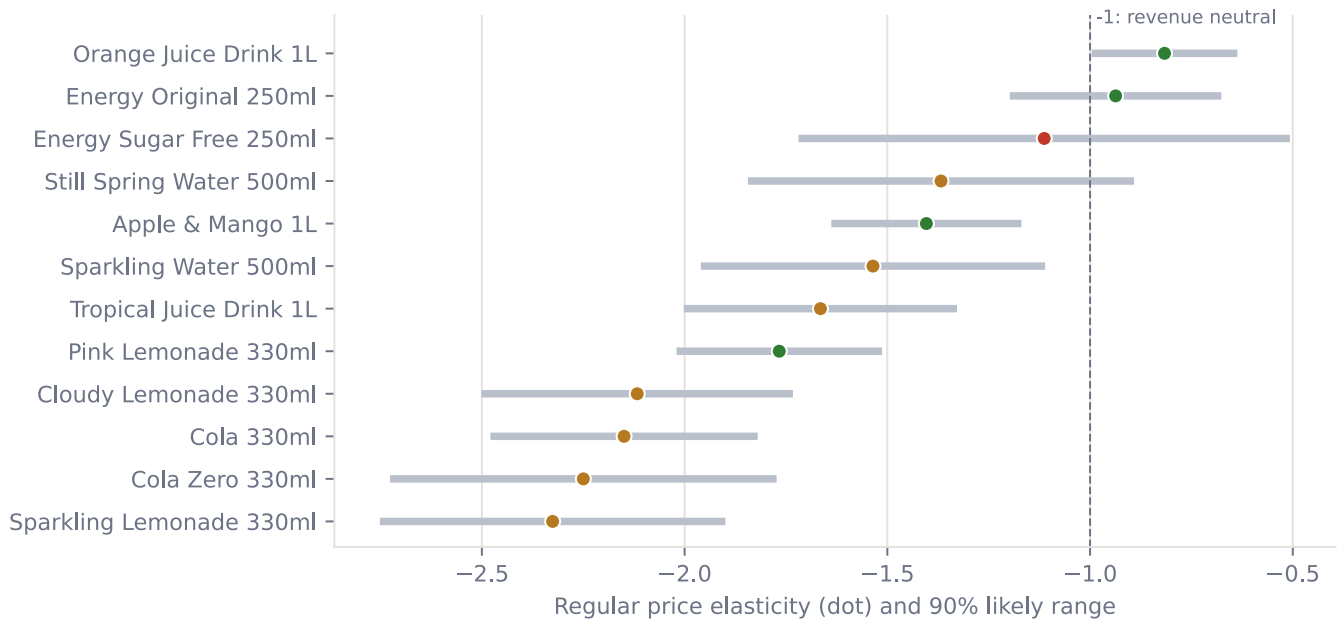
PRODUCT	REGULAR SHELF PRICE	CHANGE	NEW PRICE	VOLUME	NET REVENUE A YEAR	PROFIT A YEAR 80% LIKELY RANGE	CHANCE PROFIT RISES	
Orange Juice Drink 1L worth testing +10%	£1.88	+3%	£1.93	-0.7%	+£53k	+£56k +£53k to +£59k	100%	
Energy Original 250ml worth testing +10%	£1.34	+3%	£1.38	-1.1%	+£48k	+£46k +£38k to +£54k	100%	
Energy Sugar Free 250ml worth testing +10%	£1.27	+3%	£1.31	-2.4%	+£8.2k	+£41k +£28k to +£54k	100%	
Apple & Mango 1L worth testing +10%	£2.21	+3%	£2.27	-3.1%	-£3.3k	+£31k +£29k to +£34k	100%	
Pink Lemonade 330ml worth testing +10%	£1.02	+3%	£1.05	-4.6%	-£38k	+£28k +£22k to +£34k	100%	
Cloudy Lemonade 330ml worth testing +10%	£0.89	+7%	£0.95	-12.9%	-£94k	+£25k +£13k to +£37k	100%	
Tropical Juice Drink 1L worth testing +10%	£2.17	+3%	£2.23	-3.6%	-£7.4k	+£21k +£18k to +£24k	100%	
Sparkling Water 500ml worth testing +10%	£0.82	+3%	£0.84	-2.9%	-£39	+£16k +£9.8k to +£23k	100%	
Still Spring Water 500ml worth testing +10%	£0.73	+3%	£0.75	-2.6%	+£5.5k	+£14k +£1.4k to +£27k	92%	
Cola 330ml worth testing +10%	£0.85	+3%	£0.88	-5.8%	-£117k	+£11k -£3.0k to +£25k	84%	
Cola Zero 330ml	£0.85	+1%	£0.85	-1.1%	-£4.3k	+£3.0k -£2.4k to +£8.4k	75%	
Sparkling Lemonade 330ml	£0.80	hold	no price move inside the tested range raises profit with enough confidence					



