

# CASE STUDY

## GERMAN-BASED APPAREL RETAILER

### Business Challenge

Tracking the frequently changing advertised prices of each product to identify pricing violations, especially for newly introduced products.

### Solution Methodology

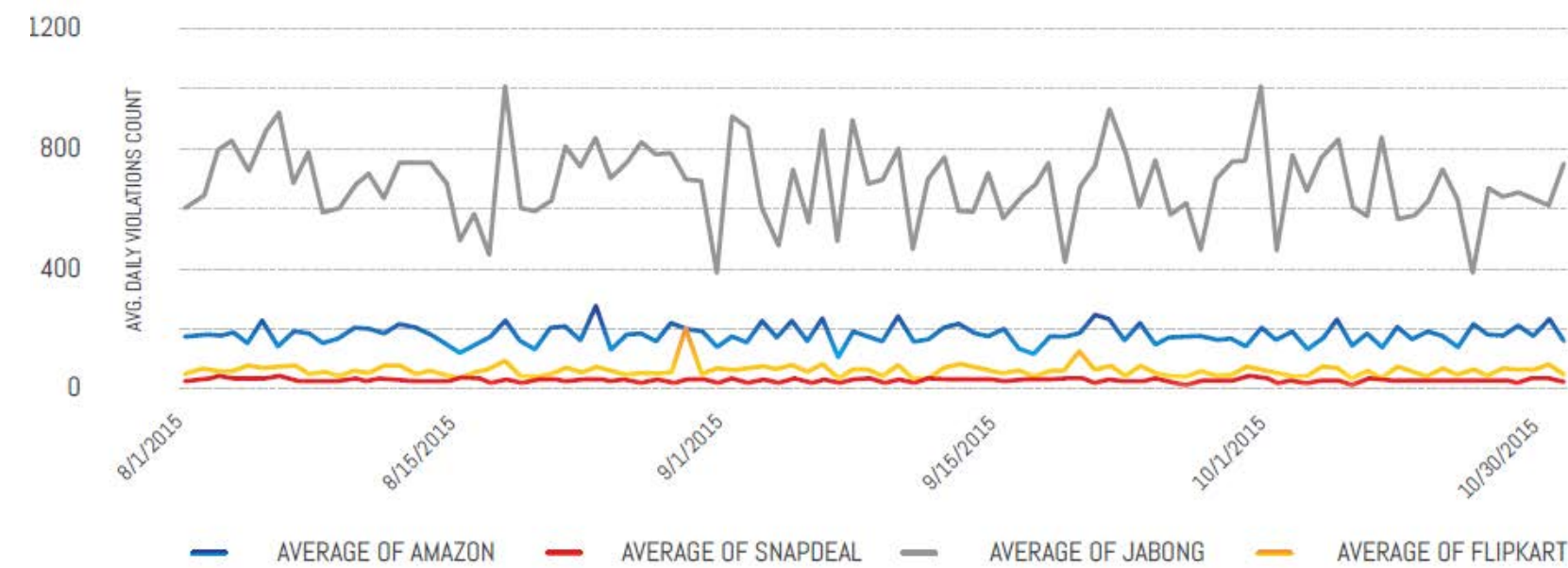
The client determined the minimum advertised price (MAP) for each product.

DW detected and recorded the product pricing of various retailers and alerted the client of any violations every 3 hours.

