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Revenue Optimization

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ABSTRACT

Retail is a competitive environment where you lose the sale if you do not offer the right product to the right customer at the right price and at the right time. Customers have grown to be more demanding and conscientious with every dollar spent, leaving little room for error for the retailer. Pricing and promotion strategies are often planned without knowledge of likely demand, and they ignore store-specific inventory levels and regional demand patterns. Retailers also lack the tools necessary to understand how promotions will affect sales volume. The effect is that the retailer often manages the inventory based on history or instinct. Retailers are not maximizing revenue and margin without considering initial, markdown, and promotional pricing with store or regional demands. Hear this customer's success story on how they were able to improve the bottom line and revenue of their company by implementing SAS® to optimize their pricing decisions.

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