

Pricing

Multiple price points – Dynamic pricing

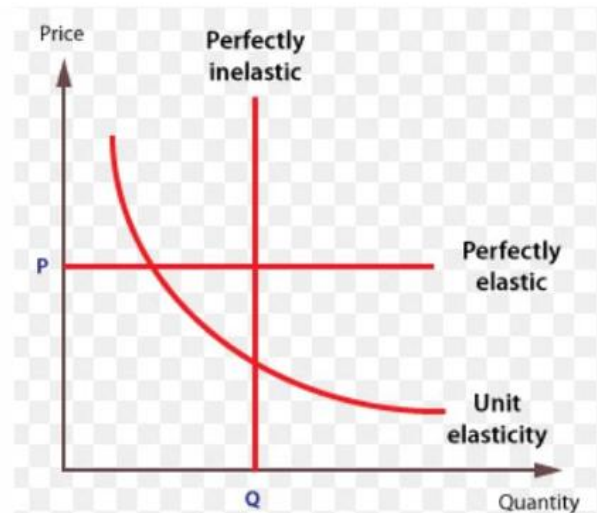
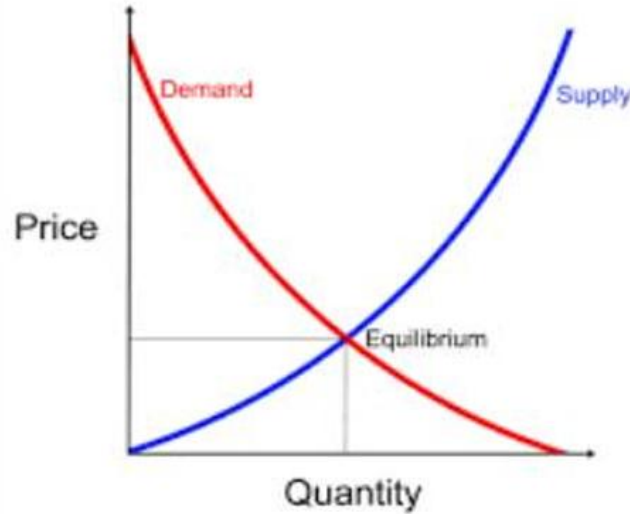


VS.



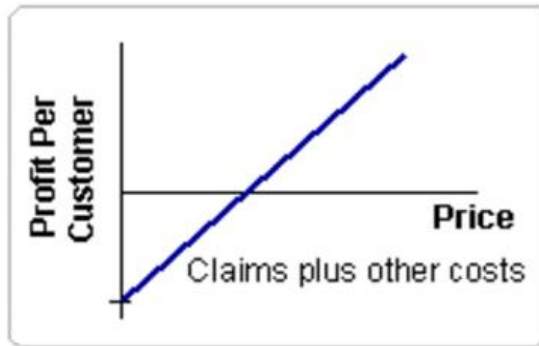
Price Elasticity

Price elasticity measures the responsiveness of quantity demanded or supplied of a good to a change in its price.

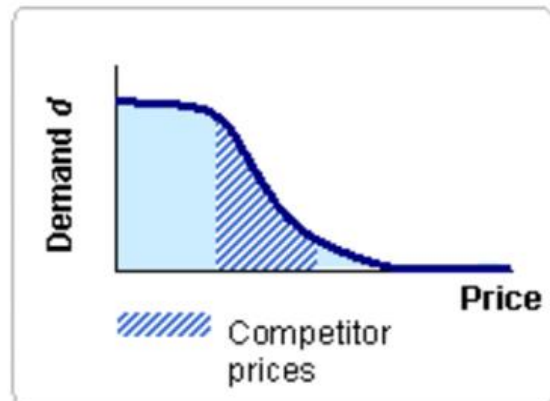


Price Optimization

Profit/Cost Models

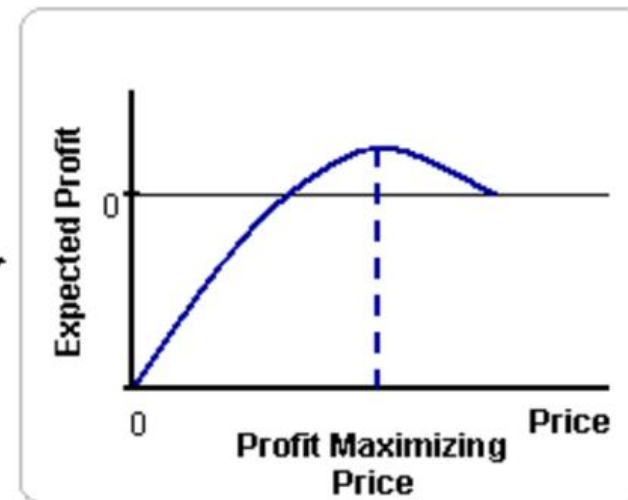


Elasticity Models



X →

Price Optimization Models



Optimal Price

