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Retail Price Optimization Case Study

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ABSTRACT

With the downturn in the economy and increasing competition, the retail price of an item plays an important role in the customer's decision. With thousands of SKUs in a typical grocery store, Sobeys is incorporating SAS® Regular Price Optimization to help manage this important task. Sobeys is one of two national grocery retailers in Canada. In this session, you will hear how Sobeys is implementing a pricing solution that will identify opportunities to increase sales and margin while reducing the manual effort required to execute pricing strategies. You will hear how SAS Regular Price Optimization is being implemented and how Sobeys is integrating multiple sources of data to generate pricing recommendations that will use predictive analytic tools to suggest optimal regular retails.

No paper was submitted for publication.

CONTACT INFORMATION

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