Product figures include the effect on your other products when the plan is applied all together. New prices are before rounding to your price points. Revenue and profit are what you receive: we assume a change in the shelf price moves your net price by the same percentage.

How price-sensitive is each product?

The **regular price elasticity** is the percentage change in volume for a 1% change in the regular shelf price, with promotions, weather, holidays, distribution and every other driver taken out. An elasticity of -2 means a 5% rise loses about 10% of volume. The **promotional price elasticity** is the same for temporary price cuts, which shoppers usually react to more strongly. Confidence reflects how tightly the data pins down each figure; products with few regular price changes borrow strength from similar products, which keeps them sensible but widens their range.



PRODUCT	REGULAR PRICE ELASTICITY 90% LIKELY RANGE	PROMOTIONAL PRICE ELASTICITY	VOLUME AFTER A 5% RISE	CONFIDENCE	REGULAR PRICE CHANGES IN THE DATA
Sparkling Lemonade 330ml	-2.33 -2.75 to -1.90	-2.55	-10.7%	Moderate	6
Cola Zero 330ml	-2.25 -2.73 to -1.77	-2.91	-10.4%	Moderate	6
Cola 330ml	-2.15 -2.48 to -1.82	-3.09	-10.0%	Moderate	7
Cloudy Lemonade 330ml	-2.12 -2.50 to -1.73	-2.60	-9.8%	Moderate	6
Pink Lemonade 330ml	-1.77 -2.02 to -1.51	-2.52	-8.3%	Strong	6
Tropical Juice Drink 1L	-1.66 -2.00 to -1.33	-2.63	-7.8%	Moderate	9
Sparkling Water 500ml	-1.54 -1.96 to -1.11	-2.25	-7.2%	Moderate	7
Apple & Mango 1L	-1.40 -1.64 to -1.17	-2.43	-6.6%	Strong	9
Still Spring Water 500ml	-1.37 -1.84 to -0.89	-2.52	-6.5%	Moderate	9
Energy Sugar Free 250ml	-1.11 -1.72 to -0.51	-1.62	-5.3%	Weak	11
Energy Original 250ml	-0.94 -1.20 to -0.68	-1.84	-4.5%	Strong	9
Orange Juice Drink 1L	-0.82 -1.00 to -0.64	-2.52	-3.9%	Strong	9

Differences between retailers

Regular price elasticity for each product at each retailer, with its 90% likely range. Retailers differ in their shoppers and in how they display and promote your products, so the same price move can work in one and not in another.

PRODUCT	RETAILER A	RETAILER B	RETAILER C
Sparkling Lemonade 330ml	-2.33 ±0.41	-2.34 ±0.42	-2.29 ±0.41
Cola Zero 330ml	-2.25 ±0.44	-2.25 ±0.44	-2.24 ±0.44
Cola 330ml	-2.16 ±0.33	-2.15 ±0.33	-2.13 ±0.33
Cloudy Lemonade 330ml	-2.11 ±0.39	-2.14 ±0.37	-2.07 ±0.39
Pink Lemonade 330ml	-1.78 ±0.27	-1.75 ±0.27	-1.77 ±0.27
Tropical Juice Drink 1L	-1.67 ±0.34	-1.64 ±0.35	-1.70 ±0.34
Sparkling Water 500ml	-1.53 ±0.40	-1.56 ±0.40	-1.52 ±0.40
Apple & Mango 1L	-1.43 ±0.26	-1.37 ±0.26	-1.40 ±0.26
Still Spring Water 500ml	-1.36 ±0.43	-1.38 ±0.44	-1.35 ±0.44
Energy Sugar Free 250ml	-1.11 ±0.52	-1.11 ±0.52	-1.12 ±0.52
Energy Original 250ml	-0.94 ±0.28	-0.98 ±0.27	-0.87 ±0.28
Orange Juice Drink 1L	-0.85 ±0.20	-0.79 ±0.22	-0.78 ±0.20

