

# E-Commerce Pricing Strategy

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By NC





# INTRODUCTION

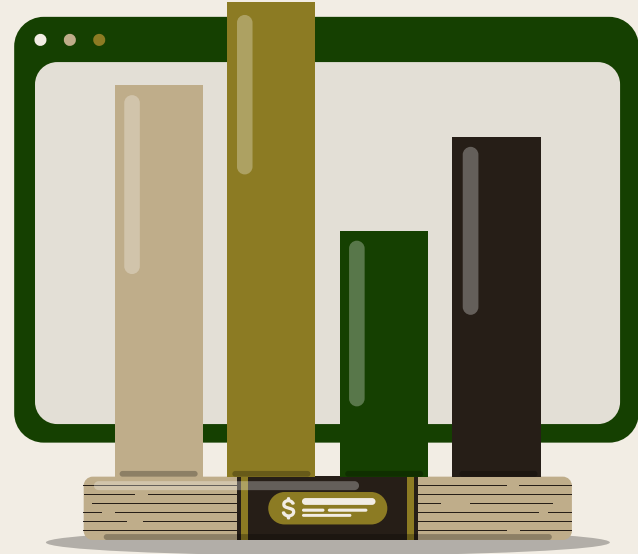
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Optimizing retail prices is like finding the sweet spot between how much we charge for our products and how many people are willing to buy them at that price. The main goal is to set a price that not only brings in the most money but also draws in a good number of customers to purchase products. This process includes using data and smart pricing strategies to figure out the perfect balance, ensuring to make the most sales and profits while keeping customers satisfied.

