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SAS® Markdown Optimization for Retail Round Table

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ABSTRACT

This session is designed to be a general discussion on SAS Markdown Optimization. We provide an opportunity to ask questions and learn how your peers are gaining the most value from this SAS® solution. Key topics include:

- How to extract the most value from SAS Markdown Optimization while still supporting your merchandising strategies (product flow, inventory management, store execution, etc.)
- Techniques used to improve price acceptance
- Metrics leveraged to measure success

No paper was submitted for publication.

CONTACT INFORMATION

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