

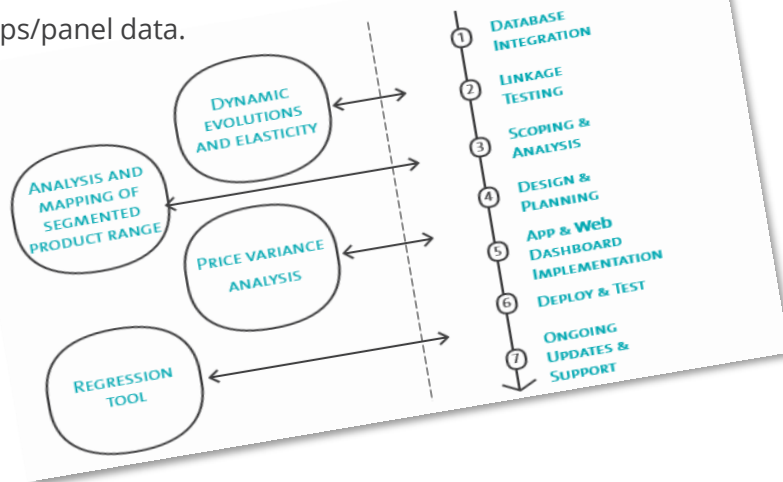
IMPROVING PRICING AND PROFITABILITY FOR PRODUCTS

THE CLIENT CHALLENGE

Our client, a global leader in industrial and automotive components, was looking to employ data analytics to improve the pricing and profitability of its 700 000+ spare parts portfolio.

THE GEMSEEK APPROACH

GemSeek unlocked existing customer data, linking SAP Hana & SQL dbs to R-based analytics modules and frontend reporting and simulation tools. Three-way integration ensured outputs of analysis were present on-demand within customer systems. GemSeek employed advanced data analytics and sampling techniques – segmentation and clustering, Price evolution, Price dynamics analysis, Sensitivity analysis over product groups/panel data.



THE DELIVERABLES

We created a customized solution, based on advanced customer and financial transactional data analytics, providing two separate outputs – a day to day pricing aide and a management pricing simulation tool. Our work helped improve revenue for our client by an estimated 7% and increased their profitability by about 3%.

