

# Short-term and long-term planning with better data delivery

using Price Optimization software



# Situation:

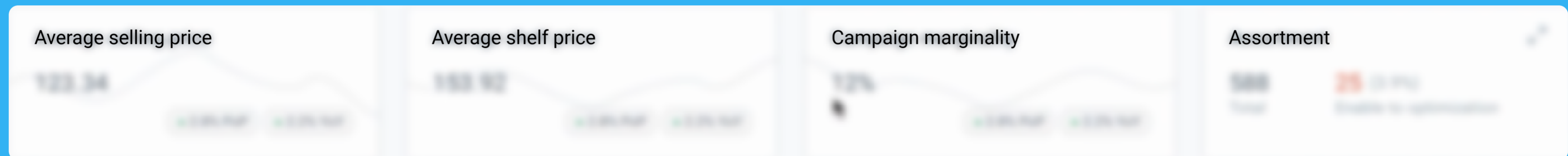
The Category Manager and their team need to conduct short-term and long-term analysis of their business' performance and price positioning so that they can plan their next quarter accordingly and correct their strategy as needed. To do this, the team must analyze their price positioning compared to their competitors, their internal architecture, as well as their long-term KPIs.

Using standard methods, data collection and analysis is labor-intensive and time-consuming. In fact, it is so time-consuming that by the time managers receive the reports they need, the data used is outdated, making short-term planning inaccurate and difficult.

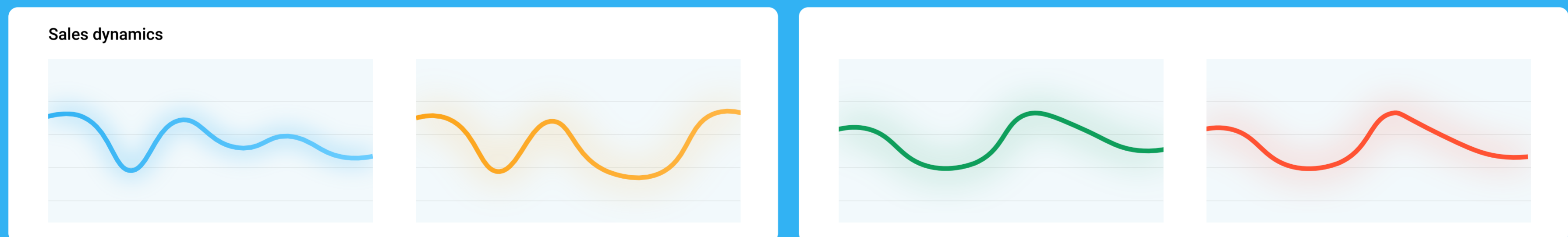
Using Competera's Price Optimization platform, all the necessary data for both short-term and long-term planning is available in the form of several easy-to-read formats and ready to use at any time.

