



Case Study



BUSINESS IMPACT

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



Price Promotion Effectiveness Analysis for a Leading Global **CPG Conglomerate**

Industry: CPG



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

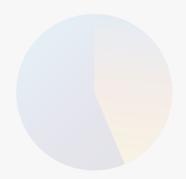
- Exploratory Analysis: To understand the positioning and proposition of each of the variant SKUs
- Interaction Effect: Developed hypotheses around customer perceived value around each of the variant SKUs and the resultant cross-interaction between them
- Hierarchical Bayesian Regression: Encompassing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











About us

Course5 Intelligence Limited ("Course5") focuses on helping organizations drive digital transformation using artificial intelligence ("AI"), advanced analytics and insights. Course5's Al-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 Al capabilities and proprietary Al-based platforms.





