

Pricing intelligence for Albert

This report is prepared for Albert.

Your site is treated as the benchmark in all tables and charts.

Data as of 2026-07-06.

Competitor behavior

Who reacts to market moves, reaction rate and lag.

Competitor behavior interpretation

Most reactive competitors. These sources most often react after relevant market movements.

Alkohol (25.0%); Billa CZ (20.7%); Kosik (3.6%)

Fastest reactors. These sources usually react with the shortest observed lag.

Billa CZ (0.0 d); Alkohol (3.0 d); Kosik (6.0 d)

Likely followers. These sources most often appear to move after earlier market price changes.

Alkohol (25.0%); Billa CZ (20.7%); Kosik (3.6%)

Low-reaction competitors. Enough visibility but weak or rare reaction signals.

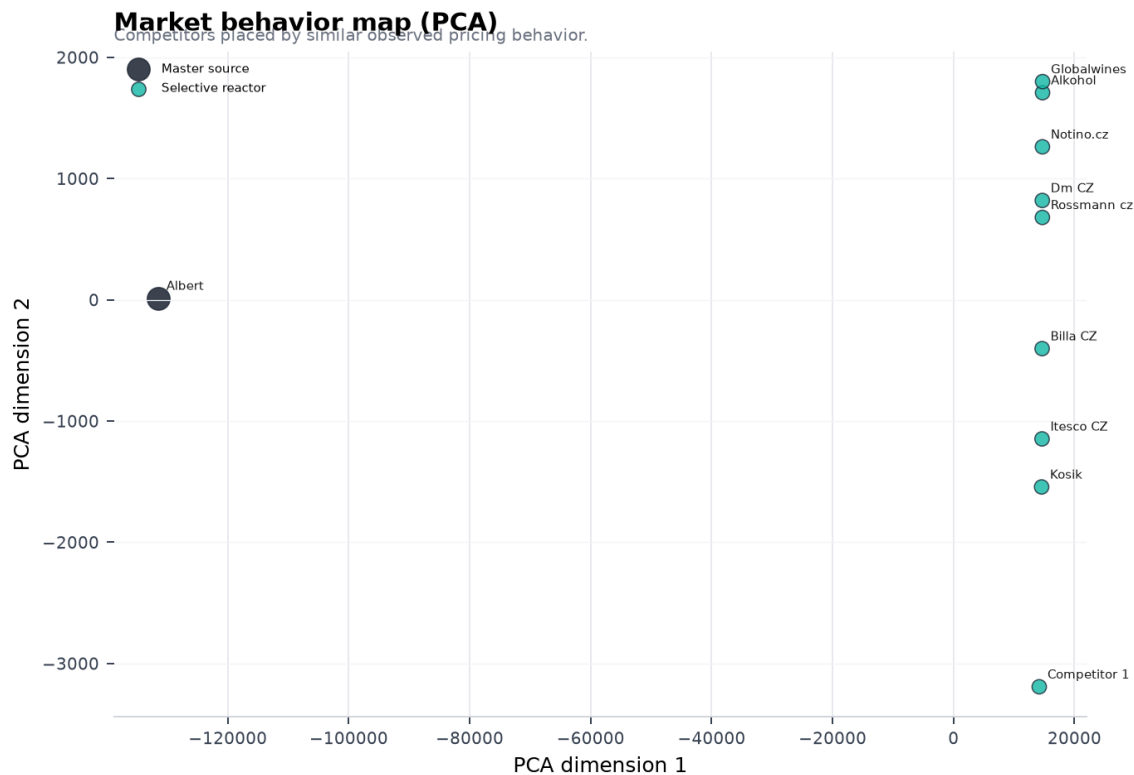
Dm CZ (0.0%); Itesco CZ (0.0%); Notino.cz (0.0%); Rossmann cz (0.0%); Alkohol (25.0%)

Weak-evidence competitors. Read carefully — coverage, product count or observed reactions are limited.

Competitor 1 (0.1%); Billa CZ (7.5%); Globalwines (61.2%); Dm CZ (64.9%); Notino.cz (66.4%)

Start daily monitoring with the most reactive and fastest competitors, but verify product-level evidence before changing prices.

Competitor	Follower score %	Median lag (days)	Coverage %
Alkohol	25.0	3.0	79.7
Billa CZ	20.7	0.0	7.5
Kosik	3.6	6.0	75.0
Dm CZ	0.0	—	64.9
Globalwines	0.0	—	61.2
Itesco CZ	0.0	—	97.9
Notino.cz	0.0	—	66.4
Competitor 1	0.0	—	0.1
Rossmann cz	0.0	—	90.6



PCA map interpretation

- PC1 separates competitors by reaction lag versus observed competitor reactions, master price activity, product coverage.
- PC2 separates competitors by observed competitor reactions, data coverage, follower score versus product coverage, master price activity, reaction lag.
- Largest behavior groups: Selective reactor (9); Master source (1).
- Highest structural pressure: Alkohol, Billa CZ, Kosik.
- Cluster Cluster 1 has the highest average reaction score (100.0).
- Master source is behaviorally closest to: Competitor 1, Kosik, Itesco CZ.

Brand behavior

Promotion movements and brand attention.

