Metro Training

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Price Strategist Customer Support

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21-22 April 2021

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Agenda

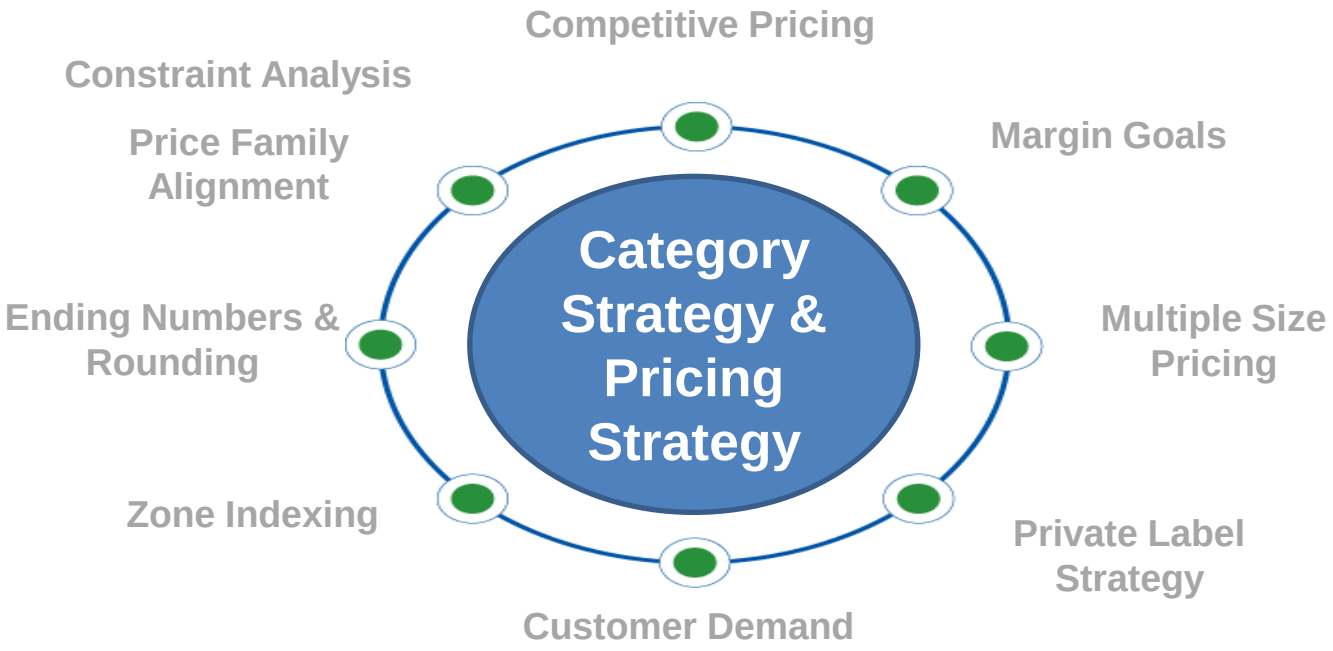
Overview

- Introduction to Pricing in Revionics
- Products & Zones & Submarkets
- Product Relationships (PF, PLG, PG)
- What is Price Optimization
- Portal Navigation
- Manage Configurations
- Strategy Setting and Scenario Planning
- Reporting

