

**Marketing Campaign
PRODUCTO 1**

DTC Total

Tienda.	VENTA M\$	Venta U	Precio Promedio	Stock U	ST
E-COMMERCE	7.582	200	38.010	-1	29,72%
Total general	7.582	200	38.010	-1	29,72%

DTC Semana

Tienda.	34					35					36					37					38			
	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	ST
E-COMMER..	3.156	83	38.029	-1	12,33%	2.114	57	37.086	-1	8,47%	975	24	41.057	-1	4,37%	631	17	37.028	-5	3,10%	247	7	35.329	
Total general	3.156	83	38.029	-1	12,33%	2.114	57	37.086	-1	8,47%	975	24	41.057	-1	4,37%	631	17	37.028	-5	3,10%	247	7	35.329	

DTC + Pivot

Tienda.	Pivot	VENTA M\$	Venta U	Precio Promedio	Stock U	ST
E-COMMERCE	000	1.304	37	35.014	4	29,84%
	001	1.526	44	34.752	0	35,48%
	002	506	15	34.001	8	10,71%
	003	1.310	37	35.465	-9	30,08%
	004	2.937	67	44.026	-4	41,36%
Total		7.582	200	38.010	-1	29,72%
Total general		7.582	200	38.010	-1	29,72%

DTC + Pivot Semana

Tienda.	Pivot	34					35					36					37					38		
		VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	Precio Promedio	Stock U	ST	VENTA M\$	Venta U	
E-COMMER..	VN0A38EMU3W	923	26	35.501	4	20,97%	128	4	32.062	4	3,23%	175	5	35.042	4	4,03%								
	VN0A38EMU5X	639	18	35.524	0	14,52%	623	18	34.621	0	14,52%						170	5	33.958	0	4,03%	22		
	VN0A38F7U7T	170	5	33.958	8	3,57%	103	3	34.320	8	2,14%	72	2	36.126	8	1,43%	139	4	35.223	8	2,86%	22		
	VN0A38F7U48	278	8	34.771	-9	6,50%	562	16	35.110	-9	13,01%	108	3	36.126	-9	2,44%	145	4	36.126	-9	3,25%	72		
	VN0A38GEUBL	1.146	26	44.077	-4	16,05%	698	16	43.611	-4	9,88%	619	14	44.477	-4	8,64%	178	4	44.477	-4	2,47%	132		
Total general		3.156	83	38.029	-1	12,33%	2.114	57	37.086	-1	8,47%	975	24	41.057	-1	3,57%	631	17	37.028	-1	2,53%	247		