



RETAILER ERASES THE AMAZON EFFECT

Case Study

General Description:
One of the America's largest
consumer electronics retailers

Geography: International

Year Founded: 1966

Revenue: \$42 billion

Key Business Challenge:
Create a pricing strategy
that is dynamic and provides
real-time optimization data

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You're a rock star in electronics retailing, with more than 1,000 stores and a sterling reputation for customer service.

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Then comes the Amazon effect. A fresh, bold competitor is willing to undercut your prices and not afraid to take losses. Wall Street demands a response. But how low do you go to compete on price? And are there any opportunities to, dare you ask, raise prices?

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You tried out-of-the box pricing software, and your big consulting firm can't answer your unrelenting questions, so you turn to Revenue Analytics. We analyze each sale of over 300,000 on-line SKUs-- more than 13 billion rows of inventory, competitor price and sales data. We recommend price decreases for some SKUs, but also discover that many offer the opportunity for a price premium of 6 to 7%. Our innovative dynamic pricing system provides you with the real-time ability to optimize sales velocity and margin.

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Congratulations on your best holiday shopping season ever! Online sales grew five times greater than any previous year. You eliminate the unknowns and defeat the Amazon effect.