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# SAS Promotional Price Optimization Solution: A Customer Case Study

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## ABSTRACT

As competition increases for the consumer's dollar, the promotional product and price play an important role in the customer's decision. With thousands of SKUs in a typical grocery store, Sobeys is incorporating SAS® Promotion Optimization to help manage this important process. Sobeys is one of two national grocery retailers in Canada. In this session, you will hear how Sobeys is implementing a planning and pricing solution that will identify opportunities to increase sales and margin, while reducing the manual effort required to execute strategies. You will hear how SAS Promotion Optimization is being implemented and how Sobeys is integrating multiple sources of data to generate pricing recommendations.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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