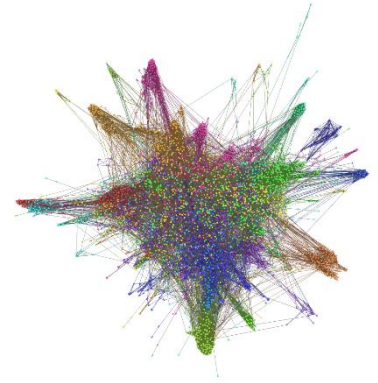


Forecasting and dynamic pricing

This service is focused on the understanding of the future consumption, factors and recommending the most suitable price changes according to dynamic environment.

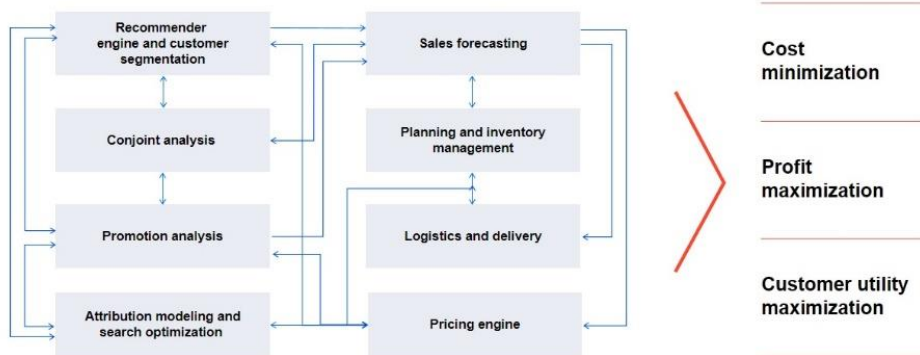


The most common and primary need is to analyze sales series, understand the meaningful triggers (for example season) and categories (SKUs, customers, etc.) and to convert the insights to efficient prices planning for turnover maximization. Thus, the general steps included, looks like:

- *data preparation and feature engineering (+ elasticity)*
- *sales estimator creation and validation (+ex post)*
- *extremums analysis and optimization (revenue maximization)*

As the deliverables there will be the online service that **process** upcoming data and **recommend** the price in analyzed circumstances to maximize the turnover

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