Switching between your products

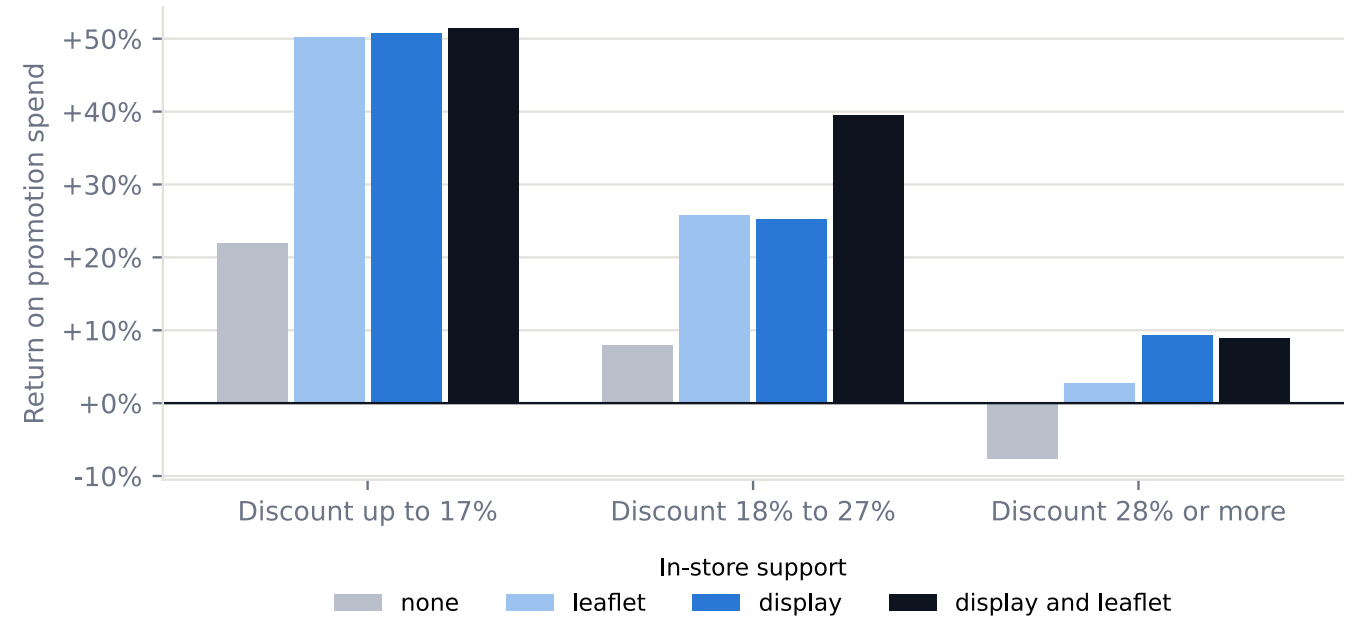
When one product's price rises, some of the volume it loses moves to your other products in the same segment rather than leaving your range. This share decides how much of a price rise you keep: the higher it is, the safer a rise on that product.

PRODUCT	LOST VOLUME KEPT IN YOUR RANGE 80% LIKELY RANGE
Energy Sugar Free 250ml	77% 55% to 100%
Sparkling Water 500ml	59% 48% to 76%
Apple & Mango 1L	47% 41% to 55%
Tropical Juice Drink 1L	44% 37% to 53%
Pink Lemonade 330ml	34% 30% to 40%
Orange Juice Drink 1L	31% 26% to 38%
Cola Zero 330ml	27% 23% to 33%
Cloudy Lemonade 330ml	26% 22% to 32%
Still Spring Water 500ml	21% 16% to 28%
Energy Original 250ml	20% 16% to 25%
Cola 330ml	12% 11% to 14%
Sparkling Lemonade 330ml	8% 7% to 10%

Products that share a segment with a close alternative of your own (a sugar-free twin, a flavour variant) keep more of their lost volume. Products alone in their segment lose it to competitors. Shares are in units and capped at 100%.