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# ANALYTICS OVERVIEW





# KPI

953151

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REVENUE

54782

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CUSTOMERS

52

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PRODUCTS

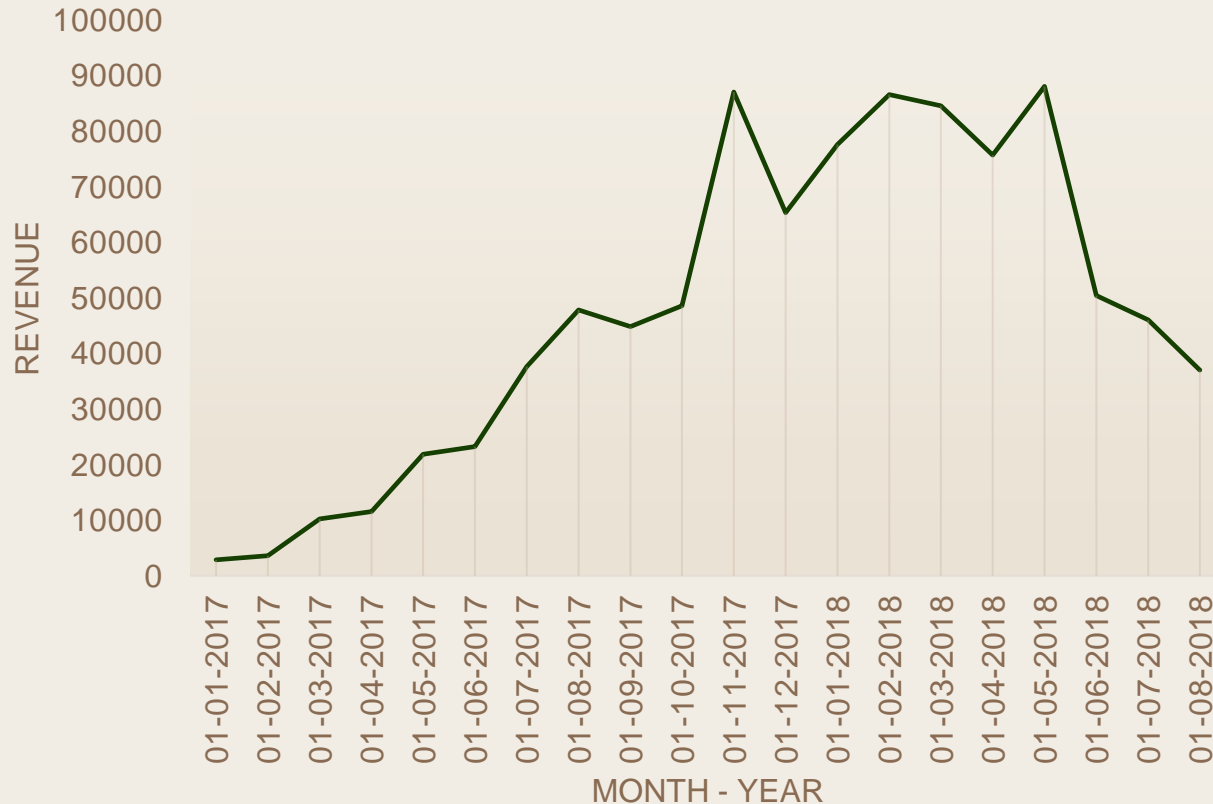
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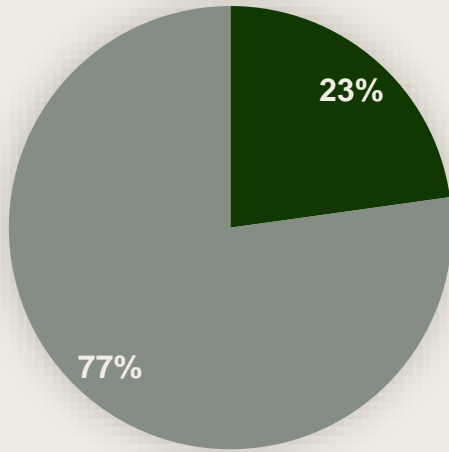
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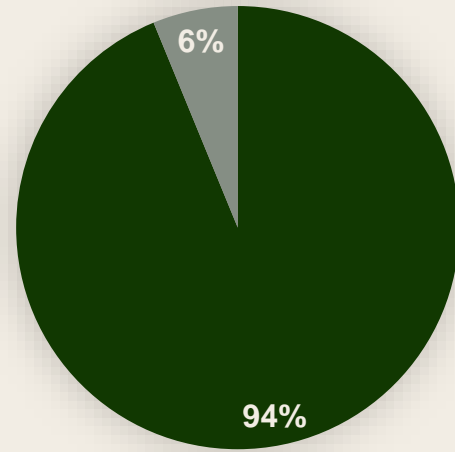
# MONTHLY REVENUE TREND



