

# Enhanced Dynamic Pricing via Deep Q-Networks: Improving Revenue Optimization in Retail Environments

Katrina Bodani  
*Dept. Of Artificial Intelligence*  
FAST NUCES  
Islamabad, Pakistan  
i220545@nu.edu.pk

Haider Niaz  
*Dept. Of Artificial Intelligence*  
FAST NUCES  
Islamabad, Pakistan  
i220481@nu.edu.pk

Abdullah Kaif Sheikh  
*Dept. Of Artificial Intelligence*  
FAST NUCES  
Islamabad, Pakistan  
i222142@nu.edu.pk

Abdullah Mazhar  
*Dept. Of Artificial Intelligence*  
FAST NUCES  
Islamabad, Pakistan  
i220622@nu.edu.pk

**Abstract**—Dynamic pricing is one of the most important elements of contemporary retail strategy, as it helps organizations to maximize revenue based on data-driven modifications of prices. Although recent studies have shown the usefulness of Q-learning in dynamic pricing in the retail setting, conventional tabular Q-learning models experience scalability problems with large state-action spaces. In this article, a superior solution to the dynamic retail pricing problem is offered on the basis of Deep Q-Networks (DQN). We recreate findings of the recent literature on Q-learning and suggest its enhanced variant in the form of deep reinforcement learning with experience replay, target networks, and optimally balanced hyperparameters. On 14 benchmark products, our DQN agent (trained on 14,569 real-world electronics products of Datafiniti dataset) has 31.67% better total revenue than traditional methods of Q-learning. The findings indicate that the deep reinforcement model can be used to substantially enhance the pricing strategy in a retail shop and with more complex state spaces, it can achieve this better as compared to the tabular models.

**Index Terms**—Dynamic Pricing, Deep Q-Network, Reinforcement Learning, Revenue Optimization, Retail Analytics, Deep Learning

## I. INTRODUCTION

Dynamic pricing is a recent trend in the sphere of retail work because companies have tried to utilize it to gain maximum income by means of intelligent changes in price. The capability to establish the best prices when responding to changes in demand, the activities of competitors, and the market status offer very great competitive benefits. The sequential decision-making characteristic of the pricing strategies eludes the use of traditional pricing techniques that rely on fixed markups or basic optimization.

Recent papers have discussed reinforcement learning (RL) based dynamic pricing, especially the Q-learning algorithms [1]. Although these methods are promising, they tend to

use tabular versions of Q-learning algorithms, that is, they discretize the state-action space, resulting in scalability problems and poor performance. Dimensionality curse is especially problematic with large product collections and complicated market forces.

The contributions made in this paper are as follows:

- 1) we reproduce and confirm findings of current literature of Q-learning in dynamic retail pricing with real-life evidence.
- 2) We suggest an improved methodology based on Deep Q-Networks (DQN) which would overcome the scaling challenges of tabular Q-learning.
- 3) We show a 31.67 percentage increase in total revenue after baseline Q-learning strategies with sensitive architecture design and hyperparameter optimization.
- 4) We have extensive experimental outcomes on 14 benchmark products at different price elasticities and market features.

The rest of this paper will be structured in the following way. Section II is a literature review of the related work on dynamic pricing and reinforcement learning. The Section III presents our approach, such as the formulation of the problem, the architecture of DQN, and the training process. In section IV we give our experimental set up and results. Section V is a discussion of the implications and limitations of our approach. Future research directions are the end of the section VI.

## II. RELATED WORK

### A. Dynamic Pricing in Retail

The concept of dynamic pricing has received a lot of attention in the literature of operations research and economics. Competitive pricing strategy, price discrimination models, and

markdown optimization are all traditional approaches as well as mentioned in the literature [2], [19]. These techniques, however, normally make the assumption of fixed or simplistic demand models that might not depict real life complexities. The change in the evolution of fixed to learning-based pricing models is noted in recent surveys [14]. Theoretical research of dynamic pricing not taking the demand function, as well as contextual strategies, has both found performance limits that are significant in both cases, as well as those of contextual strategies [16]–[18].

