

Price Optimisation

from: Miscion Limited

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Description

Generate greater uplift through better promotions by understanding and optimising price and display. Using sophisticated modelling we overlay all of the characteristics and influencing factors of a promotion and accurately calculate their relative impact on sales. With this understanding we'll explore scenarios that will help you move away from deep discounting and understand the influence of gondola-ends.

<http://www.thequaypaper.com.businessconnectorslocal.com/classified/price-optimisation-1326.html>