# How It Works

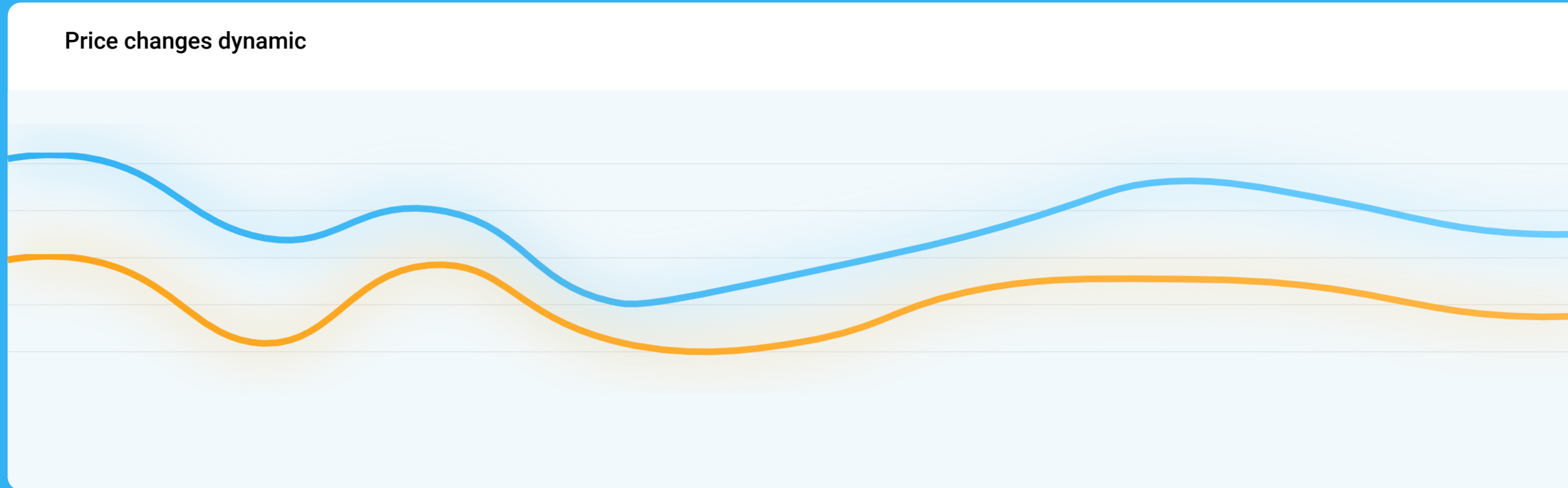
You can find all the data you need upon signing into the Competera platform and selecting a specific pricing campaign (e.g. “household products”).



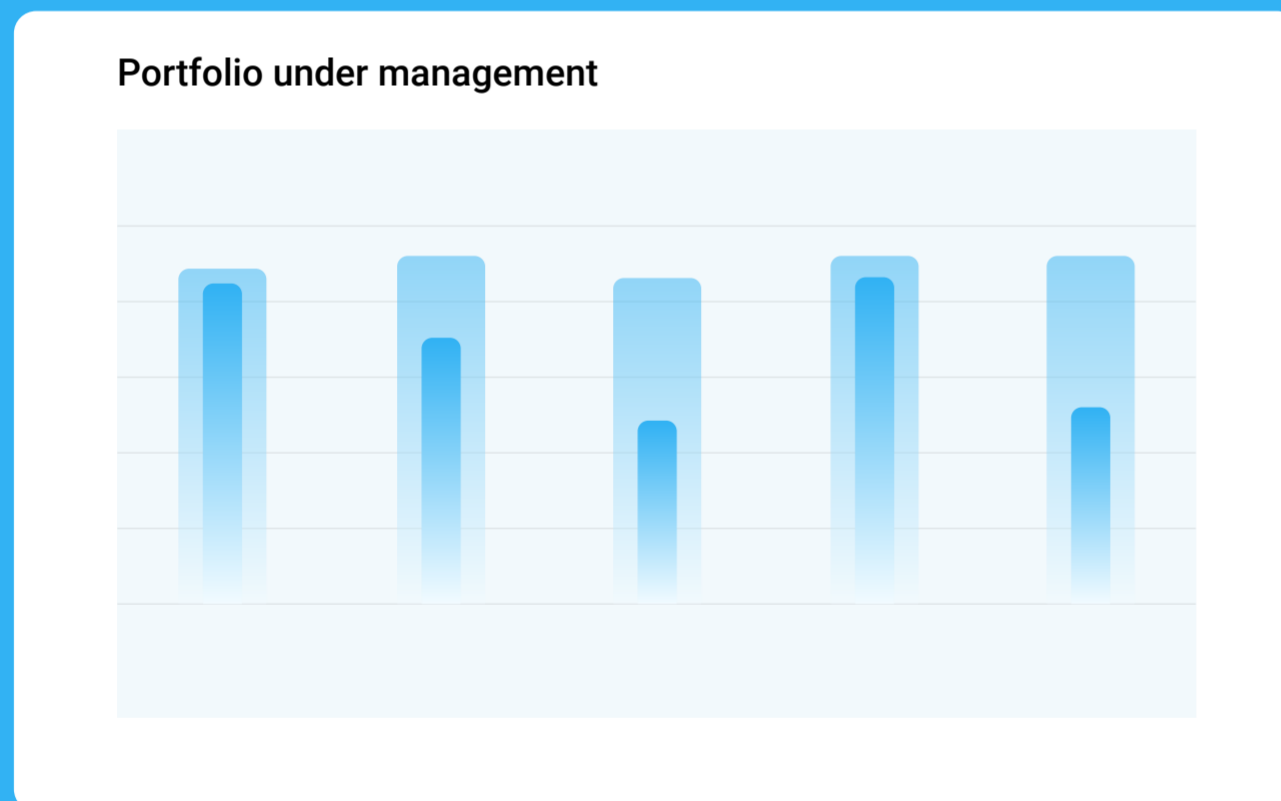
Here we can see information on price trend averages for both selling price and shelf price, as well as numbers on profit margin dynamics and the percentage of products not locked for optimization. Numbers on the bottom corner of each block show the percentage change PoP (period over period) and YoY (year over year).



