

CASE STUDY

US-BASED HOME GOODS RETAILER

Business Challenge

Enhancing the price competitiveness of the retailer's top selling products to drive higher revenue and margin through its eCommerce channel. Bring greater focus around sale events.

Solution Methodology

DataWeave tracked and matched 150K of the retailer's products across 20 competitor websites, covering 9 product categories. Pricing insights were refreshed and reported once a day normally, and thrice a day during sale events.

Business Impact

- Up to 25% revenue growth and 3X margin growth for the products tracked driven by DataWeave's pricing recommendations
- Performed more aggressive price changes during sale events based on increased frequency of competitive pricing insights
- Competitor prices were used to predict prices offered by wholesalers to the retailer's competitor, enabling stronger, data-driven vendor negotiations

Change In Price Leadership INSIGHTS

| IMG | Product Name SKU | Your Price | Lowest Price | Price Gap% | |
|-----|---------------------------------|------------|--------------------------|------------|--|
| | Martha Ste... H303247-977... | \$603.00 | \$147.99 WayFair-US | 75.46 | |
| | Sparo NFL ... M117350-891... | \$69.99 | \$27.99 BedBathAnd... | 60.01 | |
| | Rogue On... H328334-006... | \$55.00 | \$24.13 Walmart-US | 56.13 | |
| | Old Dutch ... H288103-000... | \$78.99 | \$39.99 BedBathAnd... | 49.37 | |
| | Fanmats N... C215267-YN4... | \$29.00 | \$14.77 Amazon-US | 49.07 | |

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Pricing Health Overview i

| Store | Avg. Price Position | Avg. Discount% | Out Of Stock% |
|---------------|---------------------|----------------|---------------|
| QVC-US | 1.96 ▲2.62 | 1.53 ▲4.08 | 0 |
| OverStock-... | 2.31 | 33.05 ▼-1.4 | 5.09 ▼-2.49 |
| Walmart-US | 1.37 ▲7.03 | 27.84 ▲0.18 | 11.81 ▲6.78 |
| Amazon-US | 0.76 ▼-5 | 33.72 ▲0.75 | 1.59 ▼-14.52 |
| BedBathA... | 2.13 ▲187.84 | 2.28 ▲1.79 | 3.46 ▲3.9 |

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Price Competitiveness

| Competitor | 30+% Lower | 10-30% Lower | 0-10% Lower | 0% | 0-10% Higher | 10-30% Higher | 30+% Higher |
|-------------|------------|--------------|-------------|------|--------------|---------------|-------------|
| Lowest | 1.6K | 2.1K | 2.7K | 4.3K | 4.7K | 11.8K | 8.1K |
| Median | 1.8K | 2.6K | 3.1K | 4.9K | 5.4K | 11.4K | 6.1K |
| Highest | 5.6K | 5.2K | 4.3K | 5.1K | 4.7K | 7.3K | 3.1K |
| Amazon-US | 114 | 277 | 302 | 395 | 862 | 2.7K | 2.1K |
| BedBathA... | 515 | 991 | 1.0K | 977 | 1.9K | 2.4K | 746 |