

# BUSINESS ANALYTICS ASSIGNMENT2

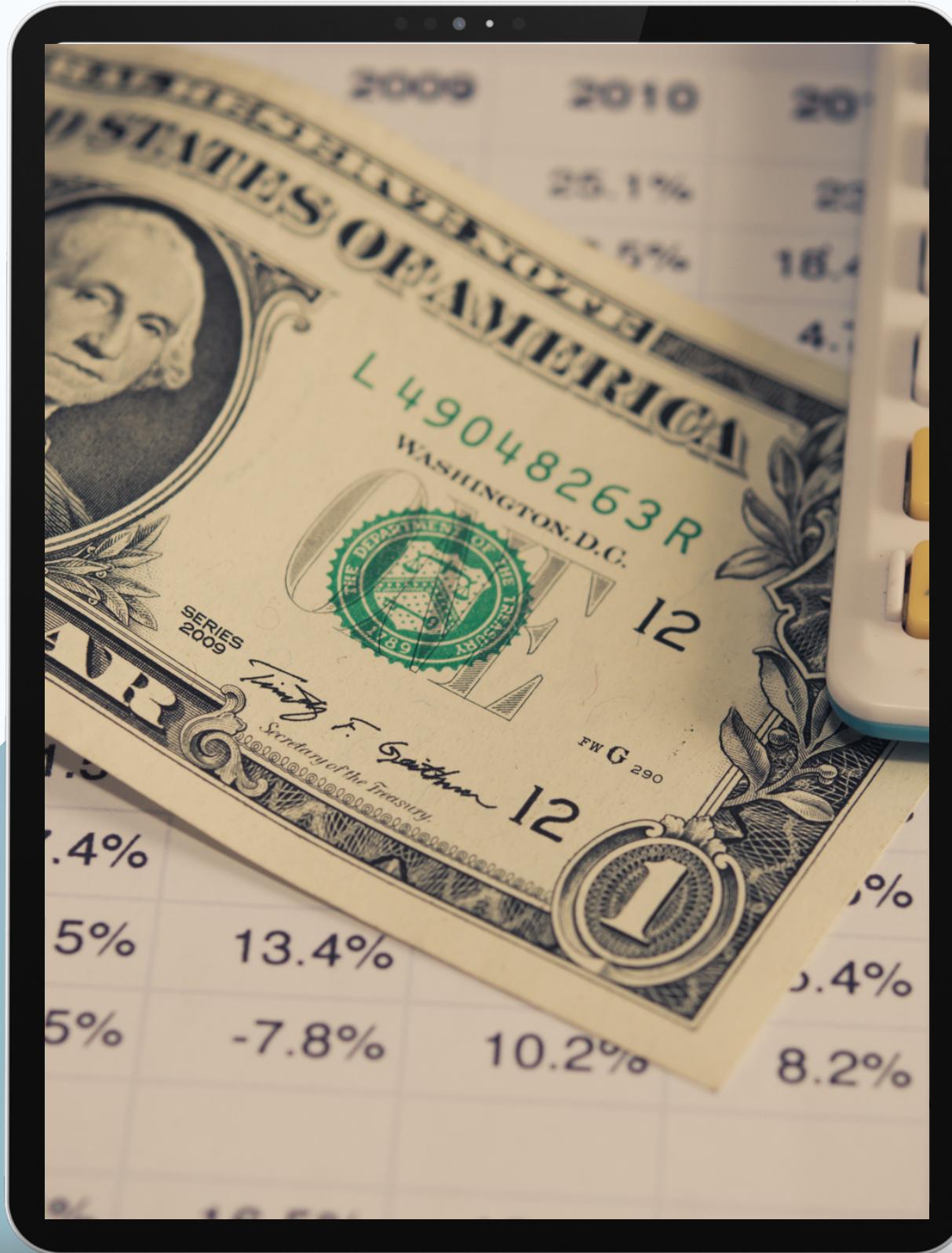
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# Articles

- What Really Matters in B2B Dynamic Pricing  
by Arnau Bages-Amat, Walter Baker, Nicolas  
Magnette, and Georg Winkler
- How Advanced Analytics is Changing B2B  
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- Machine Learning Can Help B2B Firms Learn  
More about Their Customers by Stephan  
Kudyba and Thomas H

# WHAT REALLY MATTERS IN B2B DYNAMIC PRICING

RNAU BAGES-AMAT, WALTER  
BAKER, NICOLAS MAGNETTE, AND  
GEORG WINKLER



Dynamic pricing helps B2B deals adapt to changing market conditions and increase profits, the piece begins.

