**Dynamic pricing of products in e-commerce applications**

**Problem Statement:**

The objective of this project is to understand, practice and implement the swamp computing approach to find out the best price for products based on various factors in e-commerce application to maximize the revenue. Dynamic pricing is a strategy to modify the price of commodity over time, depending on various market scenarios, to obtain the optimum revenue.

A firm can improve their revenues be dynamically adjusting price of product rather than adopting fixed price throughout product life. The factors that can affect the price of a product can be anything that shifts the demand characteristics.

The idea is to evaluate the market factors affecting the prices as the objective function used in particle swamp optimization model to find out particle best and global best for entire swamp.

**Use Cases:**

Finding optimum revenue for product depending on holidays, different time of year, quantity demand, variable cost changes with quantity of product to be sold, weather, etc.

Modifying the predefined conditions and observing the results.