

Driving Revenue by Optimizing Price in eCommerce



The Challenge

APAC product teams must predict optimal pricing for marketplaces (e.g., Amazon) and incorporate competitive pricing, market trends, and promotional effects. Existing analysis is complex and time-consuming, making it hard to choose the best revenue model for varying price points.

The Solution

Operationalize price optimization at SKU level:

- Business-driven apps to find optimal prices via automated analytics
- Elasticity modeling per SKU using advanced transformations (decay, laddering)
- Optimization algorithms estimating revenue impact from pricing inputs

The Results

- Month-over-month pricing accuracy gains
- Automated competitive/market factor analysis
- SKU-wise optimal pricing & promotions
- Improved customer experience

Impact Delivered

- Higher pricing accuracy
- Faster pricing decisions
- Stronger promotional impact
- Better customer satisfaction

Solution Components

- SKU-level elasticity models
- Competitive/market factor ingestion
- Pricing optimizer
- Automated analysis workflows