While working at 4wall ( current name), I observed firsthand how difficult it can be for companies to remain competitive in a fast-evolving industry. Proactively, I developed and shared a strategic business plan with the CEO to help stabilize and grow the company.

A key part of my plan was maximizing profitability by selling lightly used (1–2-year-old) high-value lighting equipment at peak market demand, while launching a leasing and subscription model to build recurring revenue.

Data Analysis for Dynamic Pricing:

To support this, I led a data-driven analysis of the company's inventory and market trends. I:

Conducted a detailed asset evaluation, examining equipment age, usage history, maintenance records, and current market resale values.

Analyzed historical sales data to identify seasonal demand patterns and price elasticity.

Benchmarked competitor pricing and availability trends using public market data and internal CRM insights.

Developed a dynamic pricing model that adjusted pricing based on asset condition, age, market demand cycles, and seasonal opportunities.

Pricing Algorithm Design in Detail:

Developed a dynamic pricing formula that factored:

Asset Age (newer = higher price)

Condition Rating (better condition = premium pricing)

Seasonal Demand Weight (prices could rise during peak event seasons)

Competitive Benchmark Offset (small markup or discount based on current listings)

Urgency Factors (more aggressive discounts if an asset stayed unsold beyond a time threshold)

Simulation and Testing:

Simulated different pricing scenarios using historical sales data to predict outcomes (profit margin, inventory turnover).

A/B tested pricing strategies on select product groups before full rollout.

Result:

The dynamic pricing model led to an estimated 15% increase in average gross margins on used equipment sales by better capturing peak market value.