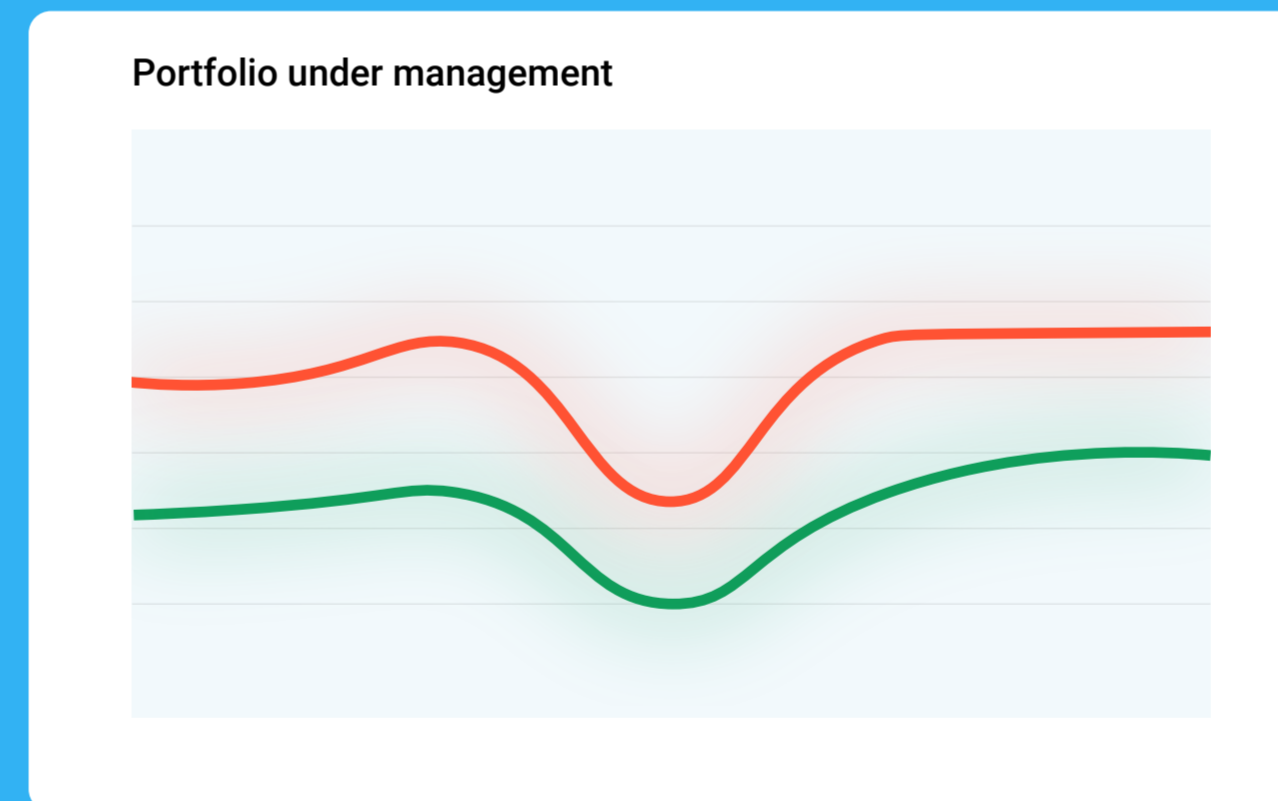
You can select the graphs presenting the data on different sales indicators against your test objectives or business KPIs. The four graphs show profit, revenue, sales volume, and margin data and the amount the value of these for indicators changed over the last six weeks.



