PRICE COMPARISON ANALYTICS:

HARNESSING THE POWER OF DATA TO BOOST YOUR SALES

Make Informed Pricing Decisions and Stay Ahead of the Competition

WELCOME TO
INFERENCE LABS

Welcome to the world of price comparison analytics. In today's fast-paced and hyper-competitive retail environment, it's more important than ever to stay ahead of the curve when it comes to pricing. That's where our price comparison analytics solution comes in.

With cutting-edge data analysis and powerful predictive modeling, our platform gives you the insights you need to make informed pricing decisions and stay ahead of the competition.

PRICE COMPARISON ANALYTICS

Price comparison analytics is a powerful data-driven approach to a pricing strategy that leverages advanced algorithms and machine learning to analyze historical sales data and identify trends and patterns.
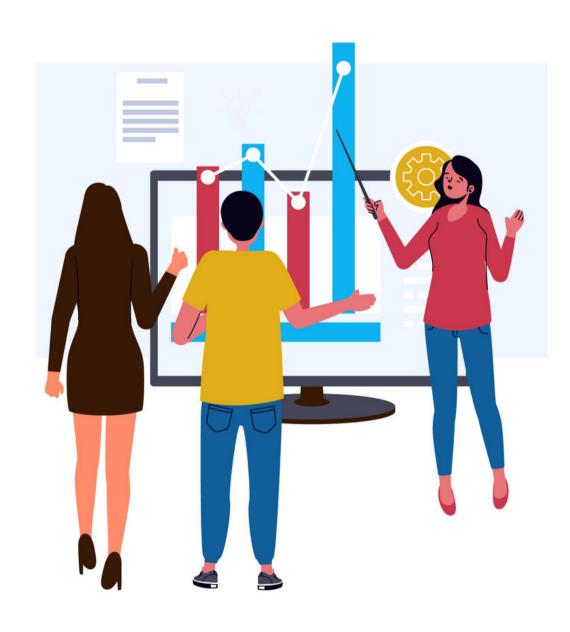
By using predictive modeling to forecast future demand, our platform helps you make informed decisions about when to lower your prices and by how much, so you can maximize your sales and profit margins.

HOW DOES IT WORK?

Our price comparison analytics platform is designed to be intuitive, easy to use, and fully customizable to meet your unique needs.

Key features and capabilities include:

Historical sales data analysis:

Get a detailed view of your past sales trends, so you can identify patterns and make data-driven pricing decisions.

Predictive modeling:

Use advanced algorithms to forecast future demand and optimize your pricing strategy accordingly.

Customizable alerts:

Set up automated alerts to notify businesses when a competitor's price changes.

Competitor analysis:

Monitor your competitors' prices and adjust your pricing strategy in real time to stay ahead of the game.

WHY CHOOSE INFERENCE LABS

At Inference Labs, we're dedicated to providing innovative mendations, you can stay ahead of the curve. Our future release of an alert update UI for price drops of your competitor products will keep you on top of market trends.

With our custom-built frameworks, we offer cost-effective strategies tailored to your business needs. We offer you the most advanced, customizable, and effective solution on the market which lets you:

- Boost your ROI by identifying the optimal times to lower your prices.

- Stay ahead of the competition by monitoring your competitors' prices and adjusting your strategy in real-time.

- Make informed pricing decisions based on data, not guesswork.

How does our product assist businesses in becoming market leaders?

Real-time pricing aims to enable online businesses to dynamically adjust prices based on market demand. Vendors can forecast how much a customer is willing to pay by collecting and analyzing customer data and then adjusting prices accordingly.

Inference Labs uses predictive analysis on time series data to analyze price and determine the brand's performance.

Brand Pricing Analysis

Our Brand Pricing Analysis provides deep insights into the impact of your pricing strategy on sales performance, allowing you to make informed decisions about pricing.

- Brand Pricing Analysis helps your brand to understand how its pricing strategy affects the sales performance over time.