### B. Reinforcement Learning for Pricing

Reinforcement learning offers a natural framework to sequential pricing choices in decision making process of prices sequence [5]. The application of Q-learning to pricing has been used in airline revenue management [3], [15], e-commerce pricing and optimization of retail markdowns. Dynamic pricing applications have been of special interest to people when it comes to deep RL methods. Liu et al. [21] show the usefulness of DRL to e-commerce pricing by a field experiment in the Tmall platform of Alibaba and the results show that significant improvements in price optimization are made compared to manual pricing. Kastius and Schlosser [26] examined the competitive pricing methods with the DQN and Soft Actor-Critic algorithms. The recent surveys have pointed to the increased use of RL in the retail setting, where the traditional techniques cannot cope with non-stationary demand and complicated market dynamics. Recent research has demonstrated that Q-learning can perform better in comparison with the traditional optimization techniques as it is able to learn through historical data and adjust to the new changes in the market situation [1].

### C. Deep Q-Networks

Regarding the reinforcement learning, Mnih et al. introduced Deep Q-Networks, a quantum of Q-learning and deep neural networks [4]. DQN solves the scalability issue of the tabular Q-learning with the help of the technique of function approximation and experience replay [12] and the target networks to stabilize training. There are also other extensions that were added to improve performance e.g. Double DQN [6] and Dueling DQN [7]. DQN has demonstrated impressive results in many fields, among them being the game playing domain [10], [13], as well as robotics domain [9], and resource allocation. Temporal-difference learning was a theoretical concept developed by Tsitsiklis and Van Roy who aimed to develop a learning method that utilizes the approximations of functions [11].

### D. Deep Reinforcement Learning for Perishable Inventory

Recent developments have used DRA on perishable inventory management with positive outcomes. Nomura et al. [22] optimized their perishable inventory with PPO showing better results than traditional base-stock policies. The reward shaping was edited by De Moor et al. [28] to enhance the performance of DRL in lead-time perishable settings. Mohamadi et al. [27] implemented benefit actor-critic techniques

to perishable supply chain vendors-managed inventory. Multi-agent techniques have also been investigated, and Qiao et al. [25] use MARL in distributed pricing of different types of perishable goods, but Liu et al. [24] use heterogeneous-agent PPO to multi-echelon inventories. Gronauer and Diepold [30] provides a comprehensive survey that gives an overview of MARL techniques that can be used in solving supply chain problems.

### E. Gap in Literature

Although deep reinforcement learning has been adopted in a broad array of applications, the adoption rate is limited in retail pricing. Most previous attempts to solve retail pricing issues [1] rely on tabular Q-value learning. This approach struggles with continuous state spaces and large action sets. Although state-of-the-art research on perishable inventory [22], [28] and competitive pricing [26] has been accomplished, most research is mainly centered on particular product types, which is not a comprehensive evaluation of the effects of different product elasticities on pricing problems with DRL. Our research closes these research holes by leveraging the potential of DQN to enhance the quality of revenues on different pricing problems via thorough analysis on 14 common products.

## III. METHODOLOGY

### A. Problem Formulation

We define the dynamic pricing problem as a Markov Decision Process (MDP). The components are as follows;

**State Space:** Each state  $s$  is represented by three continuous features:

- Base price  $P_0$  (dollars)
- Base demand  $D_0$  (expected units sold)
- Price elasticity  $e$  (demand sensitivity to price changes)

**Action Space:** The agent selects a price multiplier  $m \in [0.5, 2.0]$  from a discretized set of 100 possible values. The actual price is computed as  $P = m \cdot P_0$ .

**Demand Model:** Following standard microeconomic theory, demand is calculated using a linear elasticity model:

$$D(P) = D_0 \left( 1 + e \cdot \frac{P - P_0}{P_0} \right) \quad (1)$$

where  $D(P)$  is the demand at price  $P$ , and  $e < 0$  represents the price elasticity.

**Reward Function:** The reward is defined as total revenue:

$$R(s, a) = P \cdot D(P) = P \cdot D_0 \left( 1 + e \cdot \frac{P - P_0}{P_0} \right) \quad (2)$$

Note that we optimize revenue, as the cost information is not required when the objective is to maximize price times demand.

### B. Deep Q-Network Architecture

Our DQN agent consists of two identical neural networks: a policy network (used for action selection) and a target network (used for Q-value estimation during training).

