Pricing and Promotions Management

RESENSE generates insights on Pricing and Promotions at the store/SKU level based on historic pricing and promotions, DoH standards and historic sales through each channels. These insights are used to generate price recommendations using independent price elasticity, cross price elasticity and markdown price elasticity modules. It also offers options to chose markdown prices based on revenue or profitability scenario analysis.

The Pricing and Promotions Management module also allows business users to make key pricing decisions on new assortments using insights from its forecasting engine on similar item and attributes.

Profitability	Increase >10%	Markdown Cost	Reduce > 30%	Full Price Sales	Increase >10%

Key features

Improve full price sales
Backed by highly accurate automated allocation, the Price Management engine improves full price sales throughput by 10% and above.

Price Elasticity
The Pricing and Promotions Management module determines potential demand across different price points using price elasticity of the item.

This information is useful while determining the optimum price while liquidating excess stock or while designing a new promotion.

The what-if analysis helps the business users to evaluate multiple scenarios before fixing the right price or designing the

Identify and apply timely markdowns
identify products for timely markdowns & optimize discounts based on desired sales throughput, reducing the risk of excess stock.

Value through exceptions
Automatically identify exceptions, such as fluctuating sales performance or high-risk products that need a strategic human touch, freeing your experts to focus on high value tasks and timely disposal of sluggish inventory

Smooth transition to new assortment
Clear inventory ahead of planned transition of assortment and allow new assortments to be stocked smoothly.
RESENSE recommends optimum sales price of new assortment to ensure desired sales volumes and inventory levels

Developed by Nihilent after leveraging years of industry expertise and deep retail domain knowledge, RESENSE is a cloud-hosted service (SaaS) platform that offers a range of services covering all business functions for retail and consumer brands. To know more, visit us at www.resense.tech

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