- Using Brand Pricing Analysis, decision-makers can monitor both overall brand performance and individual product performance in a single location.
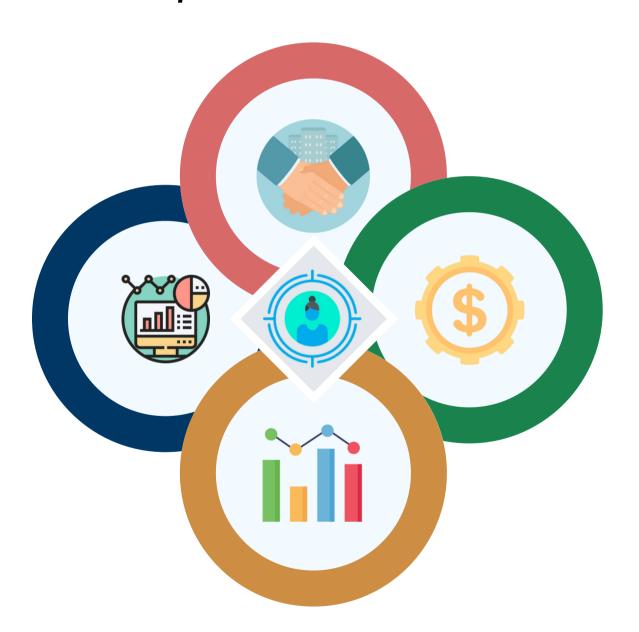
The below metrics help in measuring performance

- The ranking of the chosen brand or product.

- The rating of the selected product or company.

- The total discount percentage provided by the brand or the chosen product.

Brand-To-Brand Pricing Analysis

Our Brand-to-Brand analysis gives you a comparative view of your pricing with your competitors, helping you stay competitive in the market.
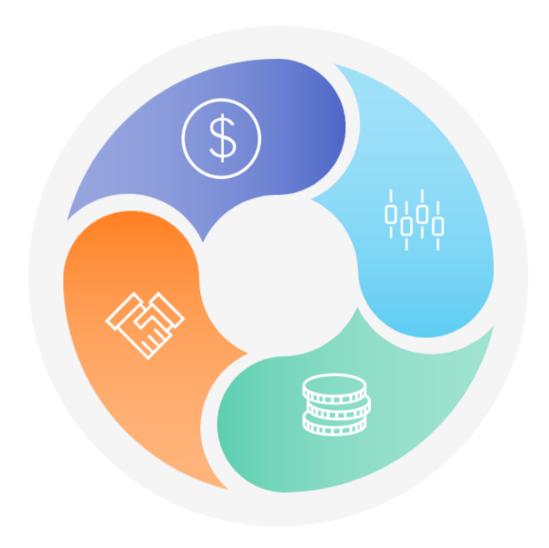
- We can use brand-to-brand to perform Model-by-Model and Product-by-Product-based filtering.

- The Brand-to-Brand perspective is useful in assessing how price changes affect sales and can assist the brand in making defensible choices on pricing strategies.

- Additionally, it includes a price comparison chart that compares the brand's pricing with that of its opponents, giving insight into whether or not its pricing is competitive in the market and whether changes are necessary to maintain that competitiveness.

- Additionally, it highlights the brand's and its competitors' product ratings as well as the order in which the brand's and its competitors' products rank.

Brand Price vs Rank Analysis

Our Price vs Ranking Analysis offers an overview of the industry performance and top-performing brands and models.

- The company can obtain an overview of the performance of the industry as a whole for the chosen period by using Price vs Ranking Analysis.

- The Brand and Model analysis chart provides information about the top performing brands and their products.

- It also provides information on the top-performing brands and their products.

- The Brand Analysis Chart provides information about the top-performing brands over a period of time.

Top Ten Brand Analysis

- Helps to determine the top performing brands and their products in the present day.

- It enables you to compare the shift in the positions of the brands as well as view the top performers from the previous day.

Updates about price reductions by your competitors' brands

- The inference pricing model assists in keeping track of every brand and related product chosen by the companies and sends alerts via appropriate sources in the event of a price drop.

- The inference pricing model assists in keeping track of every brand on every e-commerce channel and offers timely data.

ABOUT US

Inference Labs is a living lab representing a customer-centric, systematic approach and integrated innovation to solve business-data problems with multiple real-life contexts solutions. At Inference, we believe in value creation and positive impact to our customer communities in co-creating models and analytical applications.

The company was founded in 2018 and has more than 30 international clients, 50+ projects, and partners with StartUP India and NASSCOM.

To know more about Inference Labs, visit https://inference.in/

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