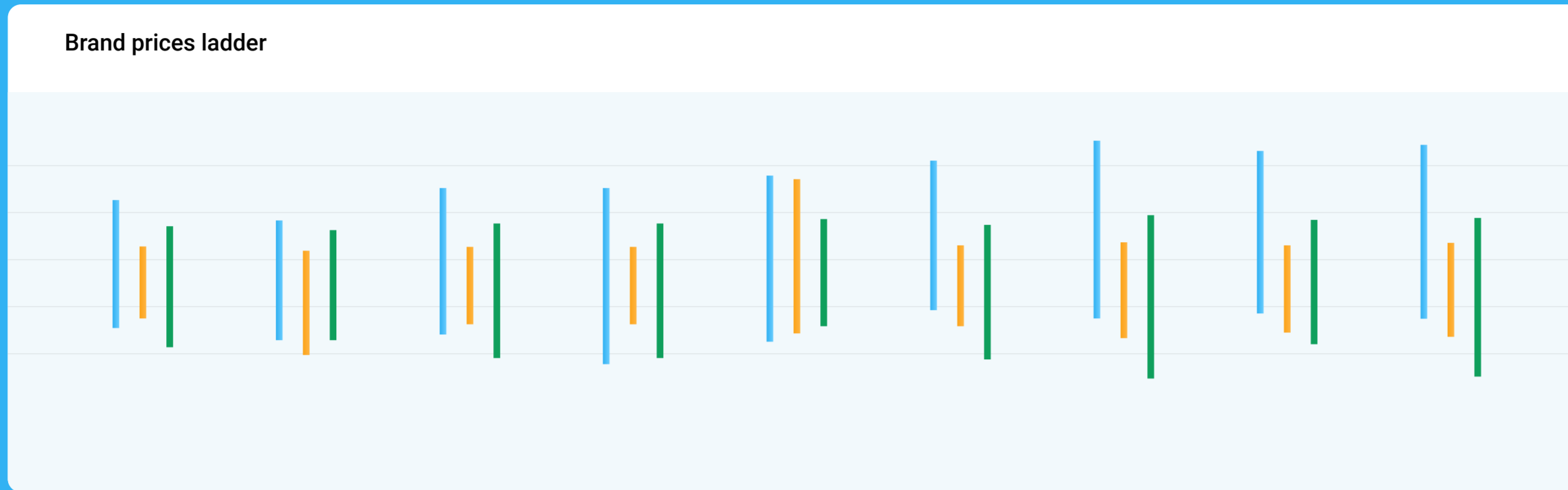
Next, you can view data on your price changes dynamics to have a better look at how your price changes have affected price perception of your products.



