Retail Pricing Analytics

Tiger Analytics' Capability

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Confidential

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01

Tiger Analytics Overview

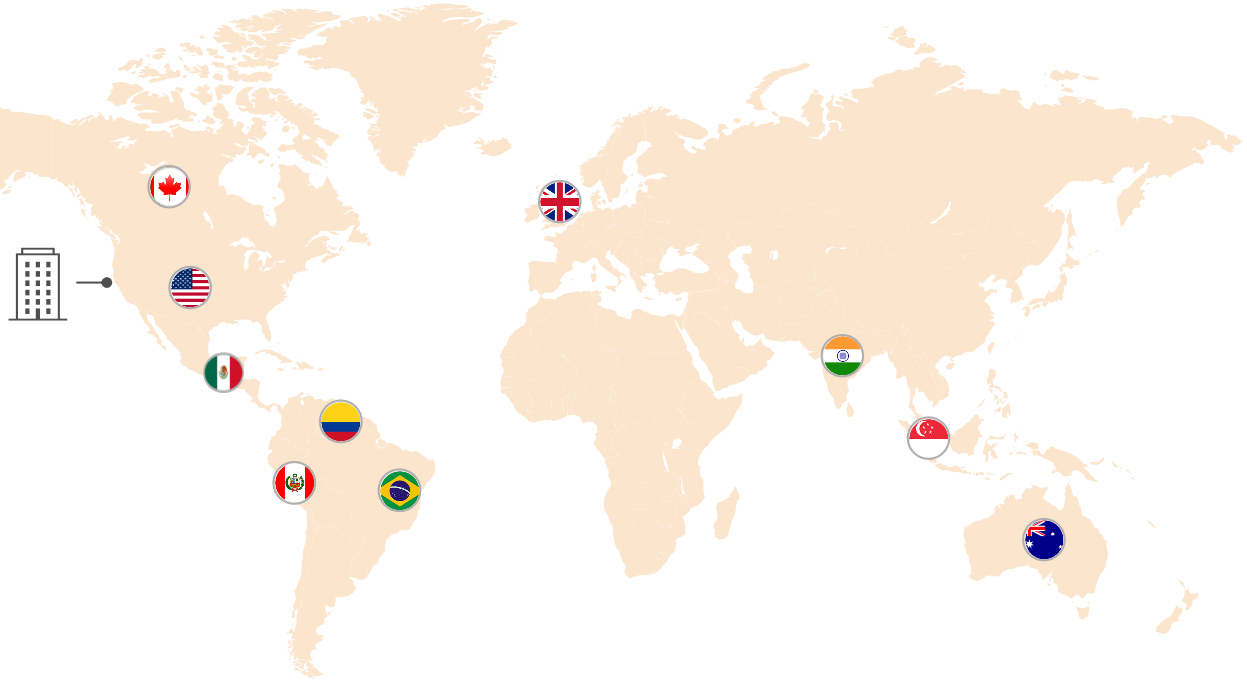
Who Are We?

We’re passionate about solving some of the high-impact **business problems** out there using AI and analytics.

Our Focus.

Providing certainty
for a better tomorrow.

Fastest Growing Services Provider of Data, Technology and Analytics Solutions



Global Delivery

HQ: Santa Clara, CA, USA

Locations: USA, UK, Singapore, Australia, Canada, Mexico, LATAM and India

USPAACC CERTIFIED Asian American/Minority Owned Business 2023-24

A minority-owned-enterprise certified by USPAACC

5,000+
Data & AI professionals

75+
Fortune 1,000 Clients across Industries

80%
Revenue is repeat business from existing clients

~10%
Attrition rate & highly engaged team

Key Recognitions

Wave Leader in Customer Analytics Service Providers **2023**

Global Leader in Specialty Analytics Services for Retail **2024**

Leader and Star Performer - Analytics and AI Services PEAK Matrix® **2024**

America’s fastest growing companies **2024, 2023, 2022, 2021**

A minority-owned-enterprise certified by **USPAACC**

India’s Great Place to Work **2024, 2023, 2022**

America's fastest growing companies **2024, 2023, 2022, 2021**

Best Workplaces for Women in India **2023**

Global Leader in Specialty Analytics Services for Supply Chain **2024**

Brandon Hall Award - Learning and Development **2024**

Leader in AIM Research PeMa Quadrant for
~ Data Engineering Service Providers 2024, 2023
~ Data Science Providers 2024, 2023
~ MLOps Service Providers 2024
~ GenAI Service Providers 2023

