

Pricing Analytics Solution

for Retail and CPG Industries

Solution Overview

Tiger Analytics Retail Pricing Analytics Solution helps teams in solving challenges with entire spectrum of Pricing and Promo.

It is an end-to-end solution built on AWS cloud infrastructure and can increase overall profit by ~30%

Features

Scalable architecture that can handle large scale time series analysis

Modules to perform **exploratory data analysis** and model evaluation at scale

AutoML module to explore algorithms & **optimize** hyper-parameters to identify the best models.

GUI modules for easy consumption for business users

Overall Solution Overview

01

Strategic Pricing Decisions

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



02

Tactical Pricing Decisions

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



03

Reactive Pricing

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

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

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

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

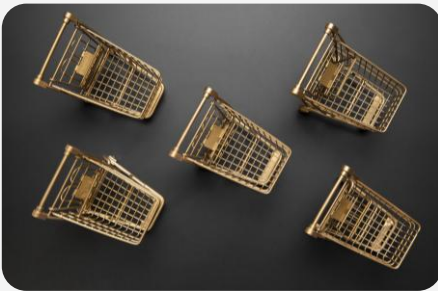
Value Proposition and Success Stories

The RCPG industry is navigating a wave of disruption, fueled by rapid digital transformation, evolving consumer preferences, heightened competition, and persistent supply chain challenges. These pressures are creating unprecedented business volatility, forcing companies to rethink their strategies and adapt quickly to stay relevant. Advanced pricing and promotional strategies, driven by data analytics, are emerging as key tools to tackle these complexities. By adopting dynamic pricing models and precise promotional planning, businesses are maximizing profitability while staying agile in the face of shifting market conditions.

To thrive in this volatile landscape, organizations must elevate their pricing and promotional capabilities across the value chain. Actionable insights that predict consumer demand and price sensitivity are empowering companies to make smarter, real-time decisions. By harnessing data-driven strategies, CPG businesses can unlock new revenue opportunities, optimize performance, and stay ahead of the competition in an ever-evolving marketplace.

Value Delivered

Large Departmental store



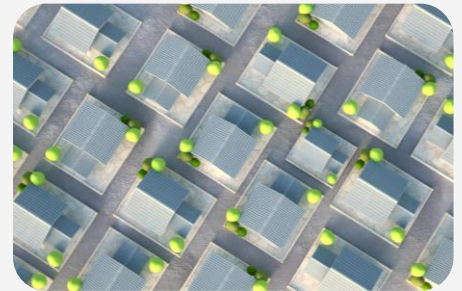
Achieved a **6% increase** in gross margin and a **30% boost** in sell-through rate on first markdown through **Retail Markdown Price Optimization**

Automotive Parts Distributor

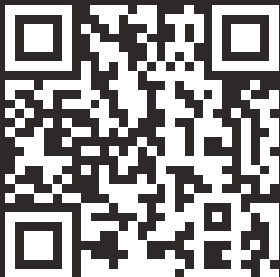


Implemented pricing analytics for an automotive parts distributor, **enabling automated SKU-specific pricing**, driving a **6.5% margin increase** and **\$41M** in annual revenue growth.

Real Estate Firm



Developed pricing analytics for a real estate firm, achieving a **3% lift** with a **pricing optimization model** and **4% lift** with a **revenue maximizer model**.



About Tiger Analytics - AWS

We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

US | UK | Canada | India | Singapore | Australia

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Tiger Analytics™