Four key considerations for dynamic pricing strategies:

- Market aspects like supply and demand affect pricing. Companies should monitor market conditions and adjust prices in real-time.
- Customer behavior like buying habits and price flexibility should be considered.
- Product attributes affect cost. Businesses should consider product quality, features, and packing when selling.
- Dynamic pricing strategy must consider rivals' actions. They suggest using data analytics to track competitors' prices to set better ones.

# CORE BUSINESS POINTS

BUSINESS-TO-BUSINESS DYNAMIC PRICING HELPS COMPANIES ADAPT TO SHIFTING MARKET CONDITIONS AND MAXIMIZE PROFITS.

CONSIDER MARKET CONDITIONS, CUSTOMER BEHAVIOR, PRODUCT FEATURES, AND RIVALS WHEN CREATING A DYNAMIC PRICING PLAN.

DATA ANALYTICS SHOULD BE USED TO MONITOR RIVALS' PRICES AND ADJUST PRICES ACCORDINGLY.

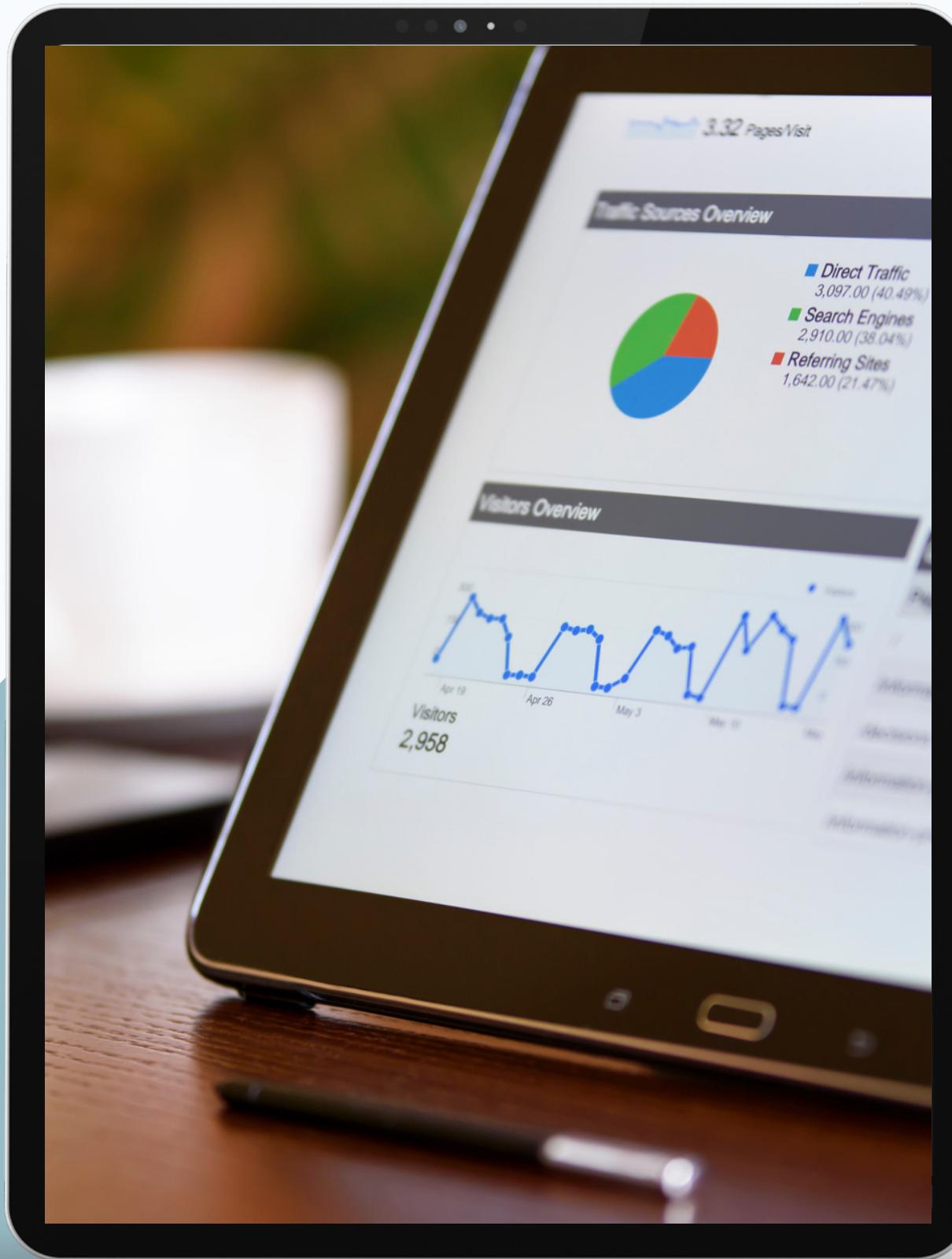
COMPANIES SHOULD BASE THEIR PRICING STRATEGIES ON CONSUMERS' BUYING HABITS, WILLINGNESS TO PAY, AND PRODUCT QUALITY, FEATURES, AND PACKAGING.



