



DATA DRIVEN PRICING STRATEGY FOR BUSINESS SUCCESS

The importance of executing an agile and dynamic pricing strategy resonates across geographies. Adding a layer of data-driven pricing analytics model to a business framework would help gain actionable insights and multiply success across different channels.

WHAT IS PRICING ANALYTICS?

Dynamically change prices of products as per customer demand



Maximize revenue, sales, profit and drive customer loyalty



WHY IT MATTERS?

9.2/10
Imp Scale

The importance of getting the right pricing strategy for better financial performance (Study conducted on US Retailers by RIS)

RIS
Retail Info Systems

45%
Retailers

find responding to competitive prices as their biggest challenge



66%
US Retailers

say their pricing software was not up-to-date and needs to be immediately upgraded to meet today's demands

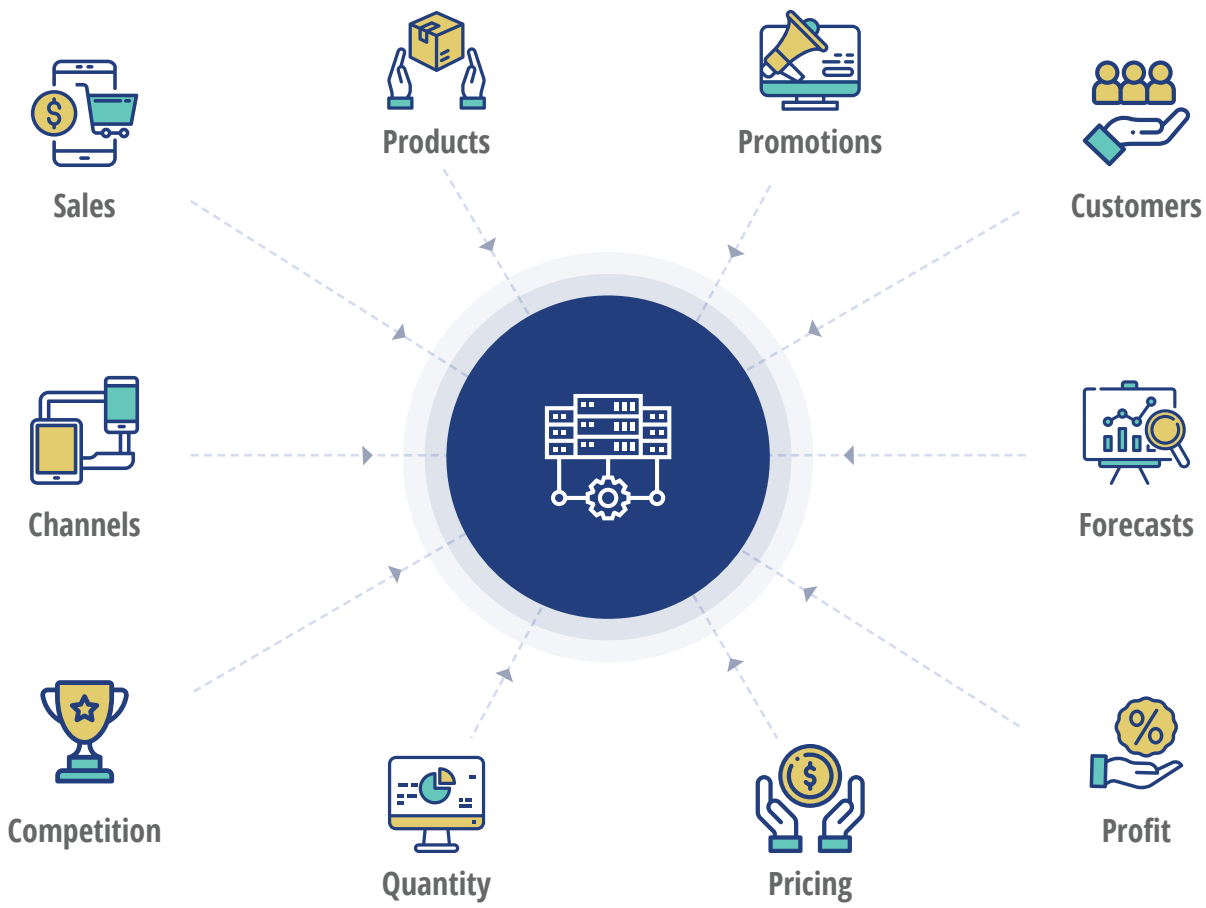


200%-300%
Return on Investment

is the expected potential derived from data-driven decisions using the right analytics solution



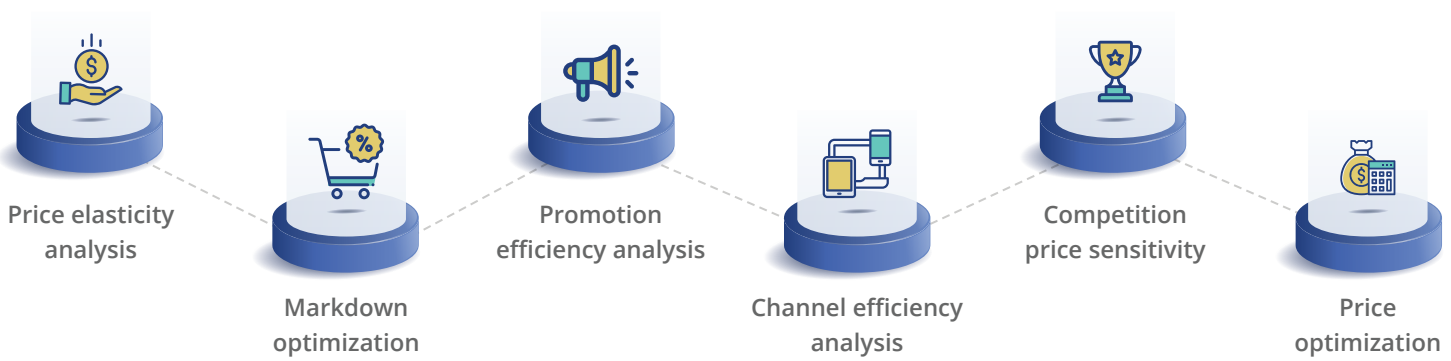
WHAT ARE THE KEY DATA SOURCES THAT GO INTO DEVELOPING DYNAMIC PRICING ANALYTICS?



WHAT ARE SOME ADDITIONAL FACTORS THAT ARE CONSIDERED?



WHAT ARE THE COMMON USE CASES?



HOW SIGMOID DELIVERED IMPACT?

Case: Price Optimization

Designed a Pricing Optimization Engine that maximized revenue uplift of various campaigns and events

30%
inc in revenue uplift

11%
inc in Rol

Case: Price Elasticity

Estimated price elasticities of demand of over 10,000 SKUs

10%
sales increase

3%
margin increase