



Pricing Strategies and Analytics

Master pricing strategies to maximize benefits for your organization

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Introduction

Course Overview

1. Six steps of setting pricing policy
2. Estimating demand curve
3. Modelling cost of Production
4. Implementing pricing strategies to maximize revenue / profit



Introduction

Pricing Strategy

1. Simple Linear pricing
2. Price Bundling
3. Standard and non Standard Quantity discount
4. Two Part Tariffs
5. Price skimming
6. Handling uncertainty