# HOW ADVANCED ANALYTICS IS CHANGING B2B SELLING

LORI SHERER AND JAMIE  
CLEGHORN

- Advanced data is changing B2B sales processes. Advanced analytics can help sales teams better understand client needs, preferences, and behaviors, improving B2B selling efficiency and efficacy
- Advanced analytics can help sales teams overcome these challenges by helping them make data-driven decisions, find new opportunities, and personalize customer interactions.
- Data mapping tools can also help sales teams understand complex data sets and find useful patterns and trends.
- B2B companies may struggle to implement advanced analytics due to the need for skilled data analysts and the difficulty of integrating data from multiple sources.



# CORE BUSINESS POINTS

ADVANCED ANALYTICS HELPS BUSINESSES FIND NEW OPPORTUNITIES AND MAKE BETTER CHOICES, REVOLUTIONIZING B2B SALES.

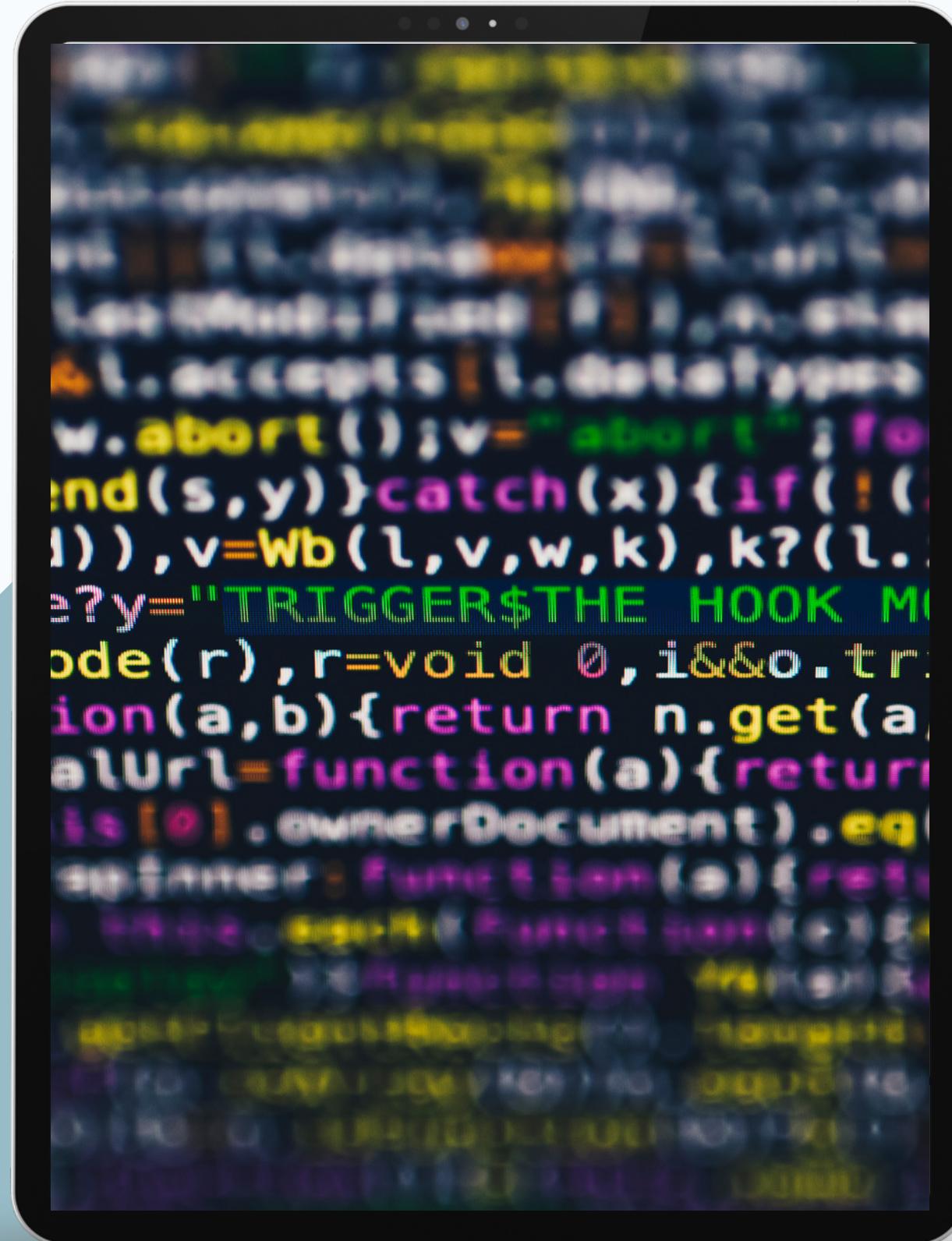
DATA-DRIVEN INSIGHTS CAN HELP BUSINESSES UNDERSTAND CONSUMERS AND THEIR NEEDS, IMPROVING SALES STRATEGIES.