AWS Partnership & Relevant Engagements

- Global Advanced Tier Services Partner
- Global ProServe MSA
- Machine Learning Competency
- CPG Competency
- SDP EMR specialization
- SDP Redshift specialization
- SDP Glue specialization
- SDP Quicksight Specialization
- SDP Lambda Specialization

- 170+ AWS Certifications
- AWS Certified Associate, Professional & Specialty Level
- 35+ Strategic engagements globally

Innovations

- Content Ingestion Solution
- AWS Data Fabric
- Data Quality & Profiling Framework
- DataHub – Metadata platform
- Automating IaaC using Terraform
- MLCore
- Tiger Data Observability Solution

Global Manufacturer

Assisted in creating an end-to-end Data Platform in order to implement a solution for predicting maintenance of assets.

Healthcare Provider

Built robust Data and Analytics (D&A) platform that can act as an Enterprise Data Hub to host structured, semi structured and unstructured data and support various analytics and reporting.

Retailer

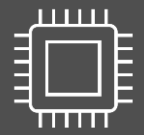
Developed a scientific approach to measure and analyze the impact of various marketing activities on Sales, to support Marketing spend decisions for the financial year.

Our Capabilities

Data/ML Engineering

- Data Pipelines
- Agile Data Ops
- Platform Engineering
- Future State Architecture
- Cloud Data Lake
- Modern Data Platforms
- Cloud Data Migration
- Lean Data Governance

AI and Data Science



- Machine Learning
- Predictive Analytics
- Statistical Modeling
- Optimization Methods
- Streaming Analytics
- Generative AI
- Computer Vision
- Natural Language Processing
- Reinforcement Learning
- Deep Learning

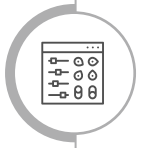
ML Engineering and Consumption

- ML Operationalization
- Scaling AI/ML solutions
- AI/ML Application Engineering
- APIfication
- Business Insights
- Analytics Story Telling
- Visual Analytics
- Value Realization

Related Offering Examples

Tiger's Data Fabric helps cut-down the time it takes for setting up new Data Pipelines in Cloud from days & weeks to few minutes

Our **CV Framework** leveraging state of the art algorithms helped a Fortune 50 company with in-store shelf intelligence, stock-outs, foot-fall, SKU rotation



ML Core, a low code ML Platform with ready to use data models, features, ML models, dashboards streamlined production operations for a PE firm

Supplemented with a Wide Array of Reusable Tools, Methodologies and Frameworks

Consulting	Design Accelerators	AI/Data Science/Insights	MLE & MLOps	Industry Solutions	Data Engineering
TIGER BLUEPRINTS	TIGER DESIGN	TIGER ML	TIGER MLE	TIGER BOOST	TIGER DATA
Metrics Repository	Simulator 360	Tiger ML Functional toolkits	MLCORE Platform	Marketing Mix Modelling	Data Enrichment Catalog
Prominent Use Cases	Design Templates	Code Templates	MLOPs best practices	Emerging Trends Solution	Data Fabric
Business Hypothesis	Design Artboards	Codified NLP libraries & pre-trained modules	Monitoring and Governance framework	Demand Forecasting Solution	Observability Framework
Analytical Questions	Design Tool Standardization Process	Codified CV libraries & pre-trained modules		Test & Learn Platform	Data Ingestion framework
Value Articulation Framework		CoNVO (Context-Need-Vision-Outcome) Discovery & Design Framework		Omnichannel Attribution Solution	Data Quality framework
Analytical Techniques				Supply Chain Analytics Solution	Data Assessment framework
				TPO Platform	

02

Pricing and Promotion Capabilities

Tiger has Helped Support our Clients across the Entire Spectrum of Price-promo Decision Making

1. Strategic Pricing Decisions

Strategic choices based on an understanding of specific customer segments and the role pricing plays in driving profitability and customer loyalty

- Price Pack architecture
- Base price - promo - personalized offers mix
- Price signaling
- Localized pricing
- Channel pricing

2. Tactical Pricing Decisions

Understanding data signals and customer behavioral response to identify price opportunities on an ongoing basis

- Promotional calendar optimization
- Seasonal Pricing
- Personalized offers
- Bundling offers
- Seasonal pricing