Brand	Competitor	Movement	SKUs
Nivea	Notino.cz	jumped into promotion	37
Hami	Kosik	jumped into promotion	31
Dermacol	Notino.cz	jumped into promotion	30
Syoss	Notino.cz	went off promotion	27
Nivea	Rossmann cz	jumped into promotion	27
Frosch	Kosik	went off promotion	27
Vitana	Kosik	went off promotion	27
Bella	Notino.cz	jumped into promotion	24

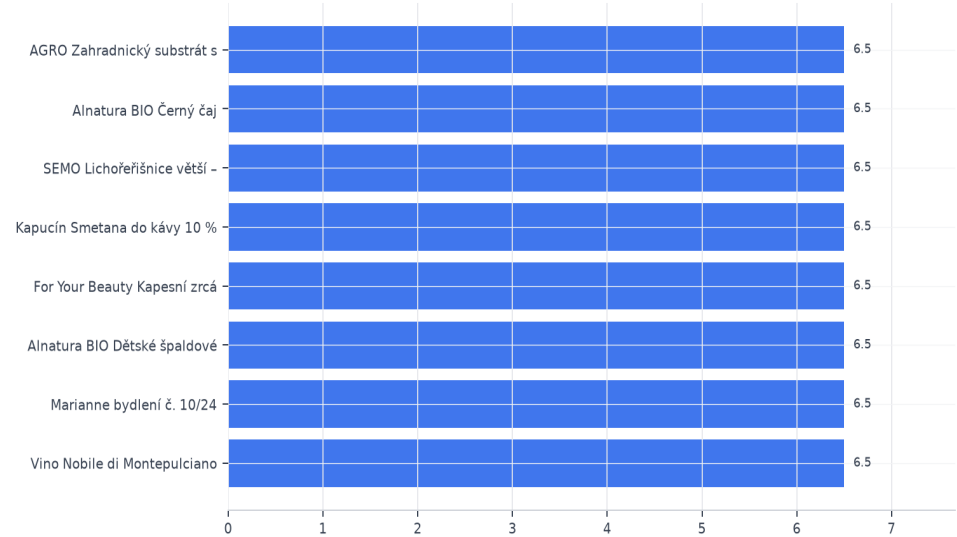
Product behavior

Top 15 products by attention score — position vs market.

Product	Brand	Position vs market	Gap vs media n %	Attention
AGRO Zahradnický substrát s aktivním humusem	Agro	Below market	-15.4	6.5
Alnatura BIO Černý čaj	Alnatura	Below market	-7.3	6.5
SEMO Lichořeřišnice větší – jedlé květy	Semo	Below market	-5.9	6.5
Kapucín Smetana do kávy 10 %	Kapucín	Market aligned	0.0	6.5

Product	Brand	Position vs market	Gap vs media n %	Attention
For Your Beauty Kapesní zrcátko	For your beauty	Market aligned	0.0	6.5
Alnatura BIO Dětské špaldové suchary	Alnatura	Above market	133.8	6.5
Marianne bydlení č. 10/24	Marianne bydlení	Below market	-33.4	6.5
Vino Nobile di Montepulciano Maggiarino DOCG	Vino nobile di montepul...	Above market	92.7	6.5
Williams & Humbert Sherry Don Zoilo Pedro Ximen...	Williams humbert	Below market	-9.8	6.5
AGRO Zahradnický substrát s aktivním humusem	Agro	Market aligned	-3.6	6.5
Alnatura BIO Zelený čaj s jasmínem	Alnatura	Below market	-13.7	6.5
Castello della Sala Cervaro della Sala Umbria I...	Castello della sala	Below market	-15.7	6.5
Kraš Království zvířat mléčná čokoláda	Kraš	Above market	6.3	6.5
Brunello di Montalcino Pian delle Vigne DOCG	Brunello di montalcino	Above market	24.2	6.5
Brunello di Montalcino Vigna Ferrovia Riserva D...	Brunello di montalcino	Above market	23.6	6.5

Product attention



TO DO

Daily priority actions: price review, promo monitoring, content fixes and watchlist.