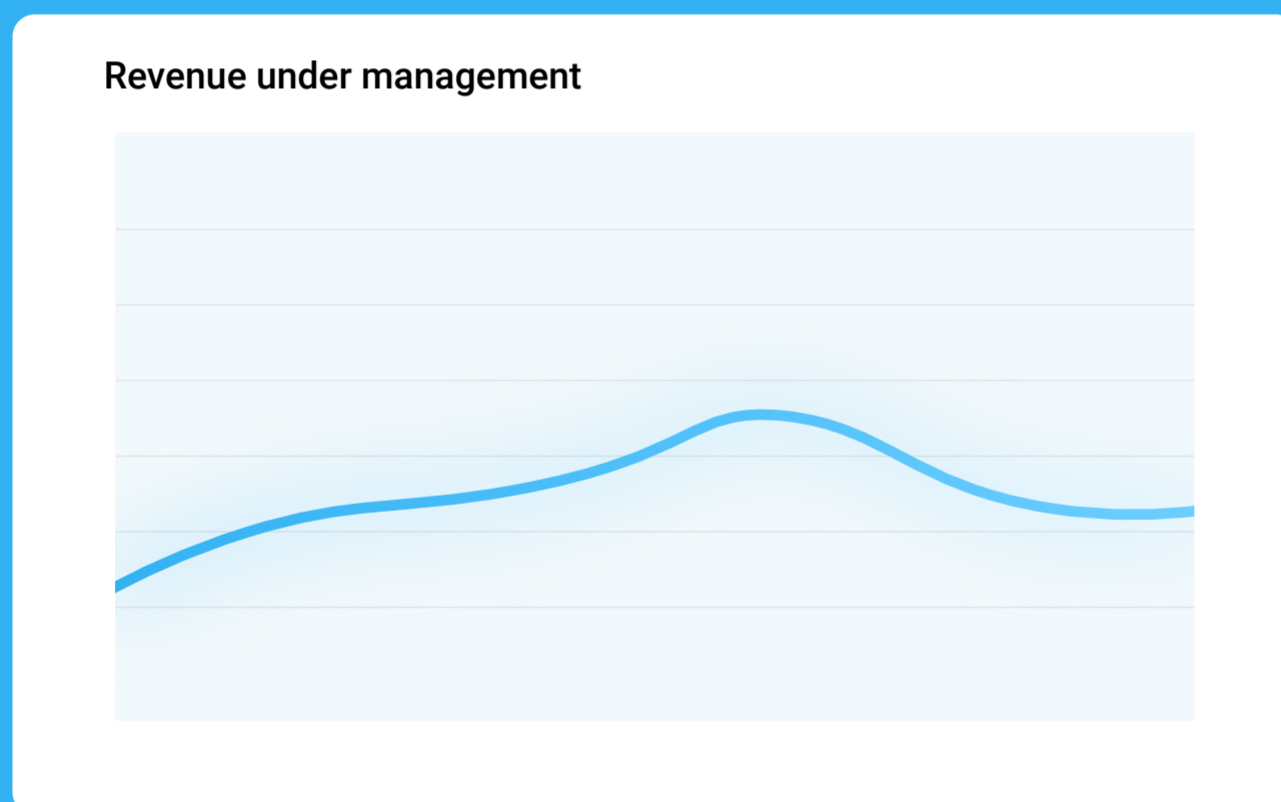
You can also view data on the ratio of price recommendations that were given by the platform versus how many you applied. This graph shows info over a given time period for the price campaign you selected.