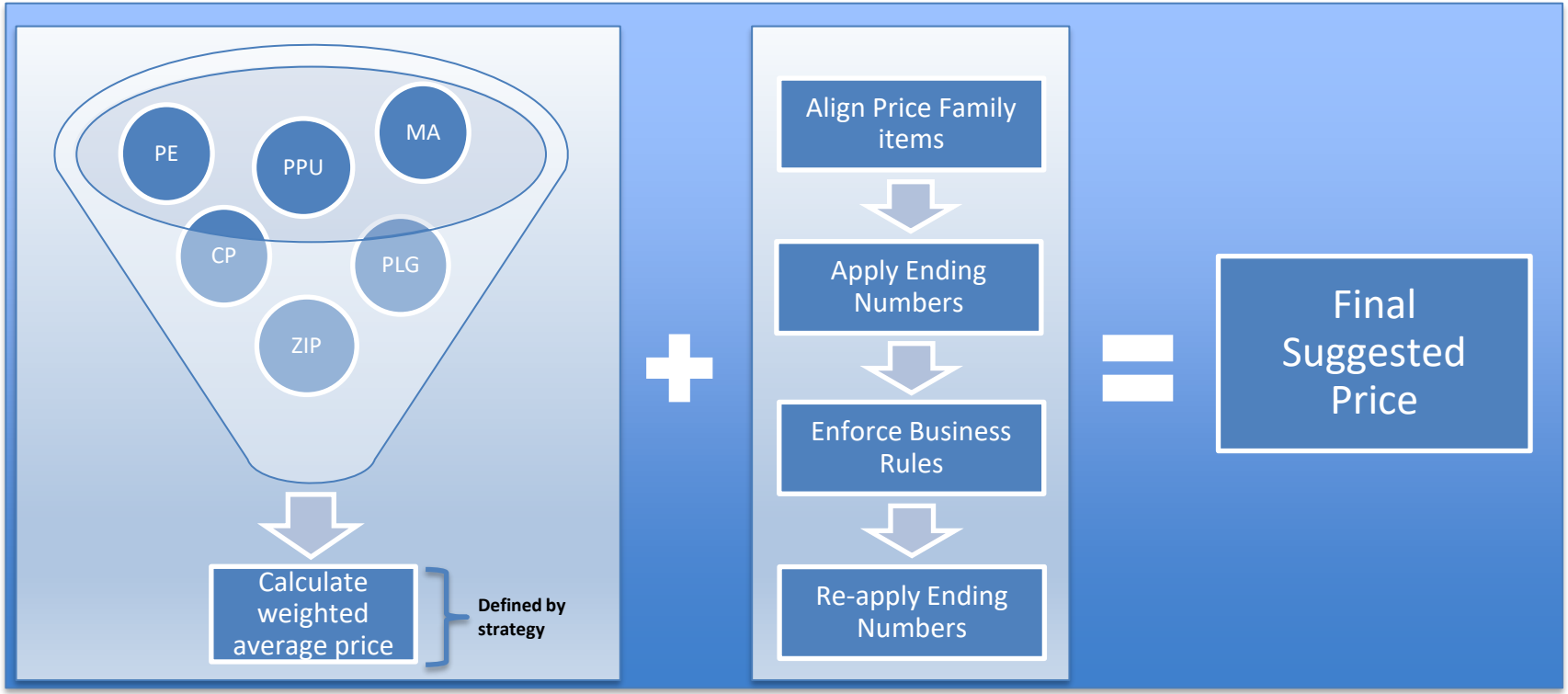
Overview

What is Price Optimization?

Pricing – A balancing act!



Optimization Process



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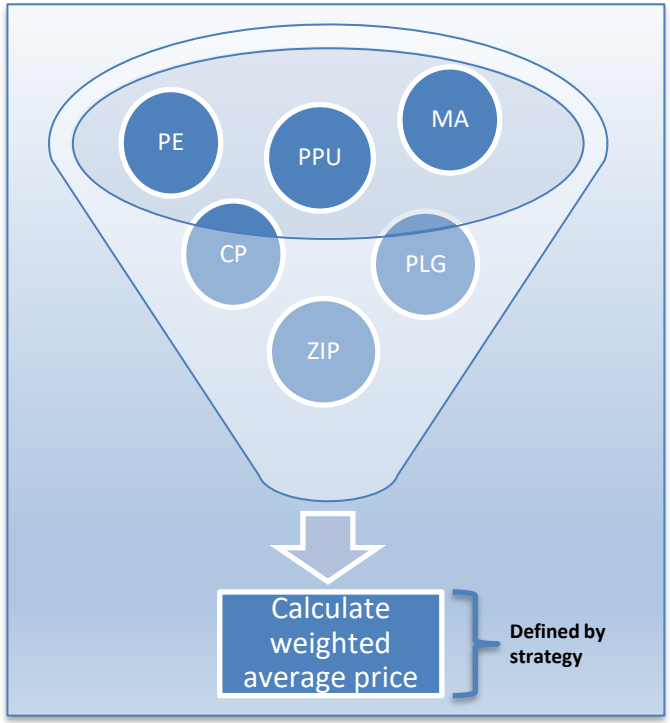
Pricing Modules

- 6 different pricing modules are utilized within Revionics
- Each module produces its own separate and discrete price recommendation
- A combination of rules and data setup, help define the final of price of each module
- Each price is then balanced based on weightings to create a single price point
- Category and product group strategies define the weightings



