



## OPIS DemandPro

**Gain the advantage in your retail fuel market by knowing local gasoline sales volumes**

OPIS DemandPro is an online tool that allows retailers to measure weekly fuel sales on a regional basis for benchmarking volumes and profitability.

### WHO WE HELP

Retailers

Wholesalers &  
Jobbers

Traders

Financial  
Institutions

### COMMODITIES

Gasoline

### MARKET SEGMENT

Retail

### Market Challenge

In the retail fuel market, the most widely-used benchmark for volume sales comes from the U.S. Energy Information Administration (EIA). However, the EIA number is commonly regarded as inaccurate since its calculation uses estimated data and reflects national demand, which does not always correspond with regional realities. As a result, EIA data makes market analysis and future planning inexact and less reliable.

### How We Help

OPIS DemandPro provides online access to actual retail sales data collected directly from station operators. Measure performance and pricing impact with an accurate snapshot of weekly fuel sales in specific regions. Use interactive charts to plot demand trends and compare against EIA statistics to see the difference.

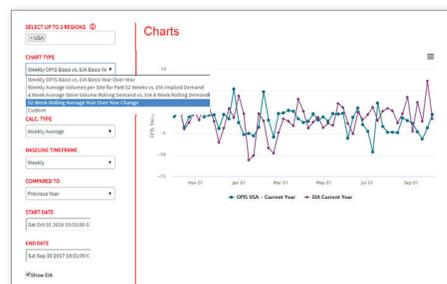
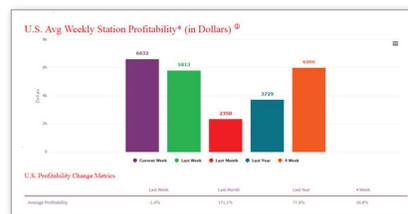
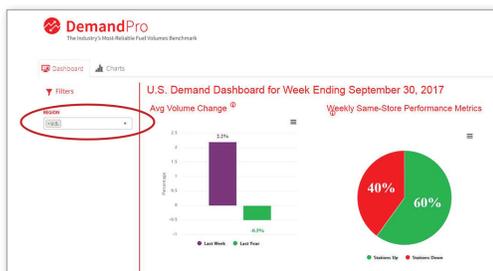
### Benefits

- Grade your own volume performance against a regional benchmark
- Benchmark profitability along with volumes using regional margin averages
- Create a profitability benchmark by site
- Get data from both high- and low-volume sites
- Improve pricing strategies with consistent weekly volume data
- Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

# OPIS DemandPro

## Key Feature-Benefit Overview

Key Feature	Benefit to Customer
Demand Data	<ul style="list-style-type: none"> <li>Actual same-store data week-to-week</li> <li>10,000+ stores in weekly report</li> <li>Apples-to-apples time comparisons</li> </ul>
Regional Coverage	<ul style="list-style-type: none"> <li>USA</li> <li>Northeast</li> <li>Southeast</li> <li>Southwest</li> <li>West</li> <li>Connecticut</li> <li>Massachusetts</li> <li>Rhode Island</li> <li>New Hampshire</li> </ul>
Dashboard	<ul style="list-style-type: none"> <li>Average Volume Change</li> <li>Weekly Same-Store Performance Metrics</li> <li>Average Weekly Station Profitability Change</li> <li>EIA vs. OPIS YTD Change</li> <li>Monthly Volume Change Compared to Previous Year</li> </ul>
Charts	<ul style="list-style-type: none"> <li>Select up to three regions at the same time</li> <li>Four pre-populated standard charts</li> <li>Custom charts available</li> <li>Use filters to see EIA data</li> </ul>



For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email [energysales@opisnet.com](mailto:energysales@opisnet.com)