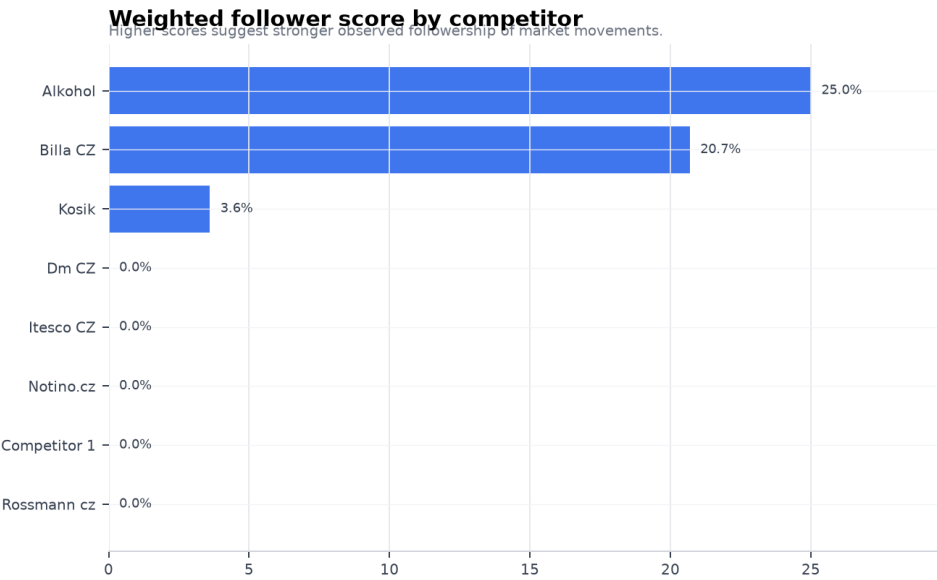
Priorit y	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Linteo BIO Baby Dětské mycí mléko a šampón	Notino.cz dropped -10.6% in the latest observation; your price is +44.5...
100.0	Review price today	Review price defensively today	Allnature Jedlá soda	Notino.cz dropped -28.6% in the latest observation; your price is +46.1...
100.0	Review price today	Review price defensively today	Bella Baby Happy Dětské podložky 60×60 cm	Notino.cz dropped -9.9% in the latest observation; your price is +62.2%...
100.0	Review price today	Review price defensively today	Bella Normal vložky	Notino.cz dropped -14.3% in the latest observation; your price is +37.2...
100.0	Review price today	Review price defensively today	Dermacol Satin make-up base	Notino.cz dropped -10.1% in the latest observation; your price is +18.3...
100.0	Review price today	Review price defensively today	Dermacol 16H Lip Colour dlouhotrvající barv...	Dm CZ dropped -5.6% in the latest observation; your price is +29.9% vs ...

Priority	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Dermacol 16H Lip Colour dlouhotrvající barv...	Notino.cz dropped -19.7% in the latest observation; your price is +29.9...
100.0	Review price today	Review price defensively today	Bella Herbs Tilia vložky	Notino.cz dropped -9.7% in the latest observation; your price is +17.5%...

Competitor pressure

Competitor	SKUs affected	Recent drops	Recent increases
Notino.cz	1047	711	330
Kosik	172	65	107
Rossmann cz	11	10	1
Dm CZ	10	10	0
Itesco CZ	9	2	7

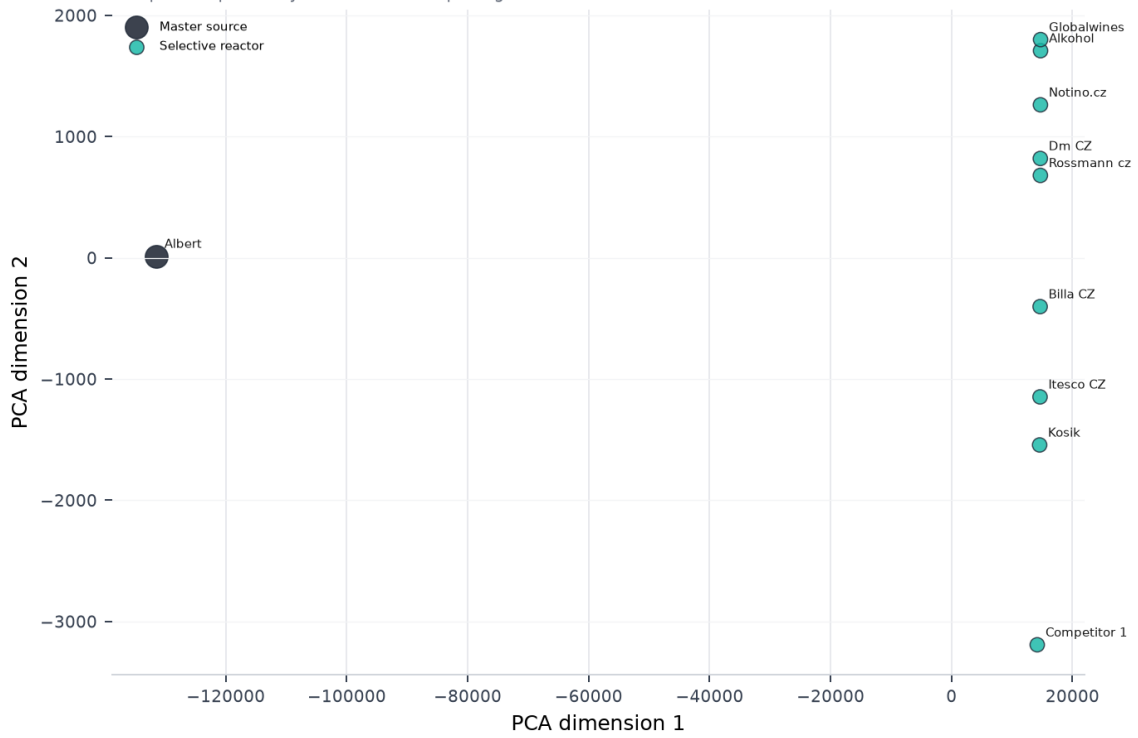
Visual analytics



Weighted follower score measures how closely each site tracks benchmark price moves (0–100; higher = stronger follower).