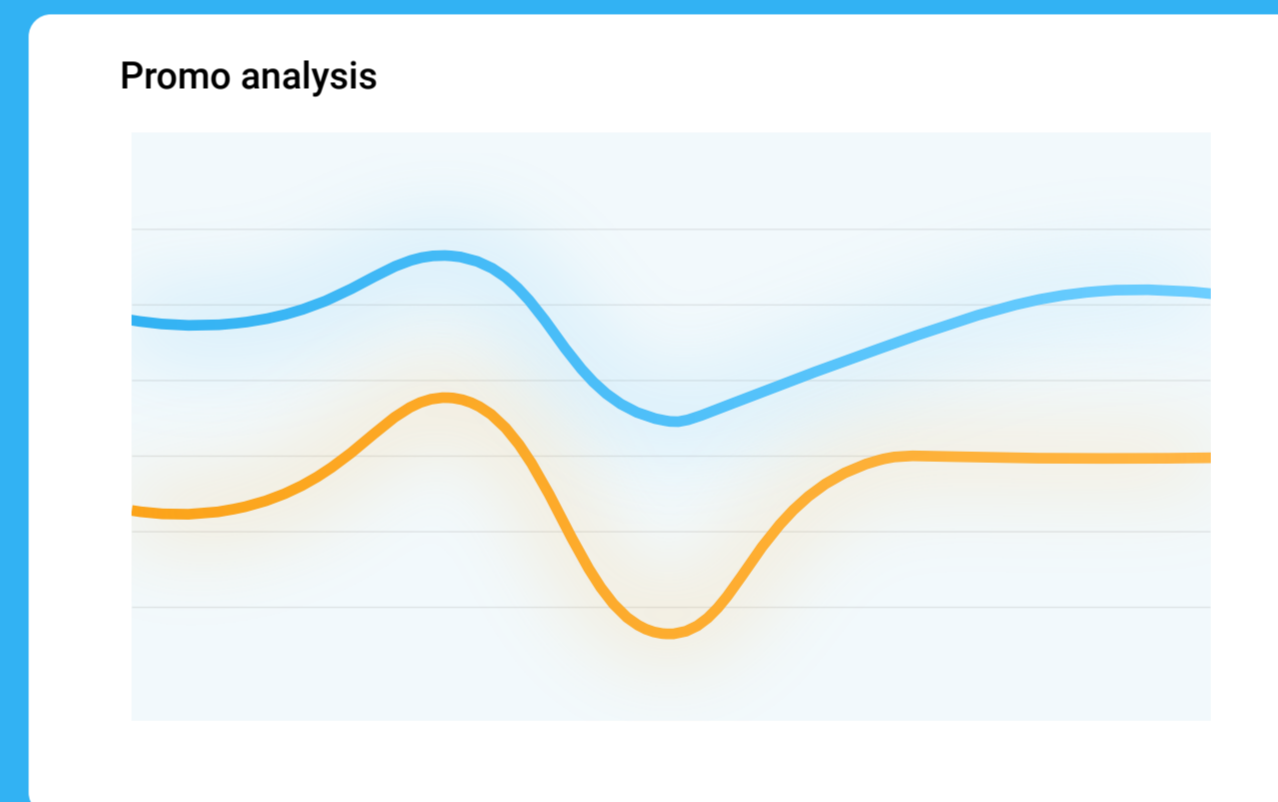
You can also review data on price recommendations using the repricing distribution graph. It displays how much of your portfolio was covered by price recommendations and how repricing was managed considering the given constraints.



Brand prices ladder compares the pricing data of different brands you can select in the top right corner. This can be used to instantly check your price positioning compared to your competition, and can help you review your internal price architecture.



In addition to your product portfolio, you can also view the share of revenue that was covered by algorithmic pricing recommendations.



Lastly, you can view all of your data on promotions using the promo analysis graph. With this information, you can ensure that you have the optimal share of your assortment at a discount, and can easily see how pressure has changed over time for better future planning of your promotional campaigns.

# Conclusion

Using traditional analysis methods, the Category Manager and their team would face several obstacles in obtaining the data they need in a timely manner. The sheer amount of data needed for collection and analysis results in a delay of delivery. This leads to less than optimal short-term and long-term planning for the next quarter using outdated data.

**With Competera's price optimization platform, all of the data the Category Manager and his team needs is available for analysis in the form of several easy-to-read graphs, at hand whenever the team needs it. The data displayed in these graphs is fresh, which means the team can plan more proactively and discover potential flaws within their strategy to correct portfolio profit margin. Thus, they fulfill their primary goal.**

Competera is a comprehensive pricing platform offering retailers two products: high-quality Competitive Data and Price Optimization. We can help increase your revenue, stay competitive, and grow within the retail industry.



Discover how Competera can improve your pricing strategy. Contact us:



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