

Paper 396-2011

# Retail Price Optimization Case Study

Dave Eddy, Sobey's

## 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, Sobey's is incorporating SAS® Regular Price Optimization to help manage this important task. Sobey's is one of two national grocery retailers in Canada. In this session, you will hear how Sobey's 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 Sobey's 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

Dave Eddy  
Sobey's  
dave.eddy@sobeys.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.