

Key to a successful pricing page

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Goal of the project



Find **common customer concerns** on SaaS pricing pages



Analyze **sentiment of answers** to frequently asked questions



Find if **pricing strategy** used by company can be predicted
based on their FAQ page

Data collection

Over **100** pricing pages scraped



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PricingSaaS

<https://pricingsaas.com/pricingIndex>

FIRECRAWL

<https://www.firecrawl.dev/>



Company name



Company industry



Pricing model



Questions from pricing page



Answers to FAQs

Findings: FAQs Topics

Method: Latend Dirichlet Allocation

1

Pricing and Billing

words:
bill, payment,
charge, cost etc.

2

Features and Usage

words:
use, manage,
credit, ai, limit

3

Trials and Discount

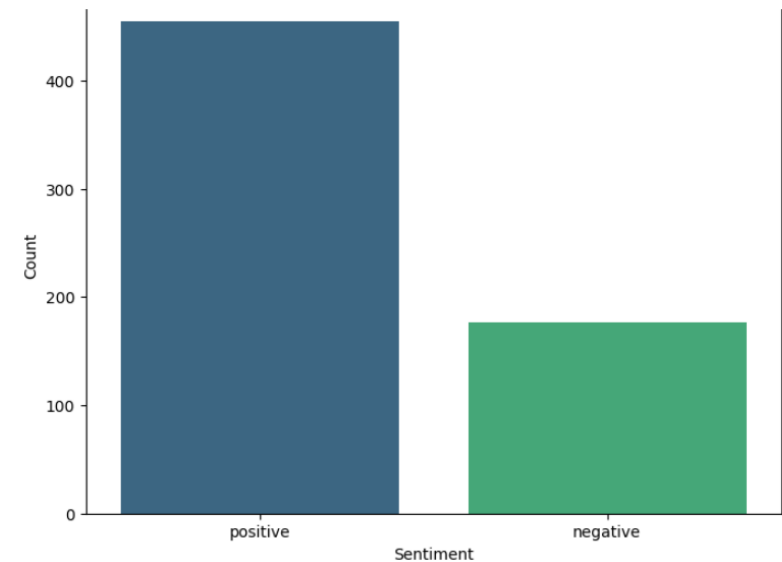
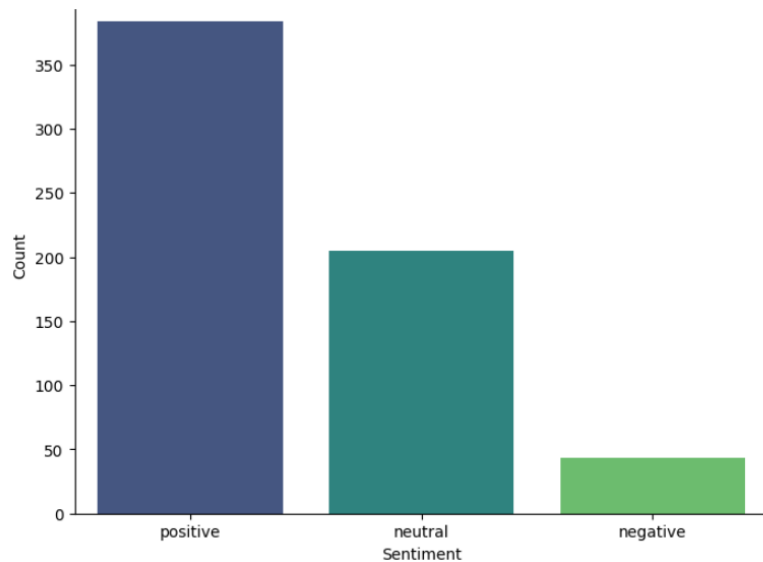
words:
trial, free, discount,
offer, student

Findings: Sentiment of FAQs Answers

VADER

BERT

Overall mostly **positive** sentiment (they want to sell the product after all)



Findings: Pricing strategy predictions

Target

SaaS pricing strategy
(categorical)

 Tiered

 Addon

 Usage based

Predictors

 Company Industry

 Question and Answer Vectorized

Models

 Random Forest

 XGBoost

 SVM

Findings: Models performance

Random Forest

Accuracy: 0.69
Balanced Acc: 0.58

100% of **Tiered** samples
were identified

96% of all **Usage** predicted
were true positives

XGBoost

Accuracy: 0.72
Balanced Acc: 0.65

93% of **Tiered** samples
were identified

91% of all **Addon** predicted
were true positives

SVM

Accuracy: 0.74
Balanced Acc: 0.65

100% of **Tiered** samples
were identified

100% of all **Addon** predicted
were true positives

100% of all **Usage** predicted
were true positives

Summary of findings



FAQs on SaaS pricing pages can be categorized into **price related, feature related and discount related**



The answers to FAQs are mostly with **positive sentiment**



The Pricing strategy used by SaaS companies **can be predicted** with the FAQ

Thanks for listening

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