MI LATAM

VERIFIABLE DECISION INTELLIGENCE

Pet products Colombia

Free summary - expanded edition ME1

All 17 dry-food comparisons reduce unit price and increase the purchase ticket. Differences between sellers change sign by reference. Delivery cost must be resolved before a nominal advantage becomes savings.

OBSERVATION / BASE REPORT CALCULATION	Original data cut
Related units, not additive. Eight pairs have partial attribute checks and unresolved taxes/delivery; not eight proofs of channel advantage.	2026-10-05 / caso separado 2026-10-08

The decision that changes

Which delivery charge eliminates the larger pack nominal advantage?

HYPOTHESIS / FICTIONAL SCENARIO

Large pack without delivery: 90 MU/kg. At delivery 40: 100; delivery 80: 110. Equality threshold is 40 MU for large-pack delivery, not an observed charge. Cash outlay is 360, 400 or 440 versus 100 for the small pack.

Fictional scenario: small pack 1 kg at 100 MU with known free delivery; large pack 4 kg at 360 MU with variable delivery. Equivalence, taxes and usable consumption assumed compatible. Amounts are not from the Colombian panel.

Original data cut: 2026-10-05 / caso separado 2026-10-08

The full edition develops the chart, inputs, threshold and reader guide, alongside the base report and tools. Essential limits are also shown here.

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New applications do not automatically increase confidence or renew data validity.