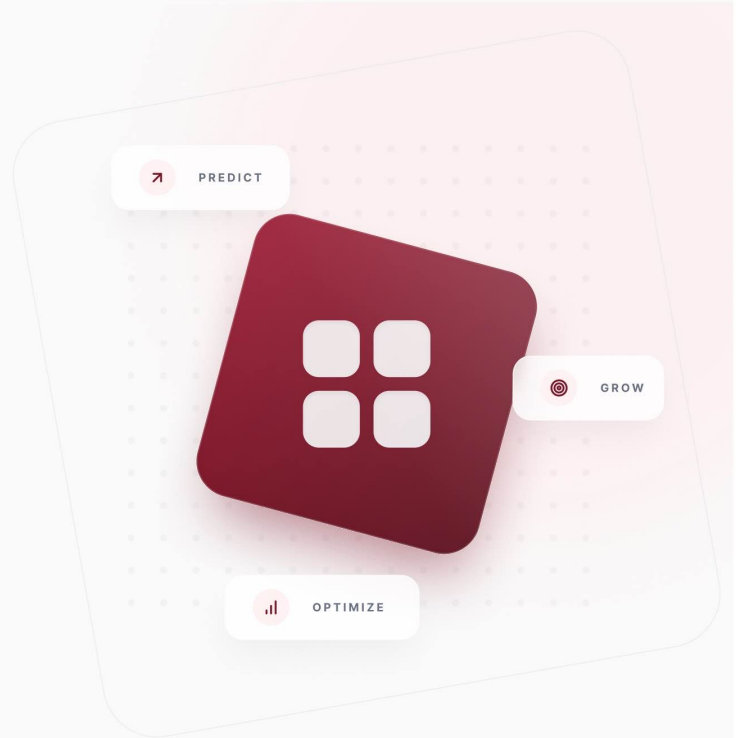


Pricing Optimization & Elasticity


DETAILED OVERVIEW

In a volatile market, "cost-plus" pricing or static annual price lists often lead to missed opportunities or lost volume. Under our **Revenue Growth Management** pillar, **Ahatis** transforms pricing from a defensive administrative task into an offensive strategic lever. We use econometric modelling and machine learning to predict consumer behaviour and identify the optimal price point for every transaction.



OUR APPROACH TO PRICING & ELASTICITY


01



Price Elasticity Modeling

We analyze historical sales data to calculate exactly how demand shifts in response to price fluctuations, helping you avoid "blind" price hikes that could trigger significant churn.


02



Dynamic Pricing Frameworks

We help you build and deploy systems that adjust prices based on real-time variables such as inventory levels, competitor moves, and seasonal demand shifts.


03



Segmented Pricing Strategy


By identifying different "willingness to pay" across customer cohorts, we enable personalized pricing and promotion strategies that capture maximum value from every segment of your database.

04



Competitive Intelligence Integration

We integrate external market signals into your pricing engine, ensuring your brand remains competitively positioned without entering a "race to the bottom."



THE AHATIS ADVANTAGE

**We don't just provide a tool;
we provide a profit engine.**

By applying the same rigorous data strategy used in our core solutions to your revenue streams, we help you find the precise equilibrium that drives sustainable, high-margin growth.