

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
COMPETITOR PRICE ANALYSIS	Pet Food Manufacturer	Built a reporting module to track competitor price changes real-time using APIs to help the company take pre-emptive actions for any potential implications on market share due to competitor price changes	Data mining using APIs; Power BI Dashboarding



COMPETITOR PRICING ANALYSIS FOR A PET FOOD MANUFACTURER



SITUATION

- A fast-growing pet food brand was facing competitor pricing actions in key product categories which was impacting sales growth
- To address the situation, Merilytics partnered with the client to track 200+ products for 30 competitor brands, on two large e-commerce platforms and automated the analyses to refresh on a weekly basis



VALUE ADDITION

- Built API-based processes to obtain product and pricing data from e-commerce platforms on a regular basis
- Aggregated for various product categories, sub-categories and brands to identify the company's product price premium as compared to its competitive set of products
- Built a Power BI dashboard to showcase the results of the API price tracker



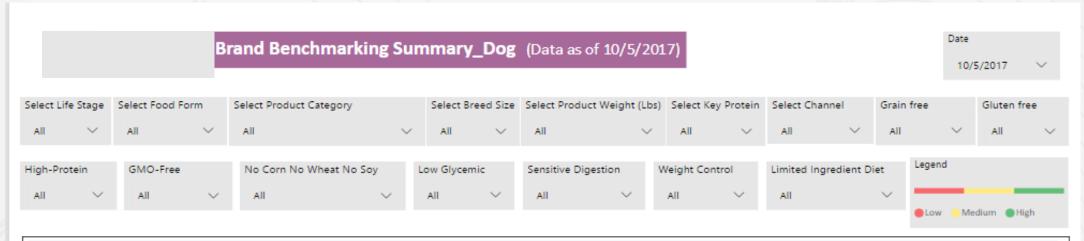
IMPACT

- Merilytics' solution enabled the company to track competitor price actions, to understand the price positioning and enabling quick response
- The company was able to better understand the customer reviews, sentiments and product gaps that existed in the portfolio, compared to competitors

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COMPETITOR PRICING ANALYSIS - ILLUSTRATIONS





Competitor Name	Average Weight (lbs)	# of Products	Average List Price (\$)	Average Retail Price (\$)	Average Discount (%)	Average List Price/Pound (\$)	Average Retail Price/Pound (\$)	Average Product Ratings (out of 5)	Average Recommendation (%)	Total # of reviews
	9.06	361	\$30.25	\$24.5	18.9%	\$8.2	\$6.1	4.71	96%	40,835
	6.97	92	\$29.03	\$24.6	15.4%	\$7.9	\$6.6	4.58	94%	3,67:
	6.31	84	\$23.18	\$19.6	15.4%	\$12.1	\$8.8	4.58	95%	3,689
	6.33	6	\$20.27	\$18.7	7.5%	\$3.5	\$3.3	4.97	100%	54
	7.06	62	\$38.33	\$29.2	23.8%	\$14.6	\$10.6	4.68	95%	3,106
	5.39	59	\$25.85	\$21.7	15.9%	\$14.6	\$12.3	4.63	94%	729
	15.78	76	\$26.72	\$20.3	24.0%	\$1.9	\$1.4	4.78	98%	4,740
	7.67	217	\$30.10	\$26.3	12.6%	\$9.2	\$7.2	4.57	93%	15,82
	8.06	158	\$26.87	\$23.2	13.8%	\$8.5	\$6.8	4.68	95%	21,71!
	11.98	52	\$30.06	\$21.5	28.6%	\$3.4	\$2.3	4.69	96%	3,29
	8.35	121	\$33.16	\$31.3	5.6%	\$12.0	\$9.6	4.67	95%	5,31
	6.30	48	\$27.28	\$22.0	19.3%	\$8.8	\$6.6	4.66	96%	1,44
	11.61	207	\$29.36	\$26.4	10.2%	\$4.2	\$3.6	4.74	96%	11,42
	8.56	42	\$24.67	\$18.2	26.4%	\$7.7	\$5.8	4.78	97%	1,26
	9.81	64	\$20.36	\$16.9	17.0%	\$9.4	\$7.5	4.62	95%	6,97:
<	4.11	55	\$42.02	\$41.2	2.0%	\$20.2	\$19.8	4.45	92%	4,87



COMPETITOR PRICING ANALYSIS - ILLUSTRATIONS

ILLUSTRATIVE

