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The art of thinking data

Dynamic Pricing

Leveraging AI for Dynamic pricing

Powered by AI

Dynamic pricing is a flexible pricing strategy where the business leverage AI to set flexible prices for products or services based on algorithms that take into account several factors such as

- Supply and Demand
- Competitor Pricing
- Time-based pricing
- Customer Profile
- External factors in the market

To improve

- Market share
- Improve revenues
- Improve efficiencies

Modules

- Price Elasticity
- Competitive Pricing
- Key Value Items
- Segmentation & Lift

Context

Its all about how quickly and intelligently we enable businesses to price their products and services in a digital world

Get Customers

Keep Customers

Grow Customers

Industry – B2C, B2B
Industries considering – Retail, High Tech, Chemicals, O&G

Roles – Marketing, Pricing
Marketing Managers, Commodity Managers, Pricing Managers

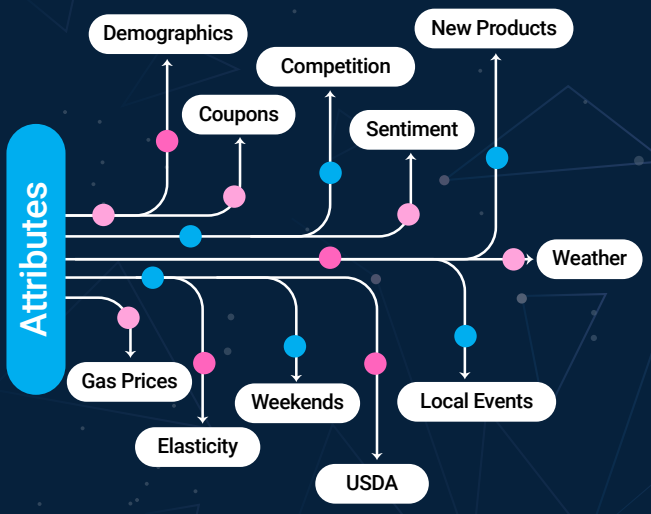
Revenue Improvement
AI provides the ability to intelligently adjust change prices based on a variety of factors is expected to improve market share and drive revenue improvement

Efficiency Improvement
AI provides the ability to quickly react to market factors to adjust prices and demands in various enterprise systems

www.aurasuite.ai
info@aurasuite.ai
Phone: +1-469-412-2716

Dynamic Pricing – Solution Framework

Input



AI Engine

Output

Prediction
- Product prices
- USDA price
- Optimum prices

Detection
- Competitor
- Coupons
- Coupon grading

Simulation
- Demand impact
- Revenue impact
- Lift analysis

Automation
- Update prices
- Update demand

Technologies and Platforms leveraged

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