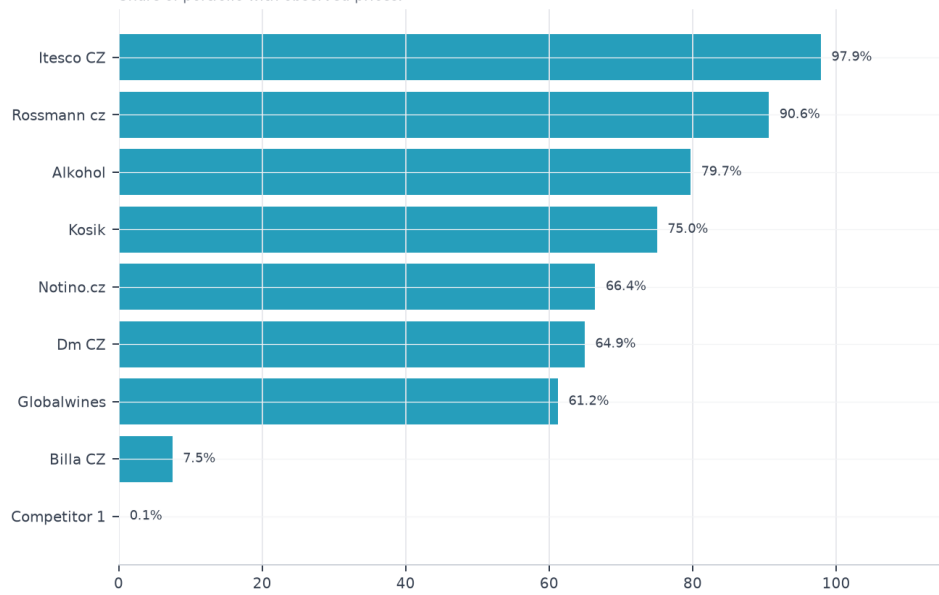
Market behavior map (PCA)

Competitors placed by similar observed pricing behavior.



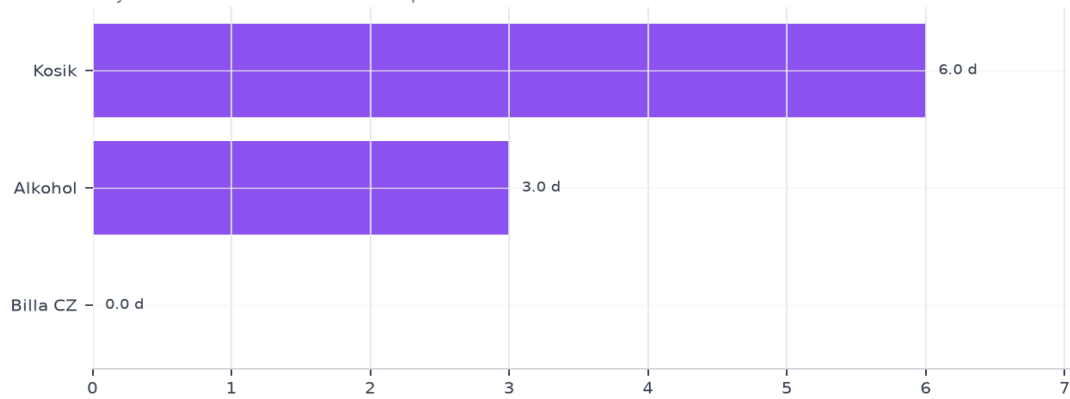
Coverage by site

Share of portfolio with observed prices.



Median reaction lag

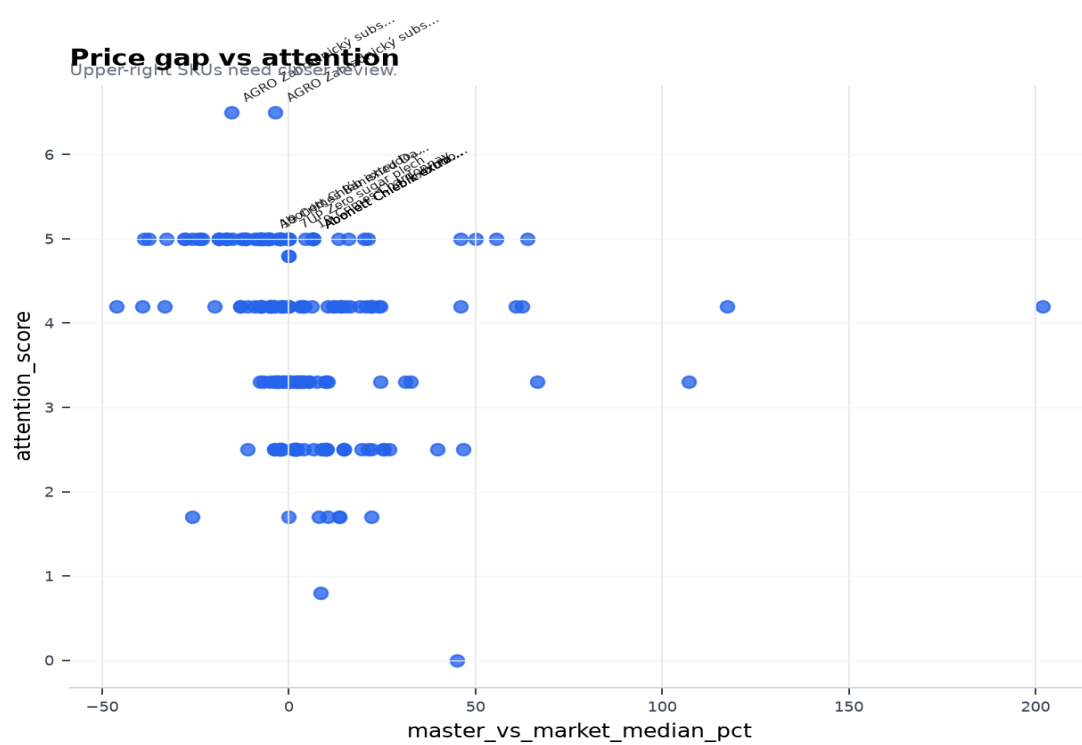
Days between market move and competitor reaction.

