

## Chart your course to success with real-time analytics.

If you are like most fuel marketers, generating accurate reports can be excruciating. With multiple, disparate systems it can take days—even weeks—to report how volumes, margins, and profits are trending at each store and for the company overall compared to targets and historical performance.



The robust data presented in the PriceAdvantage Analytics component provides you a real-time snapshot of store and organizational performance compared to goals and historical information. Easily analyze performance information related to volume, margin, commodity, and competitor data.

Easily analyze any store, any market, any commodity, for any date range—allowing you to pinpoint those stores that over or under perform.

*Armed with accurate, comprehensive data you can better*

**understand how to beat your competitors.**

*“PriceAdvantage gives us **the pricing history** of our stores and competitors as well as the ability to **measure volume and margin performance**, something that wasn’t easily accessible in the past.”*

**Lance Gentry**

DIRECTOR OF FUELS AND IT  
KOCOLENE

**PRICEADVANTAGE  
ANALYTICS  
PRESENT SINGLE &  
MULTIPLE STORE  
PERFORMANCE  
AGAINST:**

- › Commodities - View daily, monthly, six week, and YTD targets, volumes and margins by specified date range.
- › Volumes - View each commodity’s performance and trends against volume targets by specified date range.
- › Margins - View trends of weighted margins, actual cost trends and replacement cost over time.
- › Competitors - Easily see how stores are priced over time compared to the competition.