# DISTRIBUTION OF TRANSACTIONS BY WEEKEND AND HOLIDAY

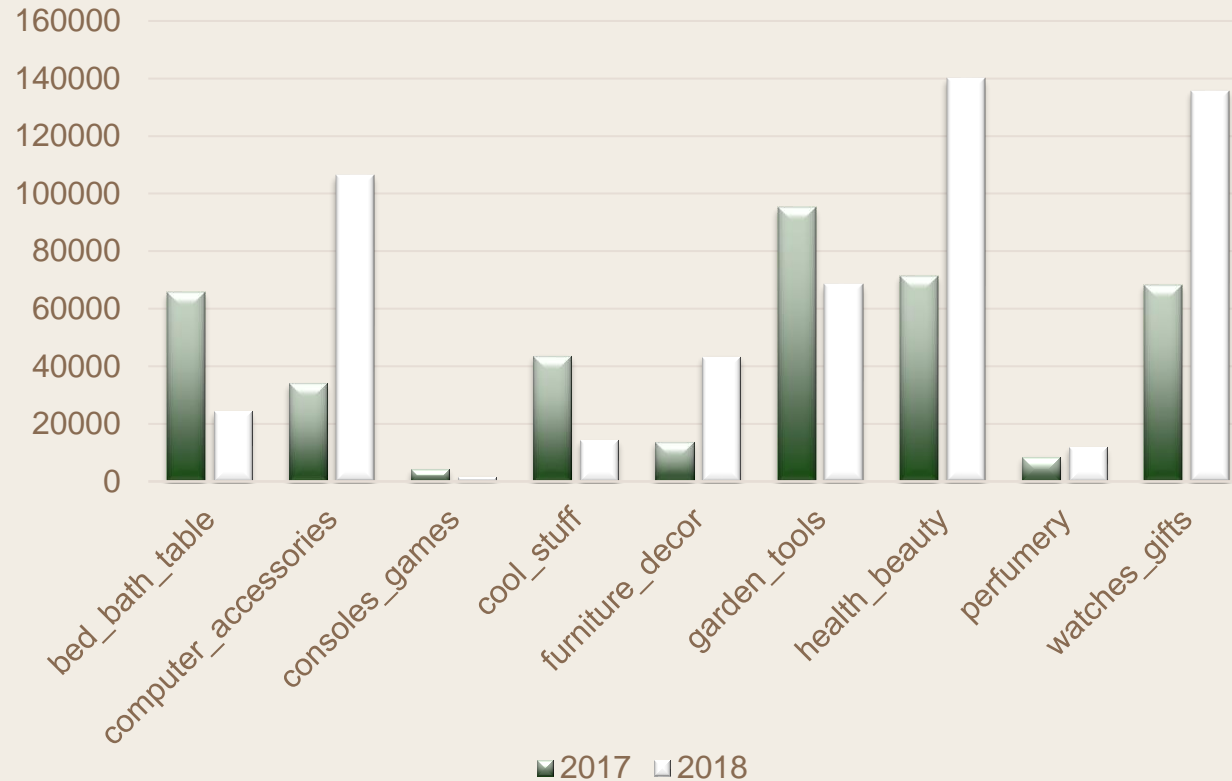


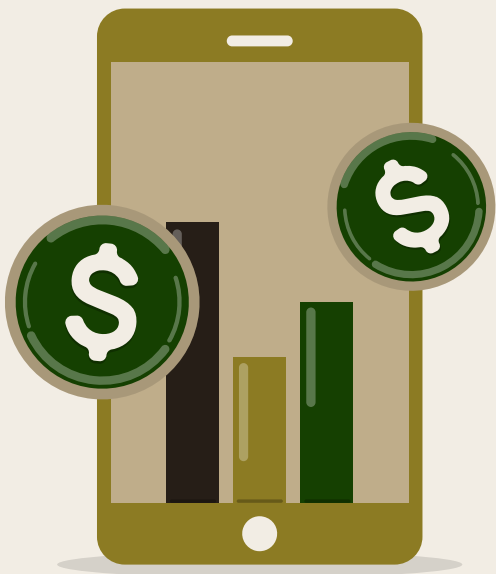
■ Weekend ■ Weekday



■ Holiday ■ Working

# REVENUE BY PRODUCT CATEGORY AND YEAR





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# PRICING STRATEGY



# PRICING MODELS



## COST PLUS

Add a fixed markup to the cost of goods



## COMPETITOR BASED

Set prices based on competitors' prices for similar products



## DYNAMIC

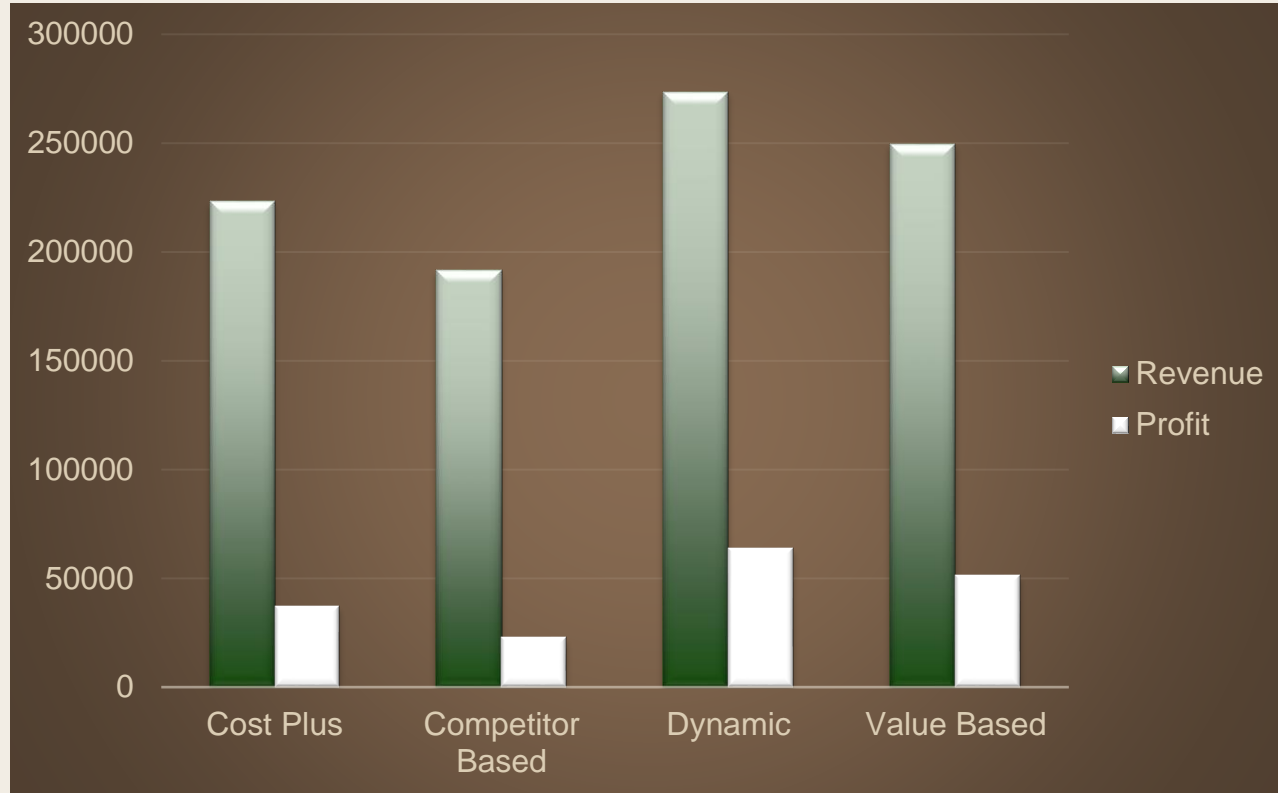
Adjust prices in real-time based on factors like demand, inventory..



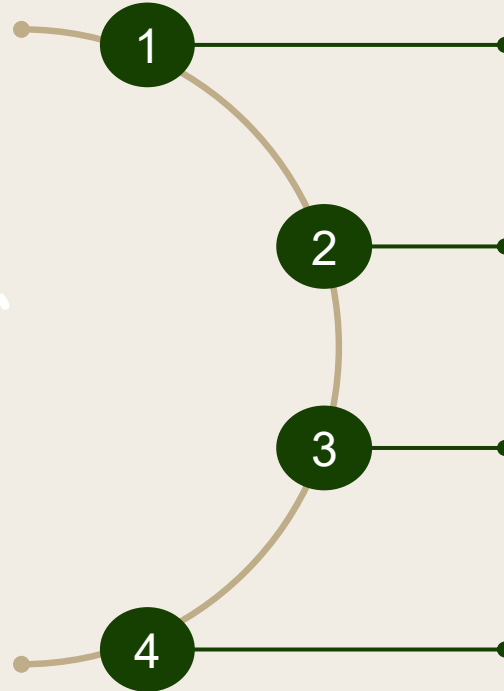
## VALUE BASED

Set prices based on the perceived value to the customer

# A/B TESTING RESULTS



# Recommended Strategy



## Hybrid Approach

Combination of Dynamic and Value Based Pricing to leverage strengths of both strategies

## Customer Segmentation

Tailor pricing strategies to different customer segments based on their price sensitivity and perceived value

## Market Monitoring

Continuously analyze market trends, demand patterns, and competitor actions to adjust pricing dynamically.

## Inventory Planning

Ensure supply chain is aligned with pricing strategies to meet customer demand efficiently

THANK  
YOU

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