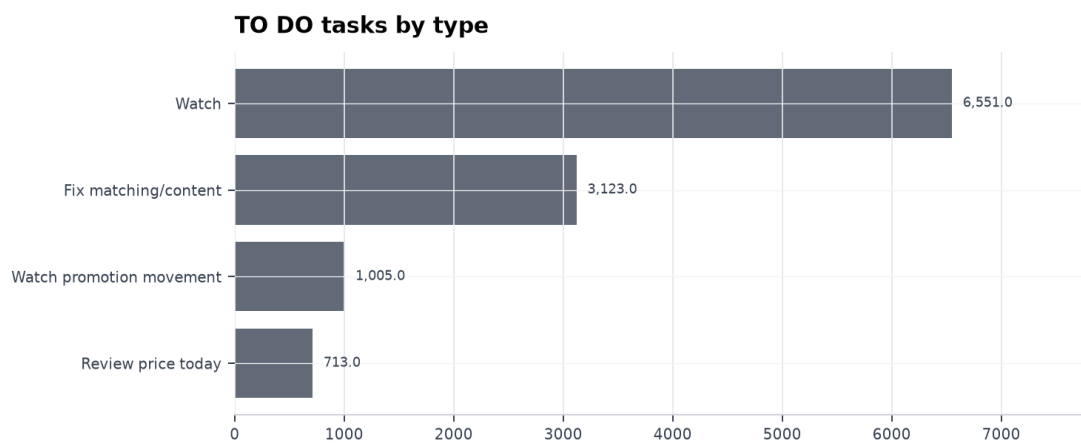
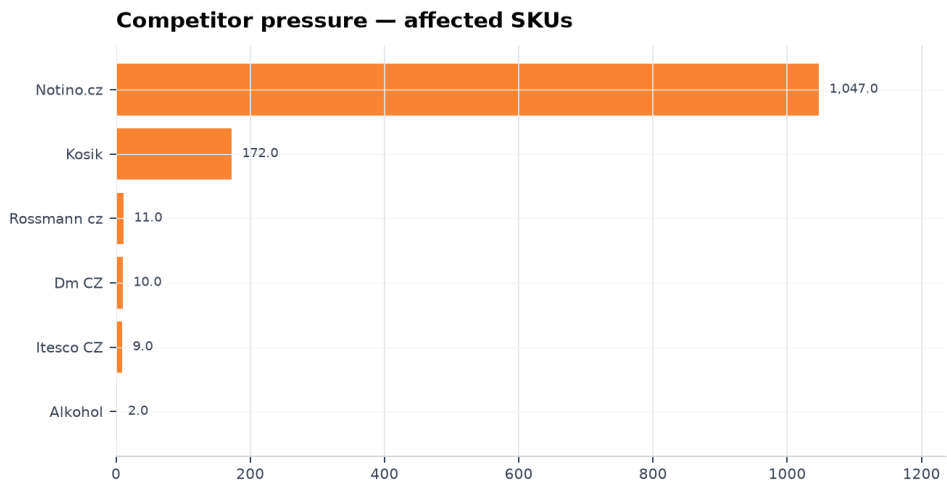
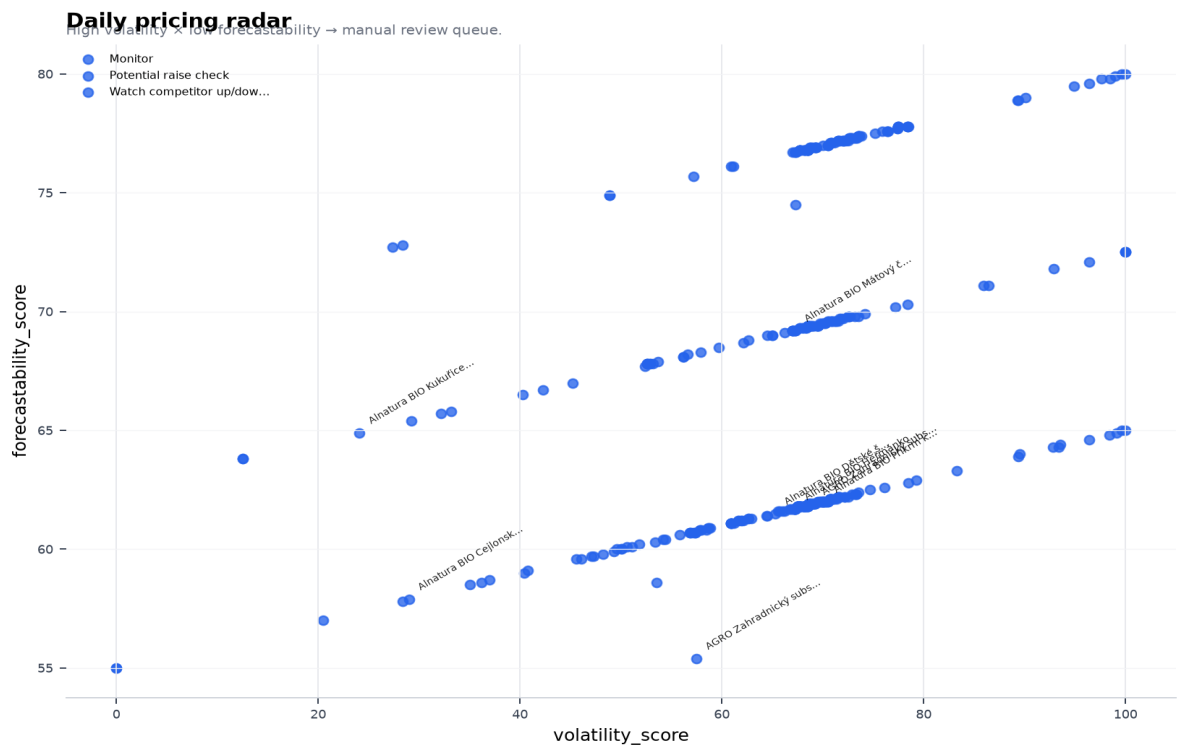


