

## SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
COMPETITOR PRICE ANALYSIS	Pet Food Manufacturer	Built a <b>reporting module to track competitor price changes real-time using APIs</b> 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

# COMPETITOR PRICING ANALYSIS - ILLUSTRATIONS

ILLUSTRATIVE

## Brand Benchmarking Summary\_Dog (Data as of 10/5/2017)

Date

10/5/2017

Select Life Stage	Select Food Form	Select Product Category	Select Breed Size	Select Product Weight (Lbs)	Select Key Protein	Select Channel	Grain free	Gluten free
All	All	All	All	All	All	All	All	All
High-Protein	GMO-Free	No Corn No Wheat No Soy	Low Glycemic	Sensitive Digestion	Weight Control	Limited Ingredient Diet	Legend	
All	All	All	All	All	All	All	<div><div></div> Low <div></div> Medium <div></div> High</div>	

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%	40,839
	6.97	92	\$29.03	\$24.6	15.4%	\$7.9	\$6.6	4.58	94%	3,670
	6.31	84	\$23.18	\$19.6	15.4%	\$12.1	\$8.8	4.58	95%	3,688
	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%	3,104
	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%	15,829
	8.06	158	\$26.87	\$23.2	13.8%	\$8.5	\$6.8	4.68	95%	21,719
	11.98	52	\$30.06	\$21.5	28.6%	\$3.4	\$2.3	4.69	96%	3,297
	8.35	121	\$33.16	\$31.3	5.6%	\$12.0	\$9.6	4.67	95%	5,313
	6.30	48	\$27.28	\$22.0	19.3%	\$8.8	\$6.6	4.66	96%	1,444
	11.61	207	\$29.36	\$26.4	10.2%	\$4.2	\$3.6	4.74	96%	11,422
	8.56	42	\$24.67	\$18.2	26.4%	\$7.7	\$5.8	4.78	97%	1,267
	9.81	64	\$20.36	\$16.9	17.0%	\$9.4	\$7.5	4.62	95%	6,977
	4.11	55	\$42.02	\$41.2	2.0%	\$20.2	\$19.8	4.45	92%	4,877

# COMPETITOR PRICING ANALYSIS - ILLUSTRATIONS

**ILLUSTRATIVE**