3. Reactive Pricing

Taking price action in response to changes in market dynamics, competitive actions, macroeconomics, inventory balancing

- Responding to supply / demand disruptions
- Competitive tracking and pricing response
- Dynamic markdown pricing

End to End capability to Enable Point Pricing Interventions Using Scalable Pricing and Promotion Modular Accelerators

Cost-Based Pricing	High-Low Pricing	Every Day Low Price (EDLP)	Private Brand Pricing
Competition Based Pricing	Location based Pricing	Customer Loyalty Based Pricing	Personalized Pricing

Pricing Tools

- Pricing Simulator
- Pricing Optimizer
- Promo Simulator
- Markdown Optimizer

Reusable Pricing Models / Solutions

- Price Elasticity Models @ different store / product / customer grains
- Customer Segmentation / LTV
- Cross Elasticity / Demand Transfer
- Dynamic Markdown Optimization Models
- Market Basket Analysis
- Store Groupings
- Promo and Pricing Event Modeling

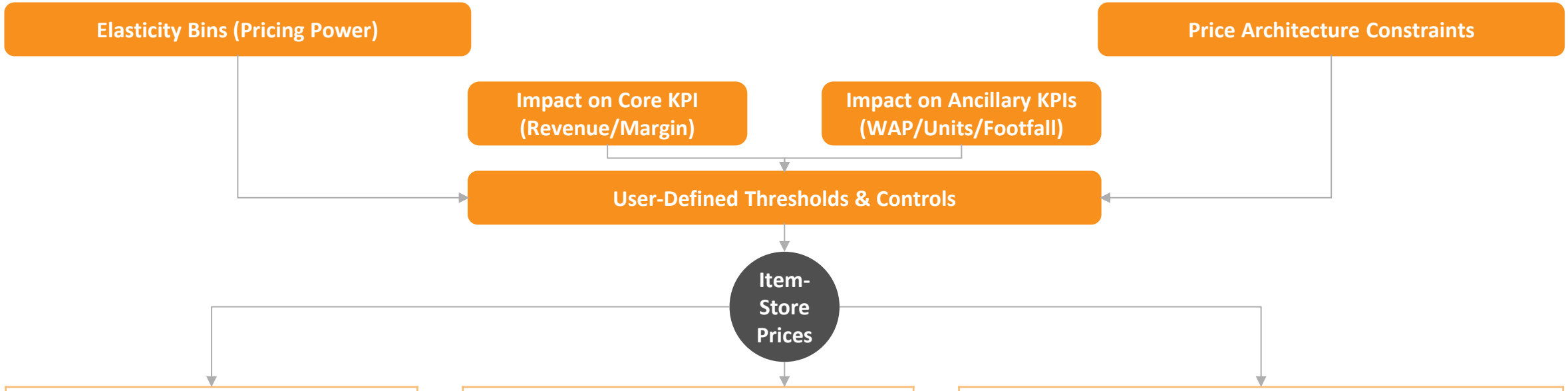
Decision Support

- Insights Workbench
- Price Testing
- Price event impact analysis
- Market pricing insights
- Consumer perception analysis

Foundational Data

- Transaction
- Product
- Location
- Inventory
- Customer
- Competitor
- Promotion Calendar
- Workforce
- 3rd Party Data (Nielsen, IRI)

White-box Models & Business Explainable Recommendations is Core to our Accelerators



Full Change Cases
Full change: Positive margin and revenue impact with little risk
Full change: Margin and revenue impact offsets some risk
Full change: Recommended change to maintain **price architecture rules**

Partial Change Cases
Partial change: Recommended change to maintain **price architecture rules**
Partial change: Positive margin and revenue impact limited by **price architecture rules**
Partial change: Not enough positive revenue and margin impact to justify risk
Partial change: Further change limited by **store performance safeguards**

No Change Cases
No change: Triggers **store performance safeguards**, not enough positive revenue and margin impact to justify risk
No change: Item/Item Group out of scope in current pricing round
No change: Negative margin/revenue impact
No change: Not enough positive revenue and margin impact to justify risk.
No change: Price architecture rules restrict any recommended change