**Network Architecture:**

- Input layer: 3 neurons (normalized state features)
- Hidden layer 1: 128 neurons with ReLU activation
- Hidden layer 2: 128 neurons with ReLU activation
- Output layer: 100 neurons (Q-values for each action)

**State Normalization:** Input features are normalized using mean and standard deviation computed from the training data:

$$s_{norm} = \frac{s - \mu_s}{\sigma_s} \quad (3)$$

### C. Training Algorithm

Algorithm 1 presents our DQN training procedure with key improvements over standard implementations [4], [29].

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#### Algorithm 1 DQN Training for Dynamic Pricing [4]

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Initialize policy network  $Q$  and target network  $\hat{Q}$  with
random weights
Initialize replay buffer  $\mathcal{D}$  with capacity  $N$ 
Compute normalization parameters  $\mu_s, \sigma_s$  from training data
for episode = 1 to  $M$  do
  Sample random product:  $(P_0, D_0, e)$ 
  Normalize state:  $s \leftarrow \frac{[P_0, D_0, e] - \mu_s}{\sigma_s}$ 
  Select action:  $a \sim \epsilon$ -greedy( $\hat{Q}(s)$ )
  Execute action: compute price  $P = P_0 \cdot m_a$ 
  Observe reward:  $r \leftarrow P \cdot D(P)$ 
  Compute next state  $s'$  from updated demand
  Store transition  $(s, a, r, s')$  in  $\mathcal{D}$ 
  if  $|\mathcal{D}| \geq \text{batch\_size}$  then
    Sample mini-batch from  $\mathcal{D}$ 
    Compute target:  $y = r + \gamma \max_{a'} \hat{Q}(s', a')$ 
    Update  $Q$  by minimizing  $(y - Q(s, a))^2$ 
  end if
  Decay  $\epsilon$  exponentially
  if episode mod 1000 = 0 then
    Update target network:  $\hat{Q} \leftarrow Q$ 
  end if
end for

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### D. Hyperparameter Selection

Some key hyperparameters used in our experiment are as follows;

TABLE I  
DQN HYPERPARAMETERS

Parameter	Value
Hidden layer size	128
Learning rate	0.0005
Discount factor $\gamma$	0.95
Initial $\epsilon$	1.0
Final $\epsilon$	0.001
$\epsilon$ decay rate	0.99995
Replay buffer size	50,000
Batch size	128
Training episodes	200,000
Target network update freq.	1,000 episodes

Hyperparameter tuning results in the following major points:

- **Lower final  $\epsilon$**  (0.001 instead of 0.01): It allows to exploit more in the later stages of training, which is crucial in maximizing revenue.
- **Slower  $\epsilon$  decay** (0.99995 instead of 0.995): It enables more exploration at the beginning of the training, which leads to better pricing strategies being discovered..
- **Larger replay buffer** (50,000 instead of 10,000): This improves the sample efficiency and training becomes more stabilized.
- **Larger batch size** (128 instead of 64): It leads to gradient variance being reduced and hence faster convergence.

## IV. EXPERIMENTAL SETUP AND RESULTS

### A. Dataset

We use the Datafiniti Electronics Products dataset, which contains pricing information for 14,569 real-world electronic products. After cleaning (removing missing values and outliers), we extract:

- Base prices ranging from \$50 to \$10,000
- Estimated demand based on price-demand relationships
- Price elasticities estimated from product categories

For evaluation, we use 14 benchmark products representing different market segments (budget, mid-range, premium) with known ground truth from literature.

### B. Baseline Comparison

We compare our DQN approach against the Q-learning results reported in recent literature [1]. The baseline uses tabular Q-learning with 20 discretized price points and trains for 50,000 episodes.

### C. Evaluation Metrics

We evaluate methods using total revenue across 14 test products:

$$\text{Total Revenue} = \sum_{i=1}^{14} P_i \cdot D_i(P_i) \quad (4)$$

where  $P_i$  is the optimal price selected by the agent for product  $i$ .

### D. Results

Table II compares the revenue achieved by different methods on the 14 benchmark products.

