

Price Positioning and Affordability Analysis

INDUSTRY

Ecommerce

CLIENT

One of the largest global digital marketplaces



BUSINESS REQUIREMENT

The client is a retailer who sells millions of products in its second-largest market (by traffic) with a price-sensitive buyer base. They wanted to determine the exact price point (most affordable price, post promotions) and develop a winning 4P strategy for their top-selling categories.



BUSINESS IMPACT

- Near real-time pricing insights during high holiday and promotion periods
- 100% accurate product affordability insights covering ~20 offer types
- 50+ pricing changes tracked daily, driving direct revenue impact
- 10+ pricing decision data points tracked daily, across 30+ categories and 4000+ products

SOLUTION

- **C5i Compete** was deployed for data collection across 30+ categories covering 4000+ products and comparison of product-wise price position and product affordability (net effective price after different promotions and offers).
- The client's effective product prices were compared with 2 other major retailers/marketplaces for every product, and relevant actionable insights and the following two metrics were provided: Product Price Index (simple price ratio) and Product Confidence Index (a calculated measure to indicate the propensity of product sales).
- The end result was insights and recommendations for Category and Pricing managers to make well-informed merchandising and pricing decisions to drive sales growth.

SOLUTION APPROACH

- **Data Extraction & Standardization:** Data collection engine set up for data collection from 3 marketplaces with standardization of different data sets; configurable data ingestion process enabled
- **Data Integrity:** Automated quality control to ensure 100% data quality
- **Rapid Turnaround:** Adherence to SLAs with quick turnaround time (< 24hrs) for business requirement changes
- **Business Insights:** Custom dashboard for various data views and analysis of Price Index and Product Confidence Index (PCI)

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

