

# Multiple price points – Dynamic pricing

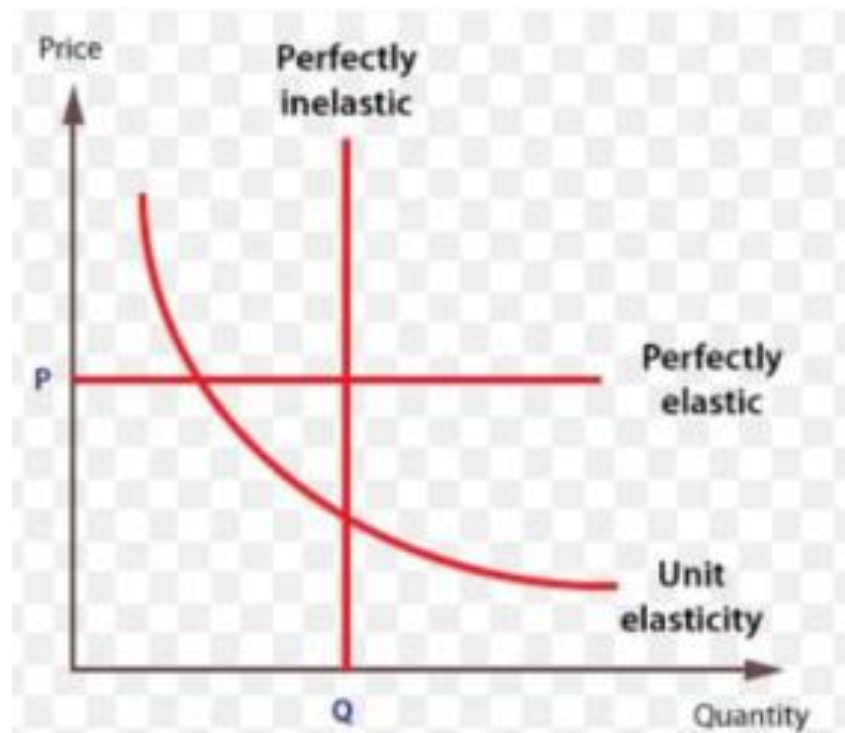


VS.



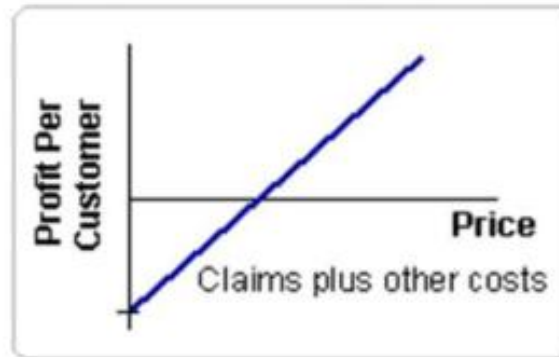
# Price Elasticity

Price elasticity measures the responsiveness of quantity demanded or supplied to the change in price of goods.

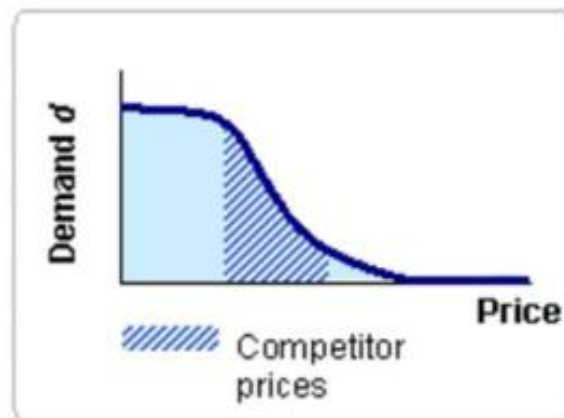


# Price Optimization

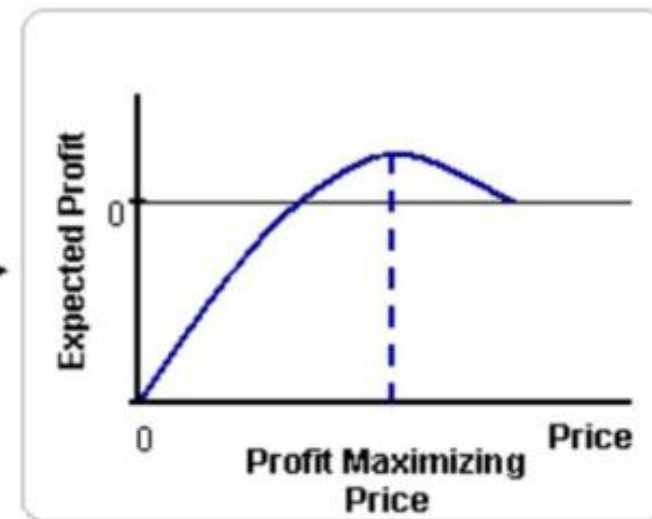
Profit/Cost Models



Elasticity Models



Price Optimization Models



# Optimal Price