#### Key Findings:

- 1) Our DQN achieves **31.67% higher total revenue** (\$1,269,037.61 vs \$963,827.84) compared to baseline Q-learning.
- 2) DQN performs exceptionally well on products with high price elasticity (e.g., Samsung 55" 4K Q8F: +133.3%, VIZIO 70" 4K XHDR: +114.8%).
- 3) For products with low elasticity, the performance is comparable or slightly lower, suggesting that the benefits of DQN are most pronounced in complex, highly elastic markets.
- 4) The DQN becomes more proficient in the very crucial task of price-demand balancing, especially for the case

TABLE II  
REVENUE COMPARISON ON 14 BENCHMARK PRODUCTS

Product	Base Price	Elasticity	Paper Q-Learning		Our DQN		Improvement
			Price	Revenue	Price	Revenue	
Samsung 24" HD	\$109.2	-0.5	\$139.6	\$9,521.72	\$57.9	\$5,720.72	-39.9%
Samsung 55" 4K	\$674.3	-1.7	\$636.9	\$37,577.10	\$357.6	\$34,727.84	-7.6%
Hisense 65" 4K	\$1412.1	-1.1	\$971.0	\$64,280.20	\$748.8	\$55,651.36	-13.4%
Samsung 40" FHD	\$260.5	-0.7	\$328.3	\$17,826.69	\$138.1	\$12,298.79	-31.0%
Samsung 49" 4K MU6290	\$444.7	-0.3	\$811.6	\$34,736.48	\$235.8	\$15,336.18	-55.9%
Samsung 49" 4K Q6F	\$829.0	-4.4	\$820.3	\$83,260.45	\$439.6	\$130,772.66	+57.0%
Samsung 50" FHD	\$418.4	-0.8	\$324.4	\$21,507.72	\$221.9	\$17,094.08	-20.5%
Samsung 55" 4K Q8F	\$2011.6	-8.4	\$1977.3	\$135,642.78	\$1066.8	\$316,536.07	+133.3%
Samsung 65" 4K Q7F	\$2411.6	-7.8	\$1253.6	\$357,276.00	\$1278.9	\$357,853.54	+0.2%
Samsung 24" HD UN24H4500	\$142.7	-1.9	\$119.3	\$6,275.18	\$75.7	\$5,728.31	-8.7%
Sony 40" FHD	\$423.8	-0.8	\$329.4	\$10,507.86	\$224.7	\$8,348.16	-20.6%
Sony 43" 4K UHD	\$648.0	-5.6	\$610.5	\$124,419.90	\$373.1	\$193,957.53	+55.9%
VIZIO 39" FHD	\$249.8	-1.8	\$130.9	\$14,189.56	\$132.5	\$14,423.54	+1.6%
VIZIO 70" 4K XHDR	\$1300.0	-6.5	\$1300.2	\$46,807.20	\$689.4	\$100,588.84	+114.8%
<b>Total</b>				\$963,827.84		\$1,269,037.61	<b>+31.67%</b>

of high-end products where customers are really price conscious and thus, demand very much fluctuates with price changes.

#### E. Training Convergence

The agent initially tests different pricing strategies in the first few episodes, which leads to a policy with high variance, but by the 150,000th episode, the agent has arrived at a stable policy. The average revenue of around \$110,000 per episode that the agent receives at the end reflects that learning has taken place even with different product characteristics.

#### F. Analysis of Results

##### Why DQN Outperforms Q-Learning:

- 1) **Continuous State Representation:** DQN can handle continuous state features without discretization, avoiding information loss inherent in tabular methods.
- 2) **Function Approximation:** The application of Neural networks has the ability to grasp paginated and tricky non-linear relationships that are between the characteristics of a product and the pricing that is optimal.
- 3) **Generalization:** Training on 14,569 diverse products enables the DQN to generalize better to test products.
- 4) **Experience Replay:** Breaking correlation between consecutive samples improves training stability and sample efficiency.

##### Product-Specific Insights:

High-elasticity products (e.g., Samsung 55" 4K Q8F with  $e = -8.4$ ) are the main beneficiaries of DQN's power to determine the ideal price where even minor changes make a big difference in demand. The DQN is trained to position these items at a lower price to gain a considerably larger demand, which leads to large increases in problem revenues.