Observed price reactions
Total competitor reactions in the analysis window.



Price gap vs attention

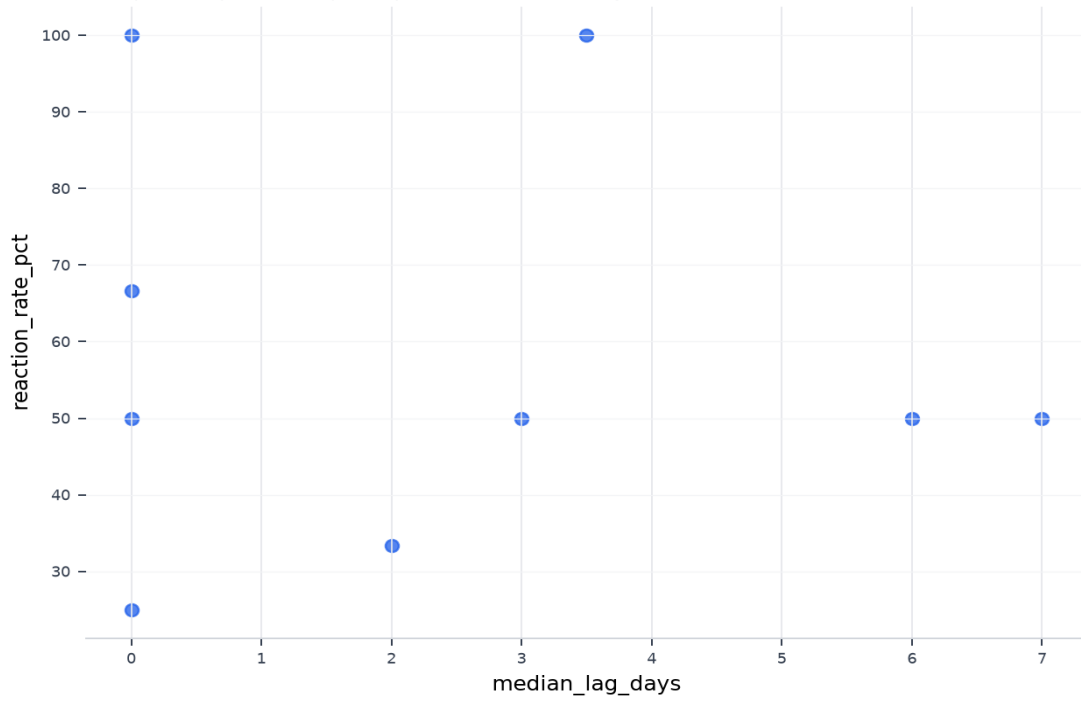




If you were the client retailer, these are the task types your pricing team would face today.

