



A Subsidiary of
TRUENORTH
GROUP

Amplify your business's bottom line with our AI-driven solutions, offering turnkey convenience and limitless customization to fuel exponential growth.

PROFIT OPTIMIZATION ECOSYSTEM



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Pricing and Promotion decisions are often manual and not based on scientific methods to determine the effectiveness, with some studies showing that up to 70% of promotions are ineffective. Managing inventory is a further challenge with 50%+ of companies facing overstocking or understocking. This in a world where only 30% of companies leveraging data proficiently for this business problem.

Prosum Profit Optimization Ecosystem provides a blueprint to implement a pricing, promotion and inventory management strategy that delivers measurable impact on revenue and cost optimization.

Organization can use our Profit Optimization Ecosystem to:

- **Set pricing strategies geared for different categories:** Identify products suited for different pricing strategies such as Everyday Low Price vs High-Low strategies.
- **Reduce margin leakage due to promotions choices:** Recommended products for promotion to drive lift in sales.
- **Improved inventory management:** Demand forecasting driving better decision-making regarding stock levels.
- **Optimize marketing expenditure:** Understanding seasonality, COVID, and pricing impacts on demand and promotional windows.

Get in touch now to initiate a revenue-boosting journey info@prosum.ai

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PRODUCT FEATURES



OPTIMAL PRICE

Optimal price and promotion management using Reinforcement Learning



PRICE ELASTICITY

Understand Price Elasticity and Promotion Affinity of products



MARKET BASKET ANALYSIS

Understanding optimal product combination for pricing and promotion



DEMAND FORECASTING

Forecasting to shape product life cycle strategies for demand or scope of sales over time



LEADING VISUALIZATION

Market leading reporting and visualizations using Power BI



SCENARIO PLANNER

Perform What-if analyses on the impact of pricing and promotions decisions on sales-demand

ECONOMIC OUTCOMES

3-5%

Profit lift from pricing, promotions and inventory management

100 000+

Individual products analyzed

1000+

Forecasting models for demand planning

5%

Reduction in margin leakage from price markdown decisions for promotions

10-20%

Reduction in redundant inventory



PROFIT OPTIMIZATION ECOSYSTEM CUSTOMER STORY



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Prosum provided an end-to-end pricing and promotion engine for a retailer with 70k SKU's across two main product categories through the Profit Optimization Ecosystem

Price Sensitivity

The Prosum POE provided price sensitivity scores per product

- Classify products into different pricing strategies
- Identified products that require competitor pricing intelligence and reaction plans

Promotion Affinity

The Prosum POE provided promotion affinity score per product

- Post-event analysis showing the difference (or lack thereof) in sales per product when on promotion vs not
- Classified products as being good responders to being on promotion based on sales increase
- Statistical rigour applied to enable the comparison of affinity scores

Price Optimization

Optimization algorithms to recommend pricing drops and increases

- Recommended price changes optimized for increased margin
- Identified price increase strategies given seasonality
- Indicated best-time-to-discount for products along with level of discount

Promotion Optimization

Optimization algorithms to recommend promotion decisions what, where and how much markdown

- Promotional products recommended for promotions over time
- Optimized for ROI across different categories of product
- Bespoke action sheets built to integrate into the pricing and promotion business processes

Realize the impact of our **AI-powered** solutions in enhancing your business's profitability. Experience the **seamless integration** and **boundless adaptability** that drive unparalleled growth opportunities

3%
Lift in revenue from better suited pricing decisions

10 000+
Individual products analyzed

1000+
Forecasting models for demand planning

7%
Increase in revenue identified from better pricing and promotions

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