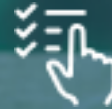




# AI POWERED DYNAMIC RETAIL PRICING



Identify the **Influencing Factors**



**Business Decisions**  
Based on a scientific approach for pricing



Positive financial outcome with **Improved Top Line**

## The Client

American multi-national medical devices, pharmaceutical & CPG company

## Industry

Healthcare

## Overview

In order to achieve expected ROI, pharma manufacturing companies need to rethink their global product launch strategies. Traditional absolute pricing models will no longer yield expected results. Big data with AI can help build dynamic pricing model that can help track buyer trends and determine more competitive product pricing.

## Business Challenge

The goal is to study the data and develop a model or procedure to systematically understand the factors influencing the pricing of products:

- Impact of currency on pricing
- Impact of mix shifts on pricing
- What is causing the real price decline?

## Our Approach:

Capitalized on current insight and utilized artificial intelligence to better improve their pricing strategy.

## Outcomes

- ✓ A working model that can identify the influencing factors
- ✓ Business decisions based on scientific approach for pricing
- ✓ Positive financial outcome with improved top line