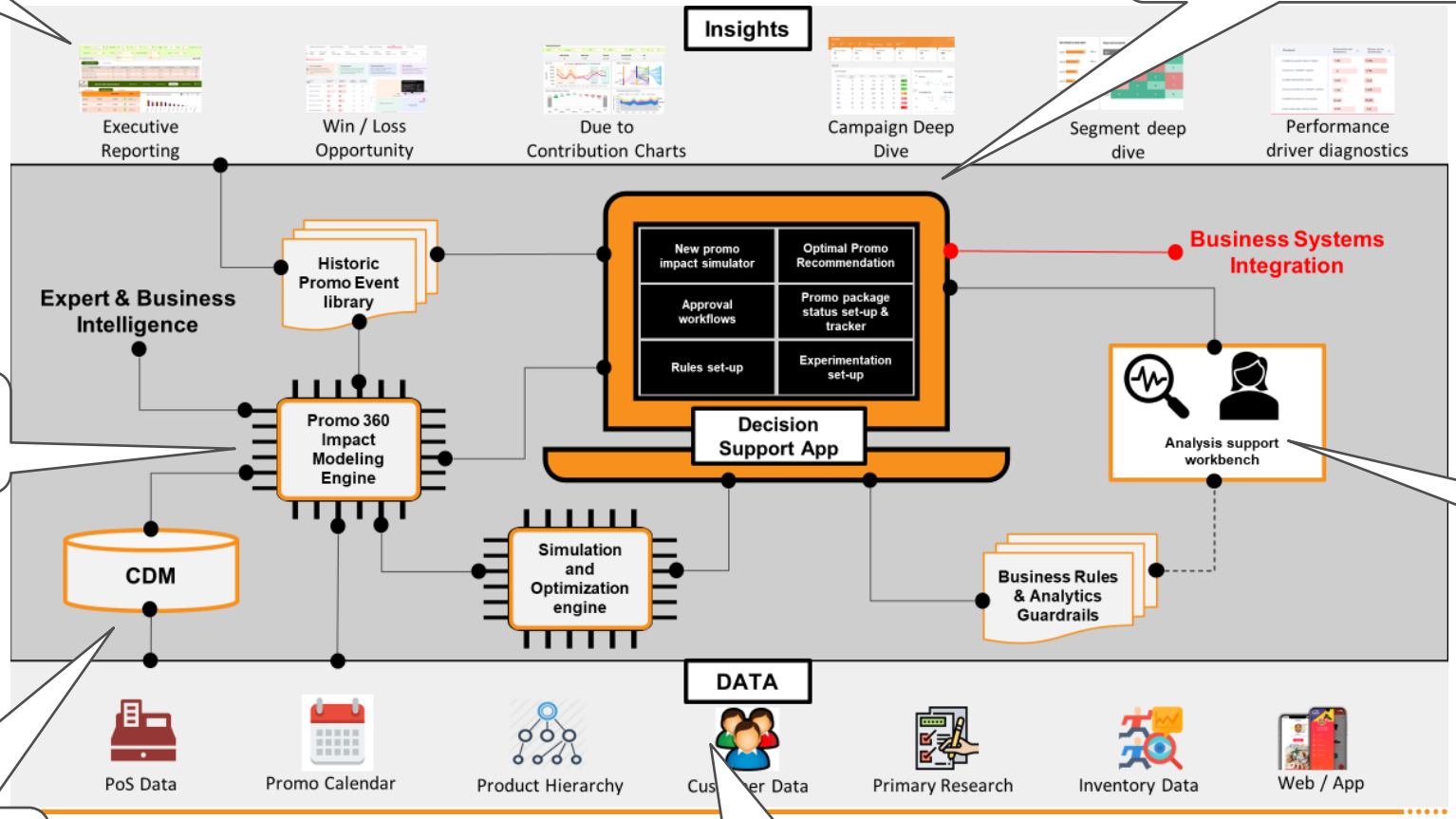
03

Solution Details

Comprehensive End to End Capabilities to Enable Business Value Creation from Price Promo Activities