Which promotions pay?

For each of the 586 promotions in the data we measured the extra units sold against what would have sold at the regular price, took off the dip in the week after (shoppers who stocked up), and counted your share (60%) of the discount as the cost. In total, promotions cost you £6.08m and added +£1.22m of profit, a return of 20%.



DISCOUNT	IN-STORE SUPPORT	EVENTS	SALES UPLIFT MEDIAN	EXTRA PROFIT PER EVENT	RETURN ON COST	PAID BACK
up to 17%	display and leaflet	13	+93%	+£3.6k	+65%	92%
up to 17%	display	45	+85%	+£2.8k	+64%	93%
up to 17%	leaflet	26	+76%	+£2.5k	+59%	96%
18% to 27%	display and leaflet	35	+162%	+£5.0k	+47%	89%
up to 17%	none	64	+64%	+£1.3k	+30%	86%
18% to 27%	display	82	+140%	+£2.9k	+30%	78%
18% to 27%	leaflet	49	+117%	+£2.1k	+26%	69%
18% to 27%	none	110	+102%	+£1.1k	+15%	64%
28% or more	display	58	+220%	+£2.4k	+12%	78%
28% or more	leaflet	29	+214%	+£2.0k	+12%	55%
28% or more	display and leaflet	20	+267%	+£2.4k	+11%	65%
28% or more	none	55	+194%	+£142	+1%	40%

By mechanic, multibuy promotions returned 23% on their cost; price cut promotions returned 19% on their cost.

Promotions by product

PRODUCT	PROMOTIONS	SALES UPLIFT MEDIAN	YOUR COST	EXTRA PROFIT	RETURN ON COST	PAID BACK
Still Spring Water 500ml	48	+131%	£429k	+£361k	+84%	100%
Sparkling Water 500ml	48	+99%	£211k	+£108k	+51%	100%
Cola Zero 330ml	45	+129%	£576k	+£213k	+37%	100%
Cola 330ml	50	+150%	£1.12m	+£346k	+31%	100%
Sparkling Lemonade 330ml	44	+121%	£754k	+£141k	+19%	100%
Cloudy Lemonade 330ml	50	+119%	£287k	+£47k	+16%	86%
Energy Original 250ml	51	+112%	£593k	+£81k	+14%	84%
Energy Sugar Free 250ml	50	+84%	£324k	+£42k	+13%	80%
Pink Lemonade 330ml	53	+127%	£592k	+£74k	+12%	77%
Orange Juice Drink 1L	53	+140%	£573k	-£60k	-10%	28%
Tropical Juice Drink 1L	44	+144%	£278k	-£51k	-18%	20%
Apple & Mango 1L	50	+124%	£341k	-£86k	-25%	6%

Five best promotions

PROMOTION	MECHANIC	UPLIFT	EXTRA PROFIT
Cola 330ml Retailer B, 25 Mar 2024, 3 wk	multibuy, 25% off support: display and leaflet	+235%	+£30k
Still Spring Water 500ml Retailer A, 11 Dec 2023, 3 wk	price cut, 20% off support: display and leaflet	+162%	+£23k
Cola 330ml Retailer A, 25 Nov 2024, 3 wk	price cut, 22% off support: display	+148%	+£14k
Cola 330ml Retailer A, 30 Oct 2023, 3 wk	price cut, 15% off support: leaflet	+89%	+£14k
Cola 330ml Retailer C, 29 Apr 2024, 3 wk	price cut, 33% off support: display and leaflet	+371%	+£14k

