Problem Statement:

The objective of this analysis is to determine the optimal pricing strategy for a CNC Milling machine in a competitive industrial market. By examining historical sales data, production costs, and competitor pricing, the goal is to understand the relationship between price and demand, asses price elasticity, and identify key factors influencing purchasing decisions. The analysis will recommend an ideal pricing structure that maximizes profit, improves market competitiveness, and caters to different customer segments within industries such as automotive, aerospace, and metalworking.