ADVANCED ANALYTICS HELPS SALES TEAMS FIND AREAS FOR IMPROVEMENT, TRACK THEIR PROGRESS, AND MAKE DATA-DRIVEN DECISIONS.

ADVANCED ANALYTICS REQUIRES DATA-DRIVEN DECISION-MAKING TO DRIVE COMPANY OUTCOMES AND CONTINUOUS IMPROVEMENT.

# MACHINE LEARNING CAN HELP B2B FIRMS LEARN MORE ABOUT THEIR CUSTOMERS

STEPHAN KUDYBA & THOMAS H



- Machine learning and its B2B applications like client segmentation, product suggestion, and churn prediction.
- Machine learning can help business-to-business companies comprehend and serve their customers.
- EverString Technology considers the diverse sectors of the web that contain descriptive information of businesses and incorporates input from expert practitioners in the B2B space to help further describe individual businesses.

# CORE BUSINESS POINTS

BUSINESS-TO-BUSINESS (B2B) COMPANIES CAN USE MACHINE LEARNING ALGORITHMS TO ANALYZE CUSTOMER DATA AND LEARN MORE ABOUT THEIR CUSTOMERS' HABITS, LIKES, AND NEEDS.

B2B MACHINE LEARNING PROJECTS REQUIRE A SOLID DATA INFRASTRUCTURE AND A SKILLED TEAM TO ANALYZE AND INTERPRET ALGORITHM-GENERATED DATA.

FINDING DATA CAN BE CHALLENGING DUE TO PRIVACY REGULATIONS AND LANGUAGE DIFFERENCES .

B2B COMPANIES CAN USE MACHINE LEARNING TO PREDICT CLIENTS' ACTIONS AND NEEDS TO IMPROVE CUSTOMER SATISFACTION.

Pakistan-based Business-to-Business (B2B) e-commerce network Retailo enables interaction between producers, distributors, and retailers. In 2020, Talha Ansari and Wahaj Ahmed established the company with the goal of assisting independent merchants to save time and money when making purchases. Retailo is a mobile application that makes it easy for retailers to buy from many different vendors. To help store owners operate their businesses efficiently, the platform also has tools for inventory administration and statistics.



# Core Business Probelms

- Pricing Strategy
- Inventory Management
- Supply Chain Issue
- Customer Segmentation Issues

# PROPOSED SOLUTION

## PRICING

One method that can be utilized is predictive analytics. Predictive analytics uses statistical algorithms and machine learning to accurately project future outcomes. Predictive analytics can forecast Retailo demand and prices.

## INVENTORY

Inventory optimization optimizes inventory by balancing supply, demand, and costs. This strategy targets sales history, inventory levels, lead times, service level, demand variability, order quantity, and other factors that affect inventory levels. Inventory models like EOQ calculate order amount, and time-series forecasting methods predict demand.

## CUSTOMER SEGMENTATION

Retailo can improve customer satisfaction and retention by segmenting customers. By understanding, customer behavior and preferences, marketing and promotional tactics can be tailored to specific customer groups. This customer segmentation approach uses demographics, purchase history, website behavior, customer lifetime value, purchase frequency, product categories, and any other relevant variables that affect customer segmentation.



# THANK YOU

FOR MORE DETAIL READ OUR  
REPORT