

Instant access to detailed volume, price, profit, and cost reports.

The days of using spreadsheets to manage a retail fuel business are coming to an end. To be competitive, fuel marketers need instant access to real-time data in order to assess volumes, margins, competitor pricing, and replacement costs.



With the PriceAdvantage Reports component, you have immediate access to customized, detailed reports and historical information that help fuel your unique pricing strategy and business goals. PriceAdvantage provides 22 robust, pre-built reports, each created with input and guidance from our customers. They provide a true, honest snapshot of fuel marketing performance as seen through the eyes of industry experts.

Export into the following formats: PDF, HTML, MHT, RTF, XLS, XLSX, CSV, text, and image (BMP, EMF, WMF, GIF, JPG, PNG, TIFF).

Easily generate daily retail and margin performance reports, competitor rack cost summaries, and replacement cost by terminal -

all by date range.

"Data always tells a story.

These robust reports and real-time data allow us to refine our strategies throughout the day."

Jeff Bush

DIRECTOR, FUEL MANAGEMENT
THE PARKER COMPANIES



**PRICEADVANTAGE
REPORTS
ALLOW YOU
TO VIEW:**

- The top 10 and bottom 10 stores ranked by gallons volume of each commodity, with targets.
- Total and daily volume in gallons, profit in dollars, and weighted actual margin.
- Week by week volume sales in gallons by date range and commodity.
- Price volatility by day of week – number of daily price changes by commodity vs. competitors.