



## Case Study



# Revenue Growth Management Price Promotion Effectiveness Analysis for a Leading Global CPG Conglomerate

Industry: CPG



## BUSINESS IMPACT

Positive revenue impact of USD 12.5M identified for the recommended optimal pricing strategy – pricing and promotions



## BUSINESS REQUIREMENT

The client wanted to understand the price elasticity and cross-elasticity between its key SKUs to make informed pricing decisions.

Further, the client regularly ran price promos and wanted to understand the optimal pricing opportunities without compromising on share/volume.



## SOLUTION APPROACH

- **Exploratory Analysis:** To understand the positioning and proposition of each of the variant SKUs
- **Interaction Effect:** Developed hypotheses around customer perceived value around each of the variant SKUs and the resultant cross-interaction between them
- **Hierarchical Bayesian Regression:** Encompassing SKUs, channels across the country
- **Pricing Simulator:** Various scenarios were run to test the impact of changing the pricing strategy

# Course5

Transformative intelligence



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## About us

Course5 Intelligence Limited ("Course5") focuses on helping organizations drive digital transformation using artificial intelligence ("AI"), advanced analytics and insights. Course5's AI-driven products and solutions and IP-led solutions are supported by industry-specific domain experience and the latest technologies and aim at enabling organizations to solve complex issues relating to their customers, markets and supply chain at speed and scale. Course5 combines a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

Course5 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, and other sectors. Course5 Intelligence has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.