Persona based Insight tools

Self service planning & execution capability



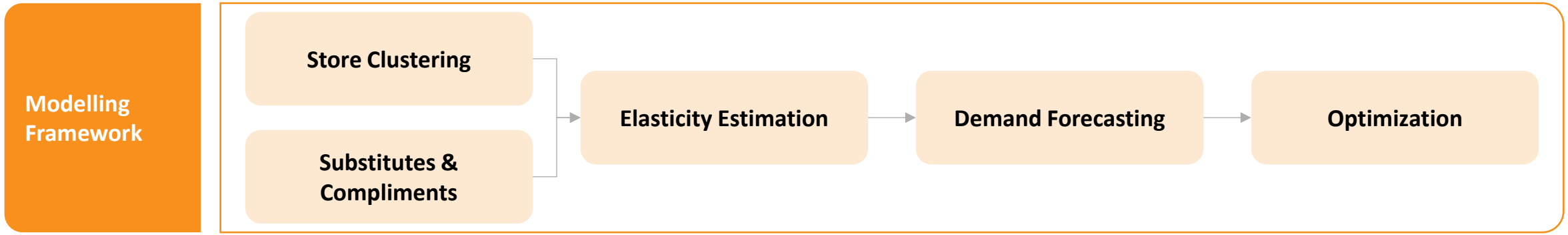
360 Promo Intelligence Engine

Customization / Adoption / Insights support

Standardized Data Model

Multi Objective Planning capability

ML Engine: Robust Set of Algorithms for Noisy, Low Signal Data



Modelling Components

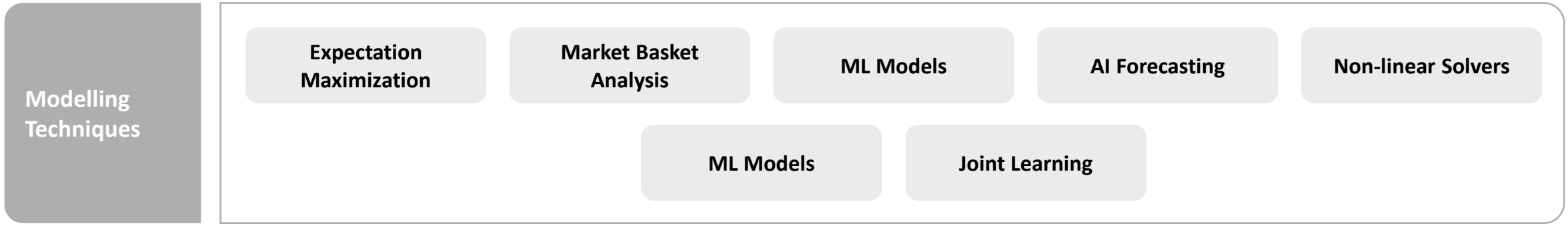
Store Clustering
Grouping of stores with similar characteristics for "joint learning" of price-sales relationship

Substitutes & Compliments
Identifying top complements & substitutes to learn the complex interactions between them

Elasticity Estimation
Learning elasticities for items sold at a store from sales history

Demand Forecasting
Forecasting by decomposing non-price component of demand

Optimization
Maximizing store revenue through item price changes subject to constraints



04

Case Studies

1. Retail Markdown Price Optimization for a Large Department Store Company

Our client is a top department store in North America with 1,000+ stores and 100,000 unique merchandising items.

Objectives

- Over the past decade, our client experienced a gradual reduction in gross-margins
- Develop a precise markdown strategy that provides optimal depth and timing of markdown by store
- Reduce the frequency and number of markdowns to mitigate the cost impact on store labor

Solution

- Estimated demand for diverse product types sold through multiple channels at daily and weekly levels
- Price recommendations after accounting for multiple complex business rules
- Solution provided information on markdowns -- How much? When? At which stores?
- Solution was integrated with the client's data warehouse and planning system

Value Realized

The solution delivered an increase in gross margin of approximately 16% profit and a 30% increase in sell-through rate on first markdown

2. Pricing Analytics for a Large Automotive Parts Distributor

Our client is the largest distributor of truck and trailer parts in the independent heavy-duty after market channel. 45 States. 250 Locations. 400 Brands.

Objectives

- Pricing for 200,000+ SKUs serving a diverse customer base coming from Shipping, Agriculture, Construction etc.
- Provide a pricing band– Floor, Optimal and Ceiling - for the salesperson to work with
- Fully automated process that can be run on a daily basis

Challenges

- Widely varying prices, largely influenced by salesperson behaviour
- 16 different pricing regions. Separate price points in each of these regions for the 200,000+ SKUs
- Legacy prices were largely ad-hoc by and hence could not be used as a starting point

Value Delivered

Context specific pricing for each SKU. Production ready system for automated generation of prices. This increased the annual margin by 6.5% and revenue by $41 M

Tiger Analytics

Thank You

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