



# High Value Price, Margin and Markdown Science

- Over 50 retail chains analyzed
- PhD-level math made easy
- Category, Store, Channel level
- Seasonal and Basic Merchandise



# A Ready-to-Use Solution

- Turn On the DS License
- Learn How to Use in 1 Day
- Actionable Outcomes



## Answers to Key Questions:

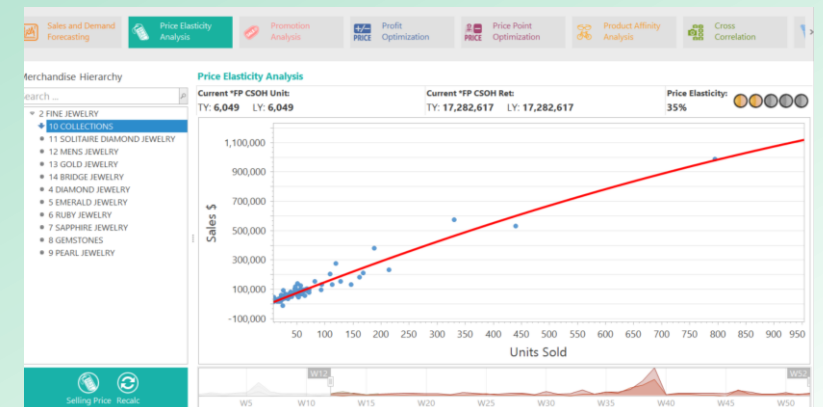
- What's the right Selling Price?
- Does the consumer accept our Selling Margins?
- When?
- What's the most effective Markdown strategy?
- When does the product respond to Price Changes?
- Which products cannibalize each other?



**DataScience  
Analytics**  
Insights Made Clear

# Price Elasticity

- Selling Price vs Units Sold
- Highly Seasonal
- Differs by Category/Channel/Store





**DataScience  
Analytics**  
Insights Made Clear

# Promotion Impact

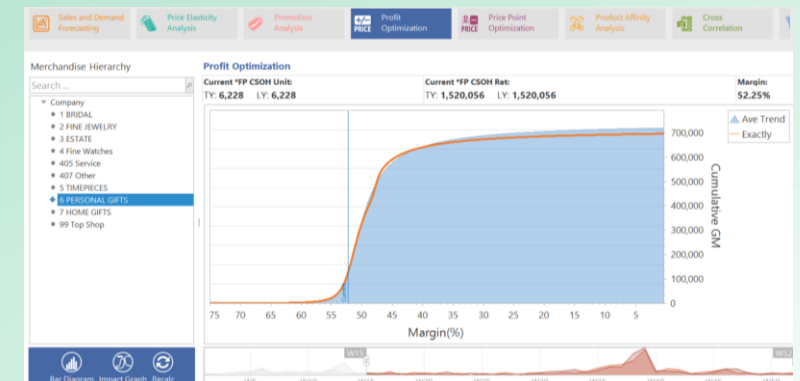
- What is the right discount level?
- When should we take discounts?
- Differs by Category/Channel/Store





# Margin Analytics

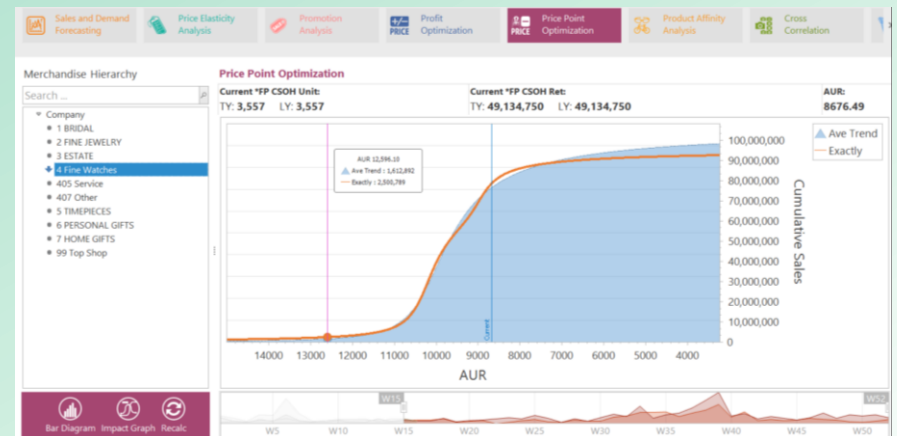
- Does the consumer accept our margin level?
- Why is the product not moving?
- Differs by Category/Channel/Store





# Price Point Analytics

- Is our product overpriced or underpriced?
- What are the price point clumps in the category?
- Differs by Category/Channel/Store





# Correlation Analysis

- Which products help each other?
- Which products cannibalize each other?
- Why is my promotion strategy not netting results?