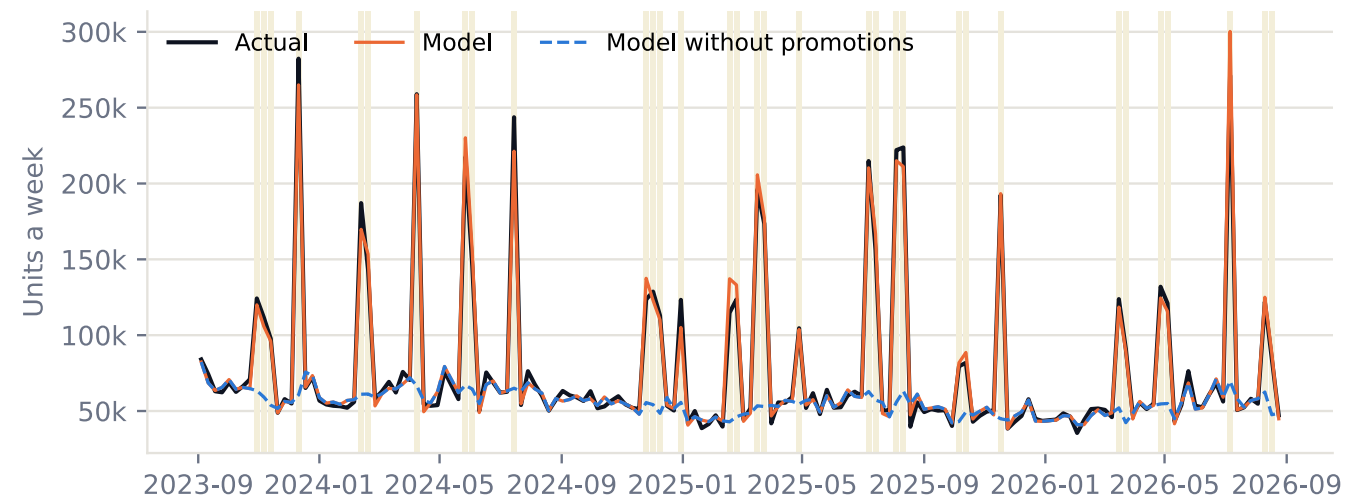
Five worst promotions

PROMOTION	MECHANIC	UPLIFT	EXTRA PROFIT
Orange Juice Drink 1L Retailer A, 20 Jul 2026, 3 wk	price cut, 33% off support: none	+212%	-£13k
Apple & Mango 1L Retailer A, 13 Oct 2025, 3 wk	price cut, 33% off support: none	+184%	-£9.2k
Tropical Juice Drink 1L Retailer A, 06 Oct 2025, 3 wk	price cut, 33% off support: none	+222%	-£6.3k
Tropical Juice Drink 1L Retailer A, 25 Nov 2024, 3 wk	price cut, 33% off support: none	+223%	-£5.5k
Tropical Juice Drink 1L Retailer A, 09 Sep 2024, 3 wk	price cut, 33% off support: none	+223%	-£5.5k

Every promotion event, with its figures, is in the Excel workbook.

What drives your sales

The model separates every driver of weekly sales. Below: Cola 330ml at Retailer A, your largest product by volume. The blue line is what the model expects without promotions; shaded weeks had a promotion.



PRODUCT	VOLUME SOLD ON PROMOTION	VOLUME ADDED BY PROMOTIONS	EACH 1°C WARMER THAN USUAL	BANK HOLIDAY WEEKS	CHRISTMAS WEEKS	BIG FOOTBALL TOURNAMENTS
Cola 330ml	40%	+24.3%	+2.2%	+7.3%	+19.3%	+7.8%
Sparkling Lemonade 330ml	41%	+23.6%	+3.2%	+8.4%	+6.1%	+4.4%
Cola Zero 330ml	38%	+22.5%	+2.3%	+9.0%	+16.0%	+13.4%
Still Spring Water 500ml	28%	+14.5%	+3.5%	+6.8%	+1.1%	+1.0%
Pink Lemonade 330ml	35%	+18.5%	+3.2%	+6.9%	+3.2%	+2.5%
Energy Original 250ml	29%	+13.3%	+0.6%	+7.2%	-4.5%	+8.4%
Cloudy Lemonade 330ml	36%	+17.6%	+3.0%	+6.5%	+6.1%	+2.7%
Sparkling Water 500ml	27%	+12.1%	+3.1%	+8.1%	+2.5%	+1.1%
Energy Sugar Free 250ml	24%	+9.5%	+0.3%	+8.3%	-3.1%	+7.4%
Orange Juice Drink 1L	35%	+20.4%	+0.9%	+7.0%	+31.9%	-1.4%
Apple & Mango 1L	39%	+21.4%	+0.9%	+9.5%	+28.6%	+1.9%
Tropical Juice Drink 1L	35%	+19.4%	+0.6%	+7.9%	+34.3%	-0.4%

Weather: weekly average of daily maximum temperatures (Met Office HadCET (central England, daily maximum)) compared with the normal for that time of year. Holiday and event effects are the change in weekly sales in those weeks, other drivers held still.

