



# Pricing and Promotions Optimization Across 20 Countries with AI-powered C5i Compete

## INDUSTRY

Technology

## CLIENT

A leading global laptop  
and personal computer  
(PC) manufacturer



## BUSINESS REQUIREMENT

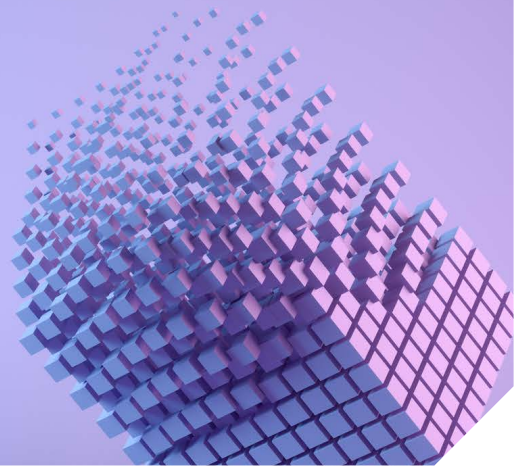
The client, a leading manufacturer of laptops and PCs, sought a comprehensive tool for pricing analytics that incorporated multiple factors. This tool was expected to **enhance daily pricing** decisions, help manage price promotions, **optimize product assortment**, and also help **evaluate reviews and ratings**. They needed a scalable, dashboard-oriented solution to accommodate their operations across three continents.



## BUSINESS IMPACT

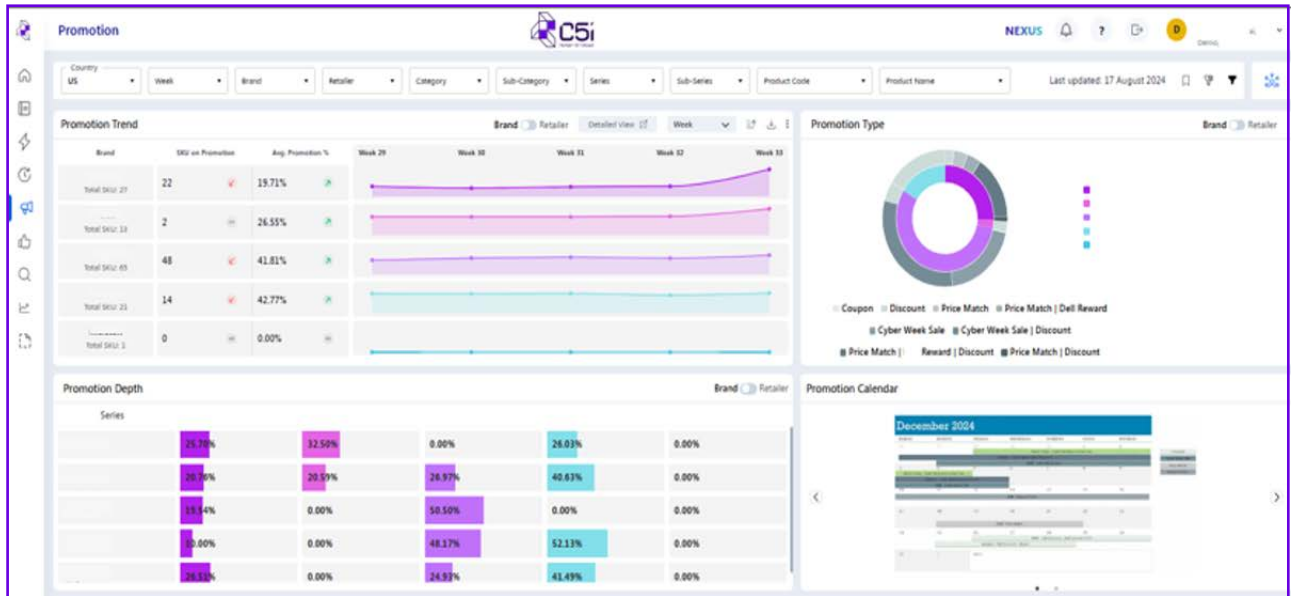
- ~**36% increase in Sales** in SKUs highlighted by C5i Compete
- ~**22% increase in Revenue** due to Pricing Competitiveness of focused SKUs
- **Improved promotion effectiveness** based on insights into promotion breadth and depth across retailers, categories, and brands
- **9% reduction in monthly unsold inventory** by implementing Inventory + Price Index-based pricing algorithms
- ~**44% increase in SKU coverage** across all continents as part of Pricing & Promotion Analytics

## C5I COMPETE – AN AI-POWERED SOLUTION



- Automated bots collect daily product information, including prices, stock levels, ratings, and promotions from over **130+ Retailers in 20 Countries, processing around 120K SKUs**
- AI-based **360° pricing** considers factors like inventory, retailer share, product range, and lead time, and suggests optimized promotions
- A behavioral intelligence model suggests **Persona-focused Pricing** based on **Customer Segmentation**
- Revenue-driving SKUs are identified and marked for **near Real-time Monitoring** during peak sale seasons
- **GenAI-powered Chatbot** provides quick support for business users with limited technical expertise

## COMPETE – PROMOTIONS DASHBOARD



# 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](http://www.c5i.ai)