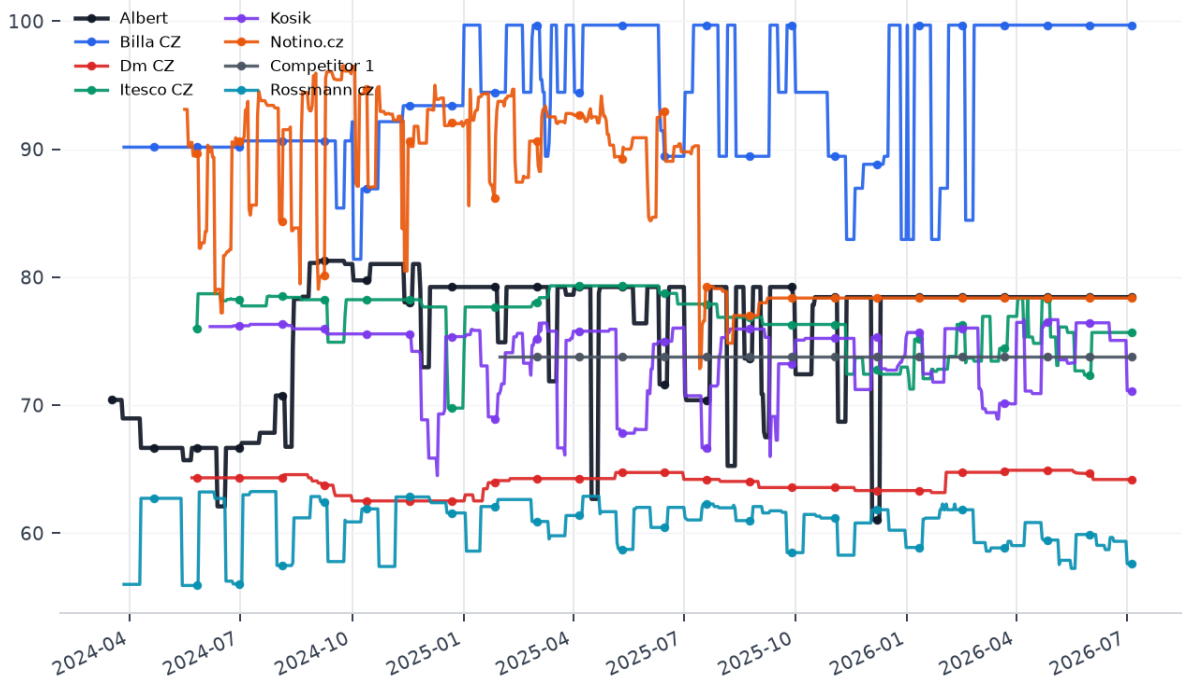
Product-level reaction evidence

Each point is a product-competitor pair from the reaction engine.

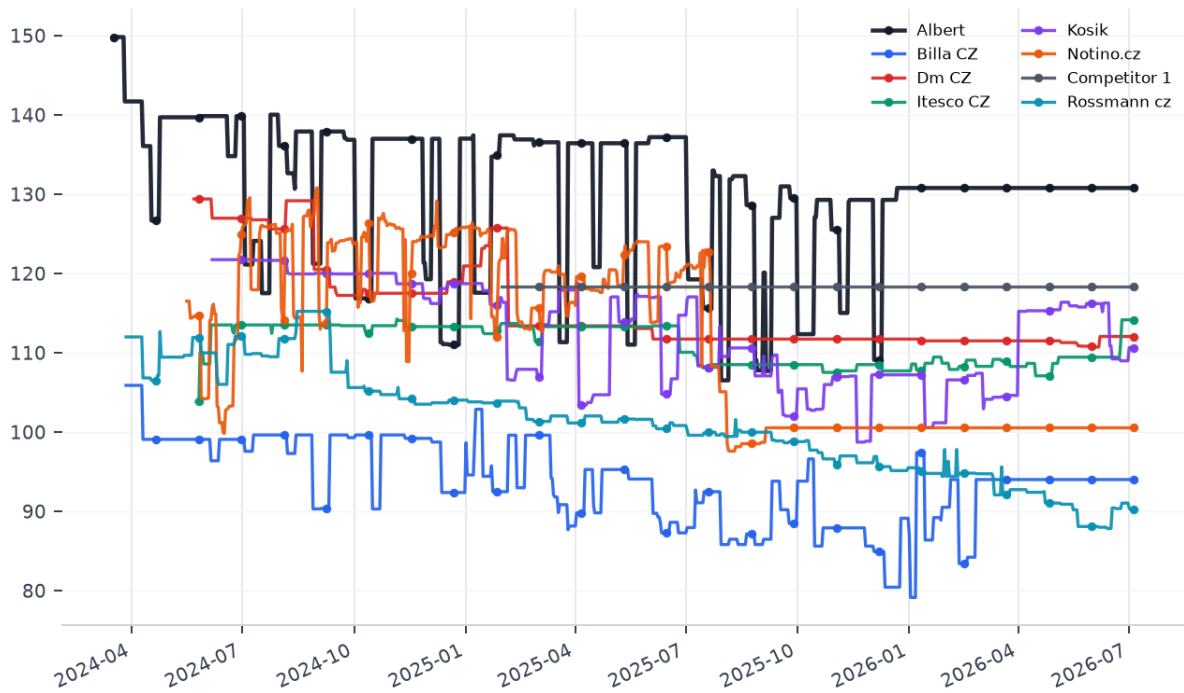


Each point is one SKU: lag (days) vs share of observed competitor reactions.