Price scenarios

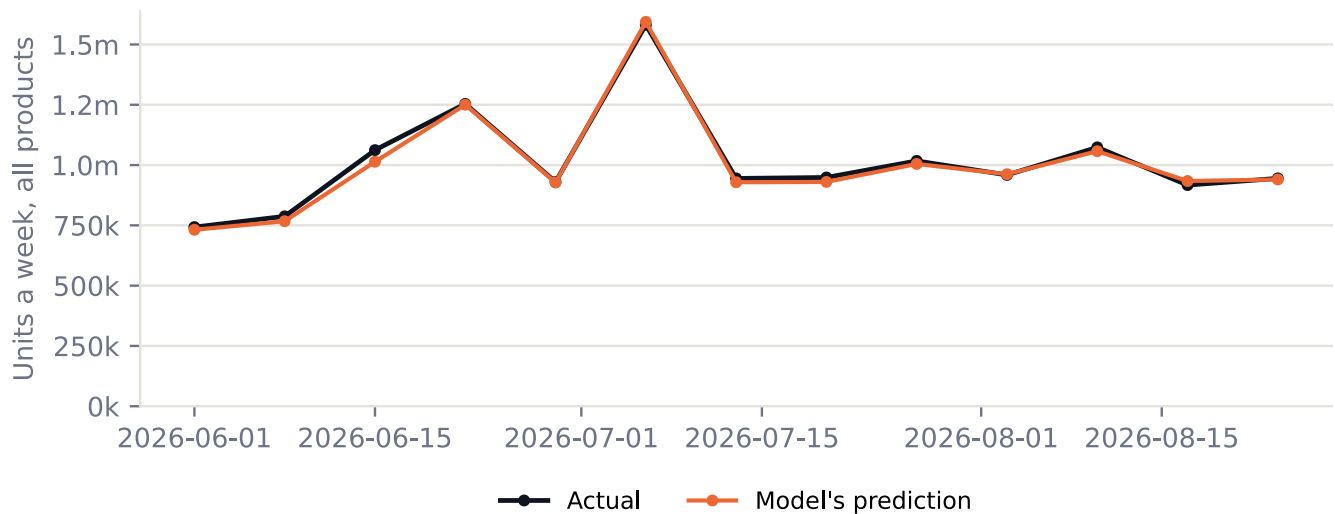
Change in profit a year for your whole range if one product's regular price moves and everything else stays the same, with that product's own volume change underneath. The Excel workbook that comes with this report has a scenario model you can edit.

PRODUCT	-10%	-5%	-2%	+2%	+5%	+10%
Cola 330ml	-£71k vol +25%	-£28k vol +12%	-£9.5k vol +4%	+£7.7k vol -4%	+£16k* vol -10%	+£24k* vol -19%
Sparkling Lemonade 330ml	-£39k* vol +28%	-£12k* vol +13%	-£3.1k vol +5%	+£1.2k vol -5%	+£217 vol -11%	-£7.7k vol -20%
Cola Zero 330ml	-£46k* vol +27%	-£19k vol +12%	-£6.7k vol +5%	+£5.8k vol -4%	+£13k* vol -10%	+£22k* vol -19%
Still Spring Water 500ml	-£55k* vol +15%	-£26k vol +7%	-£10k vol +3%	+£9.7k vol -3%	+£23k* vol -6%	+£45k* vol -12%
Pink Lemonade 330ml	-£116k vol +20%	-£53k vol +9%	-£20k vol +4%	+£19k vol -3%	+£45k* vol -8%	+£84k* vol -15%
Energy Original 250ml	-£170k vol +10%	-£81k vol +5%	-£32k vol +2%	+£31k vol -2%	+£75k* vol -4%	+£144k* vol -9%
Cloudy Lemonade 330ml	-£55k* vol +25%	-£24k* vol +12%	-£9.0k vol +4%	+£8.1k vol -4%	+£19k vol -10%	+£34k* vol -18%
Sparkling Water 500ml	-£60k vol +18%	-£29k vol +8%	-£11k vol +3%	+£11k vol -3%	+£27k* vol -7%	+£52k* vol -14%
Energy Sugar Free 250ml	-£149k* vol +12%	-£72k vol +6%	-£28k vol +2%	+£28k vol -2%	+£68k* vol -5%	+£131k* vol -10%
Orange Juice Drink 1L	-£206k vol +9%	-£99k vol +4%	-£39k vol +2%	+£38k vol -2%	+£92k* vol -4%	+£178k* vol -8%
Apple & Mango 1L	-£124k vol +16%	-£58k vol +7%	-£22k vol +3%	+£21k vol -3%	+£51k* vol -7%	+£97k* vol -13%
Tropical Juice Drink 1L	-£86k vol +19%	-£40k vol +9%	-£15k vol +3%	+£14k vol -3%	+£34k* vol -8%	+£64k* vol -15%

