MI LATAM

VERIFIABLE DECISION INTELLIGENCE

Pet products Peru

Free summary - expanded edition ME1

Restricting function and pack size sharply reduces available classification. A 3-for-2 label does not guarantee one-third savings in a mixed basket: rules and denominators change the comparison.

OBSERVATION / BASE REPORT CALCULATION	Original data cut
Separate sensitivities on 39 main observations. Zero for function + pack means insufficient eligible groups, not market absence. Do not add bars.	2026-10-06 / 2026-10-07

The decision that changes

How much does a 3-for-2 basket save under a cheapest-item-free rule?

HYPOTHESIS / FICTIONAL SCENARIO

Identical basket: reference 300, payment 200, reduction 33.33%. Mixed basket: reference 240, payment 180, reduction 25%. The 8.33 percentage-point difference comes from composition, not an observed price change.

Fictional scenario: three identical eligible units at 100 MU each versus a mixed basket priced 100, 80 and 60 MU. Cheapest item free. Same tax basis assumed; delivery and membership fees excluded. Not a verified Peruvian cart.

Original data cut: 2026-10-06 / 2026-10-07

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

Separate sensitivities on 39 main observations. Zero for function + pack means insufficient eligible groups, not market absence. Do not add bars.

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