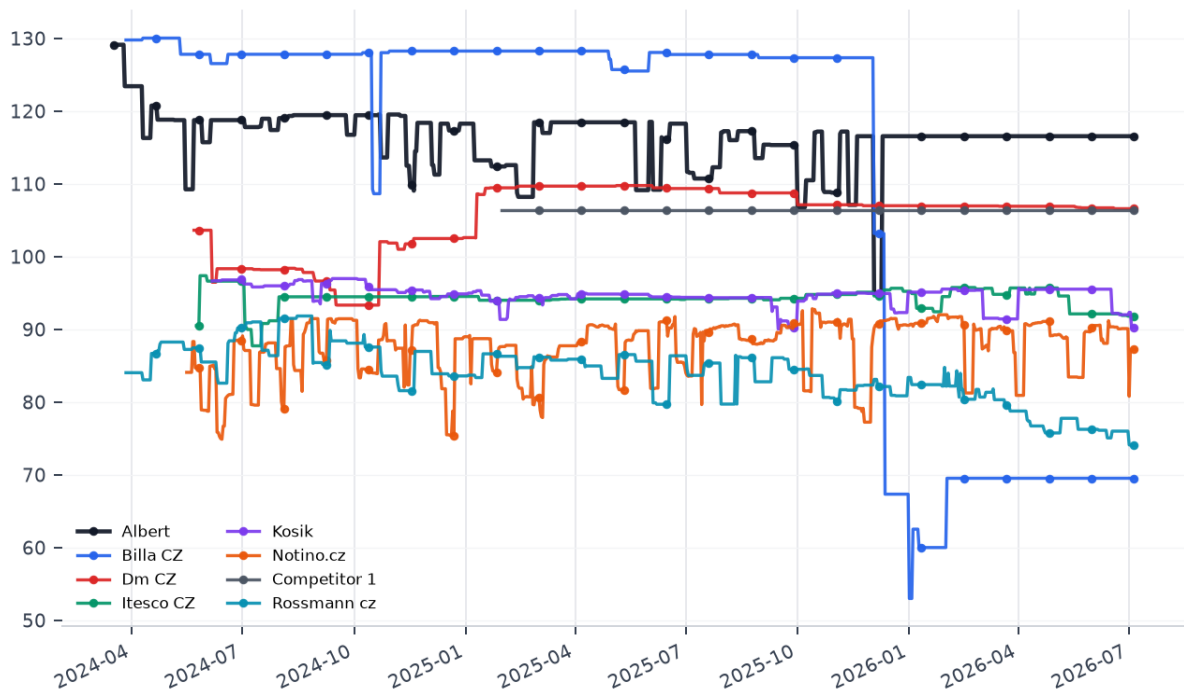
Brand avg price — Hami



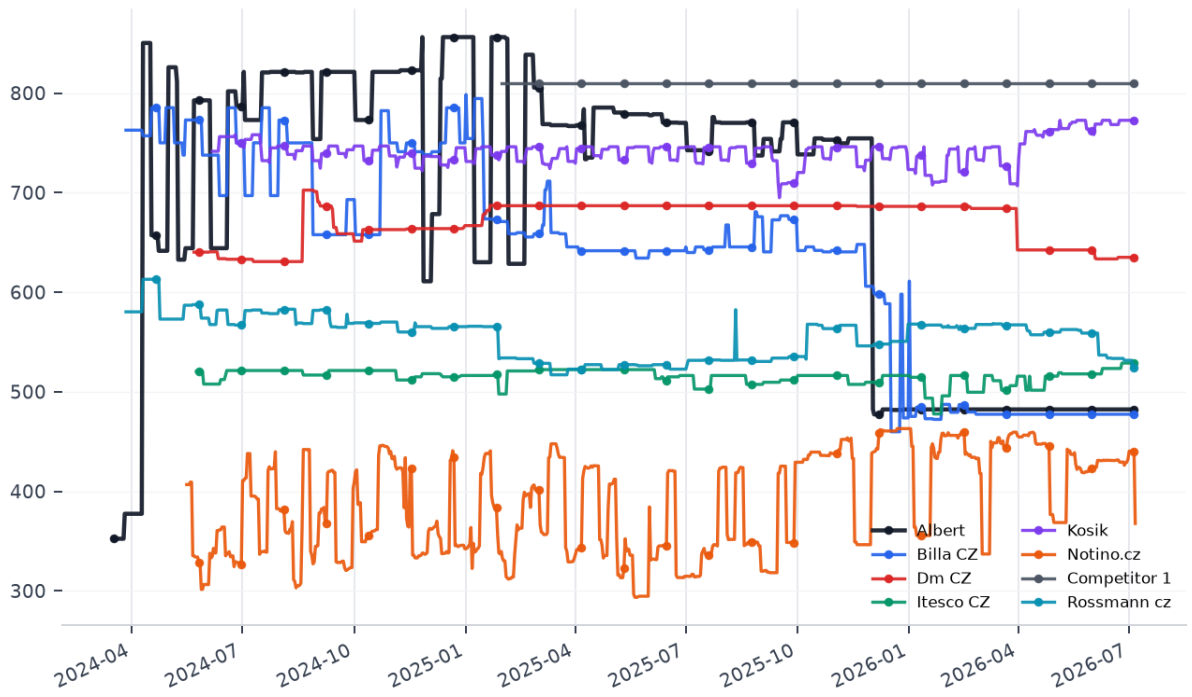
Brand avg price — Sunar



Brand avg price — Hipp



Brand avg price — Pampers



Data provider: Getrealprice.com / Getrealprice.ai.