

High Value Price, Margin and Markdown Science

- Over 50 retail chains analyzed
- PhD-level math made easy
- Category, Store, Channel level
- Seasonal and Basic Merchandise



A Ready-to-Use Solution

- Turn On the DS License
- Learn How to Use in 1 Day
- Actionable Outcomes



Answers to Key Questions:

- What's the right Selling Price?
- Does the consumer accept our Selling Margins?
- When?
- What's the most effective Markdown strategy?
- When does the product respond to Price Changes?
- Which products cannibalize each other?



Price Elasticity

- Selling Price vs Units Sold
- Highly Seasonal
- Differs by Category/Channel/Store



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Promotion Impact

- What is the right discount level?
- When should we take discounts?
- Differs by Category/Channel/Store





Margin Analytics

- Does the consumer accept our margin level?
- Why is the product not moving?
- Differs by Category/Channel/Store



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Price Point Analytics

- Is our product overpriced or underpriced?
- What are the price point clumps in the category?
- Differs by Category/Channel/Store



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Correlation Analysis

- Which products help each other?
- Which products cannibalize each other?
- Why is my promotion strategy not netting results?

ngle Level of Hierarchy	Cross	Cross Correlation								Parameter *FP Sales Ret																	
Name	TOT_	132	178_	780	741	914	178	224	151	193	513	262.	519_	170_	211_	514	267	110	134	133	131	178	224	267_		470	
TOTAL	100	86	81	76	73	78	83	81	78	76	75	76	77	72	74	74	68	63	83	84	78	76	79	74	66		
1323 DATEJUST - LDS	86	100	79	73	62	71	72	71	66	68	69	69	66	70	57	69	52	48	67	69	68	64	63	56	59	5	
1787 Link - TAG	81	79	100	76	65	73	75	75	64	65	63	67	67	69	62	66	59	58	57	62	57	59	61	55	48		
780 TEMPIA	76	73	76	100	57	68	67	64	60	53	58	68	70	61	60	63	48	49	58	61	45	55	66	56	41	14	
741 CHARRIOL RINGS - CH	73	62	65	57	100	67	61	65	66	62	68	66	53	50	61	52	51	48	53	54	52	57	54	51	39	3	
914 AKOYA - 55	78	71	73	68	67	100	64	60	72	57	67	71	66	60	72	69	50	55	61	56	56	49	62	.57	59	5	
1789 FORMULA 1	83	72	75	67	61	64	100	77	72	71	64	60	69	62	54	65	62	66	73	72	65	66	76	69	54	5	
2243 ACCESSORIES - MB	81	71	75	64	65	60	77	100	60	59	64	62	75	63	54	66	66	60	66	65	65	58	68	67	53	4	
1513 SOLO - RONDE	78	66	64	60	66	72	72	60	100	66	68	66	65	68	56	63	49	49	67	67	59	58	66	74	54	4	
1937 CERAMIC	76	68	65	53	62	57	71	59	66	100	69	56	50	52	54	46	59	43	58	64	51	64	66	60	48	5	
5138 ALFIERI RINGS - GEM	75	69	63	58	68	67	64	64	68	69	100	75	60	52	48	69	61	38	64	59	58	48	60	54	46	4	
262 BRAC STR LINE - BR	76	69	67	68	66	71	60	62	66	56	75	100	69	54	60	66	61	45	54	55	56	51	52	54	54		
5195 NECKLACES - AC	77	66	67	70	53	66	69	75	65	50	60	69	100	56	53	71	55	51	61	64	59	48	59	59	58	4	
1704 Constellation	72	70	69	61	50	60	62	63	68	52	52	54	56	100	56	57	40	52	64	67	53	59	57	66	42	2	
211 CLUSTER/FASHION - FJ	74	57	62	60	61	72	54	54	56	54	48	60	53	56	100	57	46	48	60	57	42	54	58	57	47	1	
5140 BLISS RINGS - GEM	74	69	66	63	52	69	65	66	63	46	69	66	71	57	57	100	49	45	67	57	58	48	58	54	52	3	
2671 BRACELETS - TWEEN	68	52	59	48	51	50	62	66	49	59	61	61	55	40	46	49	100	49	53	59	- 54	57	51	56	47	3	
1106 FANTASIA COLLECTION	63	48	58	49	48	55	66	60	49	43	38	45	51	52	48	45	49	100	51	54	50	43	50	54	53	2	
1342 DATEJUST - MID	83	67	57	-58	53	61	73	66	67	58	64	54	61	64	60	67	53	51	100	81	73	62	70	72	56	. 4	