

Follow us on Youtube for latest Accelerator videos: @TableauAccelerators

PRICE REALIZATION

Price realization is a process by which you evaluate your sales performance between two periods for a consistent scope of products (namely, you focus exclusively on products that were sold on both periods of time). This approach is often used to measure the selling price variation from one period to another (following a price policy change, for instance).

This Tableau Accelerator allows you to:

- Assess Price Realization
- Focus your efforts on top offenders
- Identify outliers
- Audit prices evolution
- Deep-dive at lowest level of detail

Monitor and improve KPIs

(The Price Realization calculation is currently done at "Product & Customer" level of detail. This level of detail can be changed in the pick-list at the top of each page.)

Two periods are defined in the user-interface: Period 1 and Period 2.

For each period, we only focus on combinations of "Product & Customer" which were sold in both periods. This scope defined by these combinations, defines the concept of "Matched Revenues: Period 1" or "Matched Revenues: Period 1", respectively the amount of revenues generated by these combinations over Period 1 and Period 2.

The same principle applies for "Matched Quantity" and "Matched Average Selling Price".

Sales

- **Total Revenues:** Total Sales amount (expressed in currency)
- **Total Quantity:** Number of units sold (expressed in units or equivalent units)
- **Average Selling Price:** Average price at which a particular Product is sold (expressed in currency)

Price Realization

- **Price Realization:** Impact of price variation (between Period 1 Average Selling Price and Period 2 Average Selling Price) on Period 2 revenues, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in currency)
- **Price Realization %:** Impact in % of price variation (between Period 1 Average Selling Price and Period 2 Average Selling Price) on Period 2 revenues, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in currency)

Matched Revenues

- **Matched Revenues (Period 2):** Revenues generated in Period 2, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in currency)
- **Matched Revenues (Period 2 vs Period 1):** Difference in % of Revenues generated between Period 2 and Period 1, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in currency)

Matched Quantity

- **Matched Quantity (Period 2):** Total quantity sold in Period 2, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in units)
- **Matched Quantity (Period 2 vs Period 1):** Difference in % of Quantity sold between Period 2 and Period 1, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the page) that were sold both during Period 1 and Period 2 (expressed in units)

Matched Avg Price

- **Matched Avg Price (Period 2):** Average Selling Price over Period 2, for all "Product & Customer" (level of detail to be chosen in the pick-list at the top of the

Answer key business questions

- What is the price realization for our products?
- In which region the price realization is the largest / lowest?
- How price realization is impacting revenue?

Required attributes

- **Date** (*date*): Sales date
- **Customer** (*string*): Customer name
- **Product** (*string*): The item which is actually sold: product, service...
- **Sales Group** (*string*): The way you regroup sales: business line, product category...
- **Sales Agent** (*string*): Sales agent name
- **Country** (*string*): Country where the sales occurred
- **City** (*string*): City where the sales occurred
- **Sales Amount** (*numeric*): Sales amount
- **Sales Quantity** (*numeric*): Number of units sold