

YOUR PATH TO SMARTER PRICE MOVES

Clarity on which pricing decisions
will strengthen your margins.

Your competitors using price elasticity to guide pricing decisions. Teams relying only on internal reports miss the moves that drive real margin gains.

We give you the precision to beat your competition. We show exactly where price increases, holds, and shifts will strengthen performance before your pricing window closes.

WHAT THIS ANALYSIS PROVIDES

- **Clear visibility into demand sensitivity**
Across products, channels, and customer segments so you know where pricing power exists and where it does not.
- **Confident guidance on price actions**
Where to raise, where to hold, and where to shift pricing to improve margin without eroding trust or volume.
- **A structured, repeatable pricing approach**
So elasticity insights can be applied consistently to upcoming pricing cycles and seasonal decisions.

WHY YOU SHOULD ACT NOW

Pricing windows are short, and most teams move without true elasticity insight. We provide the price signals others do not have.

Talk with our AI Solutions team before your next cycle closes

EXPECTED IMPACT

- First insights in 2 to 3 weeks
- Full guidance in 4 to 6 weeks

ESTIMATED RESULTS

- Margin lift of 2%–5%
- Engagement ROI of 10x–20x

WHAT YOU GAIN

- Accurate elasticity insights
- Stronger pricing outcomes

FLAT PRICE INCREASES HIDE RISK

Why uniform moves fail in retail

HIGH SENSITIVITY ITEMS

⚠ Small increases → disproportionate volume loss

MODERATE SENSITIVITY ITEMS

⚡ Price moves → limited margin impact

LOW SENSITIVITY ITEMS

➡ Flat increases → missed profit opportunity

Uniform pricing ignores how customers actually respond across the assortment.

ELASTICITY-INFORMED PRICE ACTIONS

Decisions based on demand response, not averages

RAISE



Items with proven pricing power
→ Margin lift without volume loss

HOLD



Trust- and traffic-sensitive items
→ Protect demand and loyalty

SHIFT



Targeted price adjustments
→ Drive units where elasticity favors growth

Modeled pricing actions improve margin while protecting volume.



The AI Solutions Hub
ai.northeastern.edu/ai-solutions-hub

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