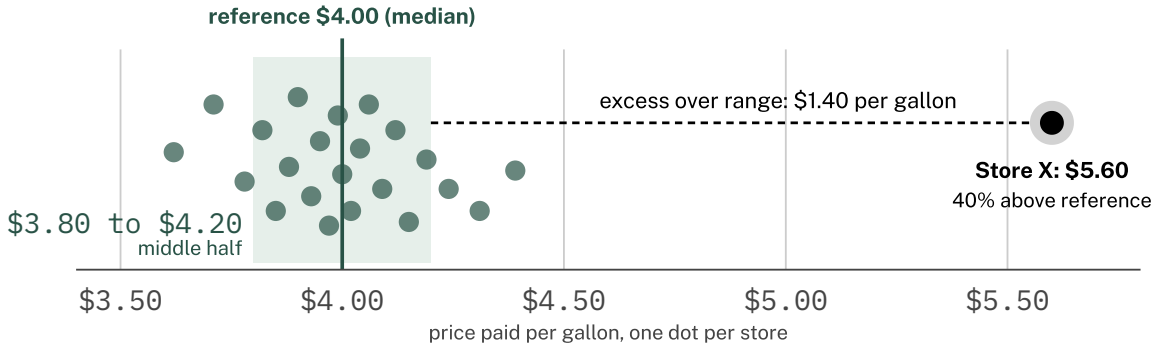
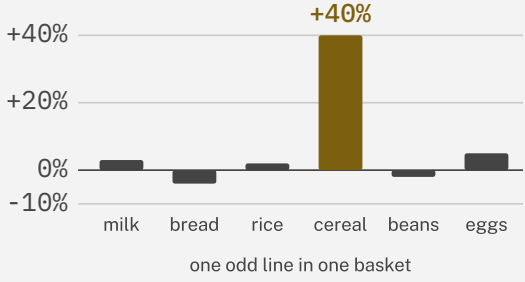
A. ONE BARCODE, ONE REGION A gallon of milk, one month, one store class

Illustrative



B1. NOISE

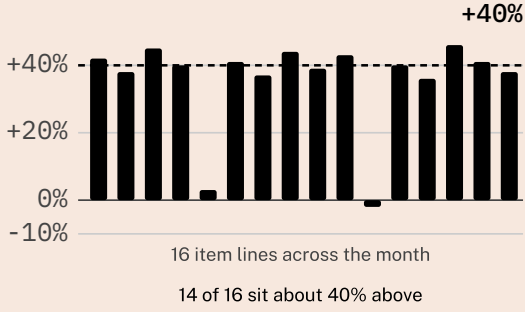
One odd basket means little



A promotion, a slow item priced high, or a mis-keyed price. Scoring each basket floods the system with noise.

B2. SIGNAL

A store-month pattern



Most of the store's lines sit about 40% above reference for a whole month. Shrinkage keeps small stores from extreme scores.

Bars show price vs reference, where 0 is the reference price. The reference uses the median and the middle half of all stores' prices, set per store class; rare products borrow from related products and neighboring regions.