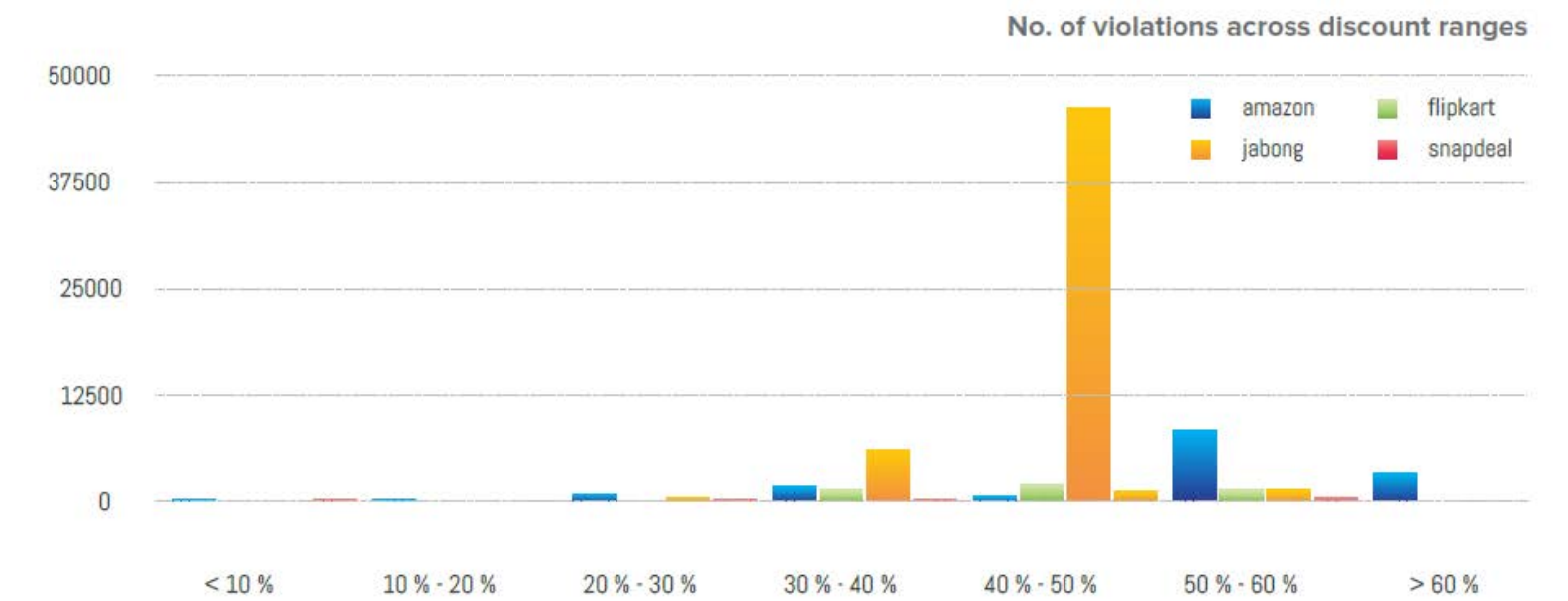
### Business Outcome

- DW revealed significant number of MAP violations by certain retailers, which enabled the client to keep the retailers in check and prices within guidelines.
- There was an immediate reduction in the number of violations.

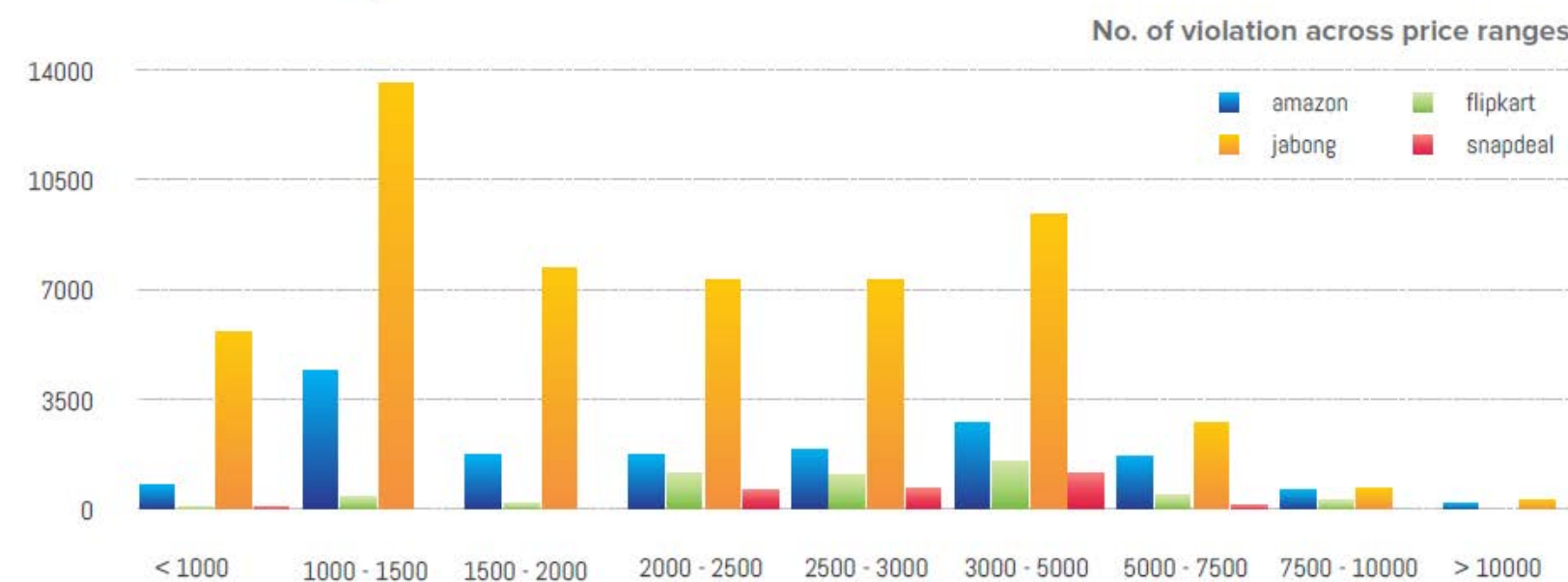
### MAP VIOLATIONS



### Discount Distribution



### Price Range Distribution



### Category Wise Violations