Products of low-elasticity (e.g., Samsung 49" 4K MU6290 with  $e = -0.3$ ) present a mixed case because demand is not very responsive to price fluctuations. In such situations, a simple Q-learning approach might be enough.

## V. DISCUSSION

### A. Practical Implications

There are significant retail pricing strategy implications for retailers according to our results:

- 1) **Product Segmentation:** The implementation of deep reinforcement learning methods will be mainly beneficial for those products that possess a high degree of price elasticity since changing the price of these products would have a significant impact on the total revenue.
- 2) **Scalability:** The DQN algorithm is able to handle huge product lists and thus, by this particular aspect, will not be encumbered with the memory limitations typically linked to Q-learning when done using the tabular method.
- 3) **Adaptability:** The policy that has been learned can make adjustments for the introduction of new products by simply obtaining the relevant features (base price, demand, elasticity) without having to go through the entire training process again.

### B. Limitations

Some limitations include:

- 1) **Static Demand Model:** The demand model we use is based on the assumption of constant elasticity even though the actual elasticity can change during the time period or as a reaction to the external factors.
- 2) **Single-Step Episodes:** We implement single-step price decisions instead of the multi-step sequential optimization approach that can be more realistic in the case of long-term pricing strategies.
- 3) **No Competitor Effects:** Pricing dynamics between the seller and the buyer are not present in the model, that is, they do not take place in many retail scenarios and are, therefore, considered unimportant.
- 4) **Data Requirements:** A huge corpus of training data for the DQN algorithm is needed to facilitate the best output for the intended system (14,569 products).

### C. Hyperparameter Sensitivity

Our experiments report that some hyperparameters are very crucial to the good performance:

- Among all the hyperparameters, final epsilon value (0.001 vs 0.01) has the most influence on the performance since it decides how much the agent utilizes the learnt knowledge.
- The epsilon decay rate is a parameter that needs to be adjusted very carefully in order to achieve the desired level of exploration and exploitation throughout the 200,000 episodes.
- Larger replay buffers and batch sizes improve stability but increase computational requirements.

### D. Comparison with Recent Work

Our results align with recent findings in the literature. The enhancement of 31.67% that we obtained is similar to the enhancements reported in e-commerce field experiments [21], where pricing based on DRL was way ahead of manual pricing strategies. Like the results by De Moor et al. [28], we notice that DRL methods are very useful and produce great results when the state spaces and lead times are quite complex. Our work extends these approaches by demonstrating scalability to large product catalogs and providing insights into performance across different elasticity regimes.

## VI. CONCLUSION AND FUTURE WORK

This paper demonstrates that Deep Q-Networks can significantly improve dynamic pricing strategies in retail environments. Our method using DQN agent generates 31.67% more revenue as compared to tabular Q-learning methods due to its ability to cope with continuous state spaces, to learn intricate pricing patterns over large datasets, and to extrapolate to new products.

The performance of DQN in the area of pricing optimization has not only brought about improvement but also, to a great extent, finally made the exploration of several new and promising research directions possible:

**Multi-Agent Pricing:** The model is further enhanced to manage the competitive dynamics of the scenario where several retailers are using Reinforcement Learning-assisted pricing at the same time.

**Multi-Objective Optimization:** The goal is to determine the best revenue in addition to other objectives that could be inventory turnover, customer satisfaction, and market share among others.

**Transfer Learning:** Strategies are found so that pricing policies can be transferred from one product category to another or from one retailing context to another.

**Real-Time Deployment:** Offering solutions for the difficulties encountered in the real-time DQN agent deployment in the production systems like power consumption and robustness against distribution shift.

**Improved Demand Models:** The application of sophisticated models to predict demands is one of the advancements

that consider seasonality, trends, and external factors among others.

**Safe Exploration:** The aim is to generate techniques that limit the exploration during the training phase in such a way that no catastrophic pricing decisions that might negatively affect business metrics are made.

Our work helps the upcoming research in the field of deep reinforcement learning applications for retail optimization. It highlights that the properly structured DQN architectures can provide considerable advancements as compared to the traditional methods.

### ACKNOWLEDGMENT

The authors thank Dr. Ahmad Din, Head of Department of Artificial Intelligence at FAST NUCES for his guidance and support for this research.

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