

Demand Forecasting & Price Optimization

Cortana Intelligence Suite



Pricing is key to success in retail. Knowing the demand for products helps to set the right price to move stock and avoid missed sales opportunities and maximize profit.

Demand Forecasting and Price Optimization for Retail unlock the unrealized potential of existing historical transaction data to empower retailers with actionable insight into their business. Equipped with predicted price elasticity, demand, price anchoring and optimal pricing, retailers can improve profit margins and reduce time and effort allocated to managing pricing.

Benefit



IDENTIFY

Profit
Potential



MAXIMIZE

Profit
Margins



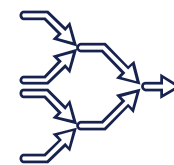
GAIN

Data
Insights



CAPTURE

Price
Elasticity



SIMPLIFY

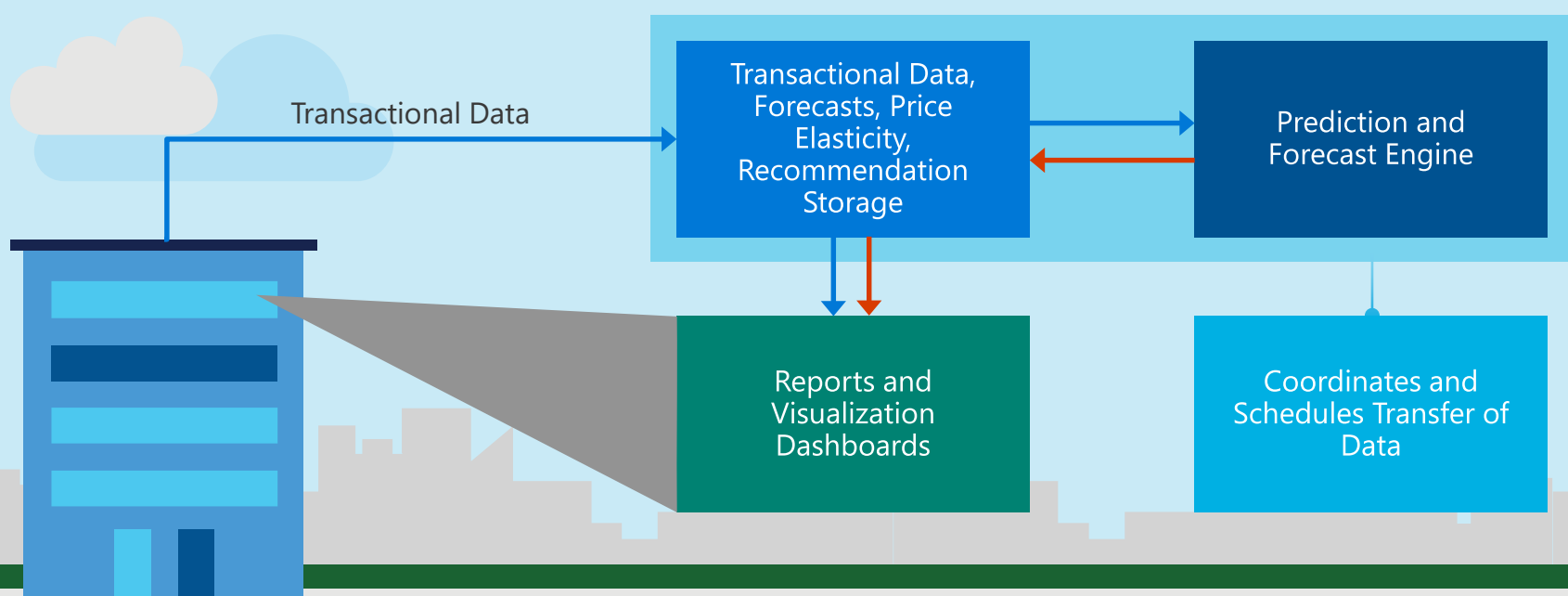
Pricing &
Inventory



RECOGNIZE

Price
Anchoring

Solution Architecture



Cortana Intelligence Suite

Solution Overview



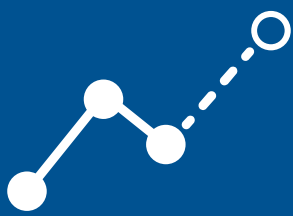
Demand Forecasting and Price Optimization for Retail predicts makes use of real-time and historical data to deliver predictions. These predictions enable retailers to save money, devise informed strategies, reduce inventory errors and improve customer satisfaction.

Cortana Intelligence Suite offers advanced capabilities for data ingestion, storage, and processing, and advanced analytics allowing our customers to build robust optimizing and forecasting solutions. Customers are empowered with tools and knowledge to improve their business and operations.



Solution Approach

Forecast Product Demand



Minimize inventory investment and increase revenue opportunities. Reduce inventory errors and stock-outs

Make Calculated Price Changes



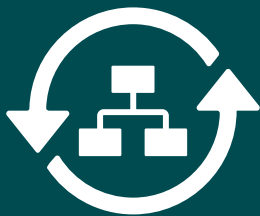
Intelligent price recommendations are made using price elasticity and product demand forecasts

Strategize by Category



Try different strategies based on product category/type to optimize revenue or profit

Continuous Testing



Stay current with market changes, but test prices and act on results to create a winning strategy