* Outside the range of regular prices the product has had in your data (plus 3%). The model is least reliable there; treat these as a reason to test, not as a forecast.

How accurate is the model?

We held back the last 13 weeks, fitted the model on everything before them, and asked it to predict the held-back weeks from their actual prices, promotions, weather and calendar. The model had never seen these weeks.



WEEKLY ERROR

6.2%

model, all products

SIMPLE FORECAST

41.0%

same week last year

BIAS

-0.9%

total predicted vs actual

INSIDE 80% RANGE

79%

of weeks (aim: 80%)

PRODUCT	WEEKLY ERROR	BIAS
Cloudy Lemonade 330ml	2.8%	-2.1%
Tropical Juice Drink 1L	3.1%	+1.2%
Pink Lemonade 330ml	3.4%	-0.7%
Orange Juice Drink 1L	3.5%	+1.3%
Energy Original 250ml	3.5%	-1.8%
Still Spring Water 500ml	3.8%	-3.2%
Apple & Mango 1L	4.0%	-3.9%
Sparkling Water 500ml	4.0%	+3.2%
Energy Sugar Free 250ml	4.1%	-2.8%
Cola Zero 330ml	4.2%	-0.3%
Cola 330ml	4.7%	+2.8%
Sparkling Lemonade 330ml	5.6%	-4.1%

How the method itself is tested. Before any client work, the same engine runs on 20 synthetic companies (240 products) whose true price effects are known. It recovered regular price elasticities to within 0.17 on average and promotional price elasticities to within 0.07, and its 90% likely ranges contained the true value 87% and 88% of the time.

The data

5,616 weekly rows: 12 products at 3 retailers (36 product and retailer series), 156 weeks from 4 Sep 2023 to 24 Aug 2026. Checks and fixes made before modelling:

LEVEL	AREA	FINDING
info	files	competitors: 2340 rows
info	summary	12 products, 3 retailers, 36 product and retailer series, 156 weeks from 2023-09-04 to 2026-08-24

How to read this report

The model

Weekly sales of each product at each retailer are explained by regular price, promotional price cuts, promotion support, multibuy mechanics, displays, leaflet features, the dip after promotions, distribution, the prices of sister products, competitor prices, temperature, hot weeks, bank holidays, Christmas, big football tournaments, the season, the underlying trend. The effects are estimated together, so price is measured with everything else held still.

Pooling

Products borrow strength from the same product at other retailers and from similar products in their segment. This keeps estimates sensible where a product has had few price changes, and the likely ranges show how much each figure rests on its own data.

Likely ranges

An 80% or 90% likely range contains the true value with that probability, given the data. Recommendations need at least a 75% chance of raising profit.

Money

Net price (what you receive) less unit cost, per unit. A shelf price change is assumed to move your net price by the same percentage. Promotion cost is your 60% share of the shelf discount, net of 20% sales tax.

Limits

The figures assume competitors and retailers react as they have in the past. Moves outside the prices in your data are not recommended without a test. Distribution effects are estimated less precisely when distribution barely changes.

Files with this report

An Excel workbook with every table, every promotion event and an editable scenario model.