

Pricing Optimization Consulting Model Development

Implementation

Price - \$10,000+

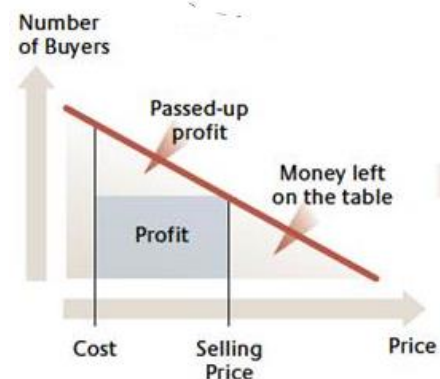
Overview

Are you pricing your products for maximum profitability? Is your data helping you understand how much your customers will pay?

Dunn Solutions' Data Science team has developed dynamic statistical pricing models that are capable of modeling a buyer's decision process, including what they are willing to pay for a product.

Every customer is not the same and creating personalized pricing strategies for each combination of product and customer ensures both short- and long-term profitability.

Imagine if you had the ability to increase profit margins by 10% and achieve an increase in units sold merely by adjusting your pricing optimally. With the power of Azure ML, Databricks and Power BI plus our services, you can develop dynamic statistical pricing models that can maximize profits by leveraging personalized pricing strategies and know exactly when and how much to discount products.



Deliverables

Our team will analyze past Point Of Sale (POS) and e-commerce sales data to develop a predictive model which can determine the optimal price for each item. These predictive analytics models consider any or all these factors to maximize gross sales and profit margin:

- Current vs. optimal price
- Cross-product cannibalization
- Seasonality
- Competitive pricing
- Discounting

Once the model is executed organizations can use its' output to increase total margin by applying the best pricing to hit the sweet spot between margin and sales volume.

Ongoing consultation with your data scientist will ensure that your model is continuously optimized to maximize both short and long profitability.

About Us

Dunn Solutions' Analytics and Digital Solutions teams deliver well architected enterprise solutions for companies of various sizes, across all verticals. For more information about our machine learning solutions please contact info@dunnsolutions.com .