



Pricing Strategy

Techmango Technology Services a Digital Transformation and IT consulting company founded in 2014 with a strong focus on emerging technologies. It holds a primary objective of delivering strategic solutions towards the goal of its business partners in terms of technology. By providing digital solutions aided with the best available technologies, we assure the quality of the delivery on the defined time-line.

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DOMAIN

Logistics

METHODOLOGY

Agile with sprint every 2 weeks

DURATION

1 Year

RESOURCES

10

PROJECT STATUS

LIVE

AMC support

TECHNOLOGY USED



Glue



Lambda



Data Catalog



Step Functions



Amazon SageMaker

BACKGROUND

Business is directly impacted by fluctuating operating costs and it can be challenging to understand the impact operating cost on profitability because expenses and revenues are often tracked in separate systems. Objective was to optimize the price and discounts to adjust the performance.

SOLUTION IMPLEMENTED

- Based on our machine learning-based pricing, we are able to extract the most insights from the provided data. Most frequently, this leads to a significant improvement of the Status Quo (e.g. higher profit).
- Model predicts the optimal prices which meets specific business objectives and determine the price elasticity of products.
- For Price optimization these features are considered for building out the model geography, no of vendors, no of products, electronic and non electronic invoices etc.
- Visualization to analyze the price vs performance and the impacts of discounts and campaigns.

OUT COMES

By leveraging the data platform effectively, we had built a cost effective analytics solution to arrive optimized price recommendations that helped to increase revenue margins and optimize sales volume. Dashboards gave clear visibility on the effect of price and discounts on revenue.