

From Signal to Price

Dan Iliescu · VP Data Science & AI, Hospitality & Travel

Agentic AI, human judgment, and learning the patterns your baseline cannot see.

SIGNAL → PRICE

Agentic AI does not replace the Revenue Management discipline. **It amplifies it.**

THE THREE-WAY LOOP

GROUNDS IT

Revenue Management Discipline

Unconstrained demand, recency, seasonality, price sensitivity. Makes an anomaly legible instead of noise.

EXTENDS IT

Agentic AI

Reach and speed across the portfolio, reading the no-precedent dates where the rules do not exist yet.

OWNS IT

Human Judgment

Sets thresholds and guardrails before anything switches on, and closes the quality loop on every call.

Revenue Management → Agent →

Human → Price

Grounded in the baseline. **A**ssessed against it. **P**rescribed inside human guardrails.



Exceptions are five nights, not one: the peak is 28x an ordinary night, yet holds only 29% of the block. Protect the shoulder nights.

634

events scanned, two markets, 90 days

243 days

median notice on the top dates

86%

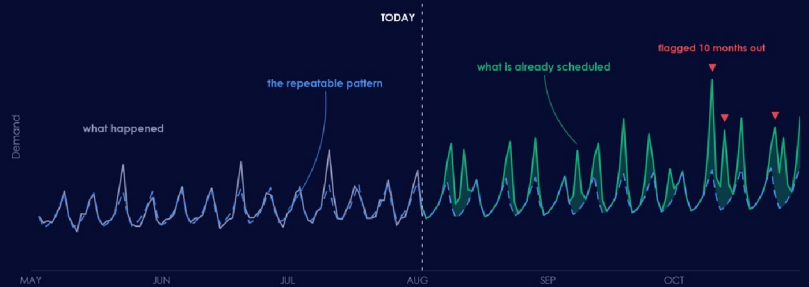
of big dates known 90+ days out

38%

of the calendar was new this month

THE VISION

A forecast that already knows what is coming



History for the rhythm. Evidence for the exception. Alerts early enough to act.

History handles the rhythm; scheduled events perturb the forward baseline and are flagged up to 10 months out.

25% cheaper

Into the single biggest night of the quarter, a Paulista upscale property sat **third-cheapest of the month, 25% below its own rate the night before.** The signal was public for months and never reached the price.

N2Pricing

Revenue Analytics builds revenue management and pricing software for hospitality, manufacturing, media, and rail.

N2Pricing is our hotel revenue management system: advanced revenue management discipline with forecasting, pricing, and optimization algorithms that transform complex data signals into actionable strategy.

Simple, powerful, and 100% lovable, giving you the pricing power you need and none of the fluff you don't.

Book an N2Pricing demo

Request the full presentation