

Next-level price optimisation

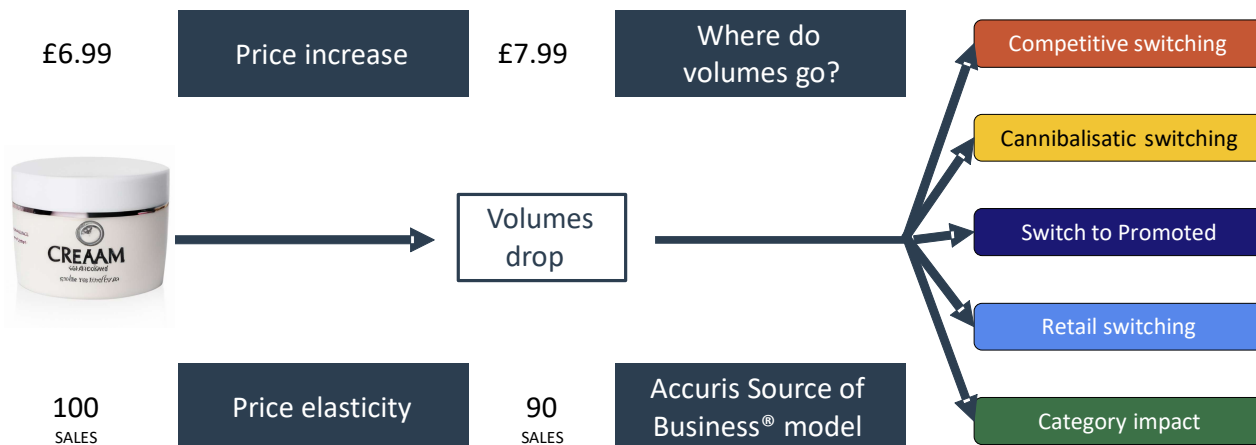
Inflationary pressures in grocery are likely to persist for some time. After several rounds of price optimisation, it becomes harder to spot further opportunities. A fresh approach is required.

Accuris uses Bayesian modelling to understand price elasticity and how a change of base or promo price affects your brand, your customer and the category. Unlike traditional statistics, our approach allows for measuring sales impact on other products in the category, also known as “volume transfer analysis”.

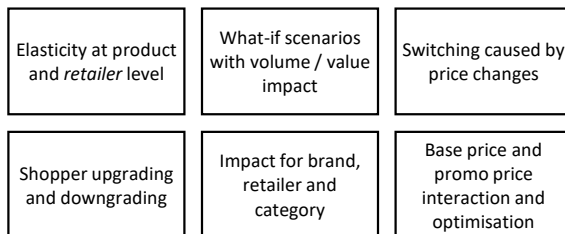
From a technical point of view, the benefits of the Accuris methodology include the ability to account for uncertainty and variability in sales data, make accurate predictions, and quantify the probability of various pricing scenarios. As a revenue or category manager, you gain deeper insights in how sales will be affected by price changes and you can choose between multiple scenarios, covering price and promo strategies.

Since 1998, Accuris has worked with a majority of the leading consumer goods suppliers and retailers as well as national champions in the United Kingdom and across continental Europe.

Are you looking for a fresh approach to price optimisation? Contact Accuris today on rgm@accuris.com.



Price and promo elasticity



Detailed volume transfer analysis

Which volume transfers are the consequence of the price change? The Accuris model measures how much sales come from:

- Shoppers switching to a competing brand
- Shoppers switching to a different size/flavour or a different brand in your portfolio
- Shoppers buying on promotion rather than paying full price
- Shoppers switching to a different store
- Shoppers leaving the segment or category altogether