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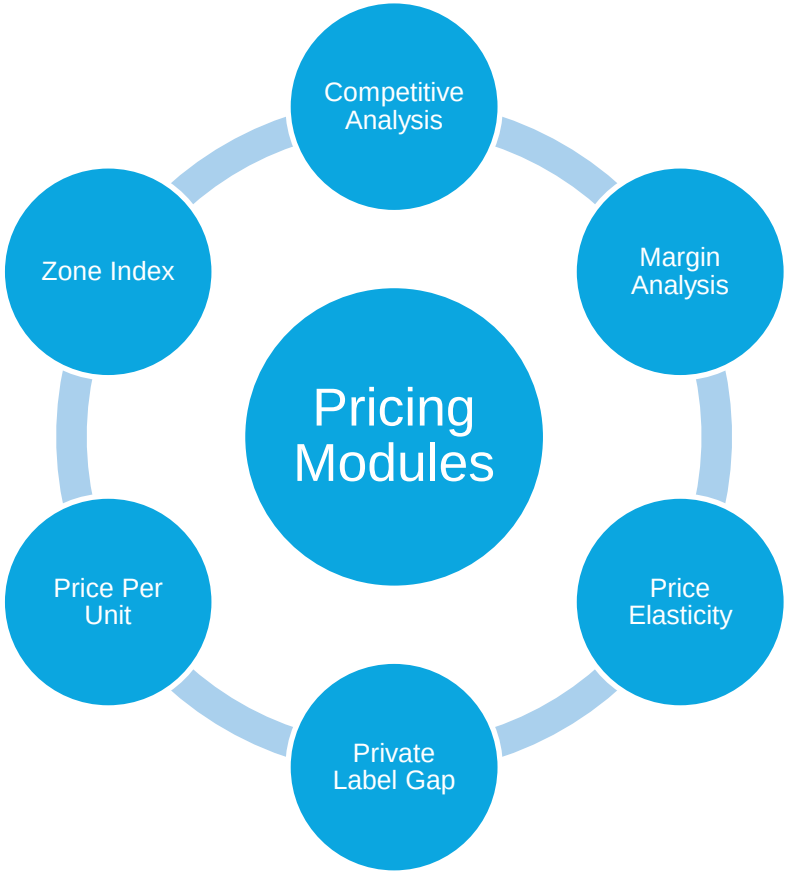

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Pricing Modules

REVIONICS MODULE	MODULE GOAL	RULE COUNT
1 Competitive Analysis	• Drive traffic and improve customer price perception by adjusting prices to reflect desired positioning against competitors prices.	• 8
2 Margin Analysis	• Maintain current margin as costs fluctuate.	• 1
3 Price Elasticity	• Optimize prices by using observed customer price elasticities for each item.	• 1
4 Private Label Gap	• Maintain price point relationships to better position one item against another to drive sales and profitability.	• 5
5 Price Per Unit	• Systematically manage prices on a per-unit basis so that large package sizes are appropriately priced relative to small packages.	• 4
6 Zone Index	• Ensure that one zone compared to another, is priced relatively higher or lower.	• 6

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Competitive Analysis: Overview

Overall module goal	Drive traffic and improve customer price perception by adjusting prices to reflect desired positioning against competitors prices.
How the module works	Recommends price by applying desired index to competitor prices and aggregating the results according to a specified method.

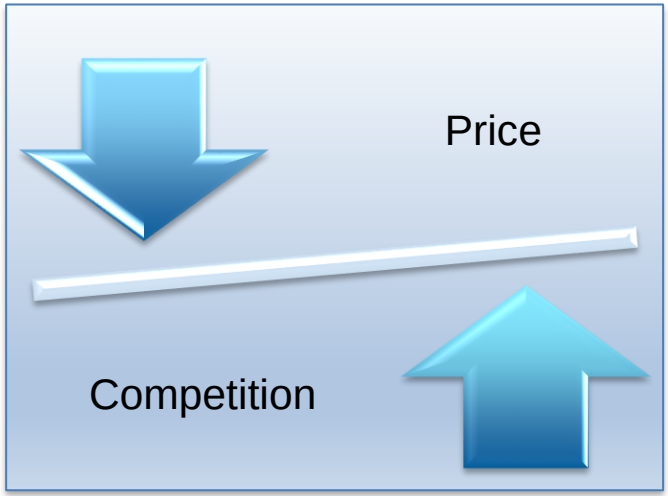
- Competitive groups must first be created to define the intersection of competitive stores to price checked products.
- Module only recommends price if valid competitive price check exists.
- Indexes are set for each Competitor Group and can vary by zone/level of the hierarchy.

Competitive Group Review

- Competitive groups are manually created within the Revionics application
- Developing a standard naming convention for identification is best practices

- Typically competitive groups vary by:
  - Level of the hierarchy
  - Zone (competitor store)
  - Strategy (Category vs. KVI)

- Examples:
  - Store A – Zone 1
  - Store A – Zone 2
  - Top 50 Items – Zone 1
  - Top 50 Items – Zone 2
  - Condiment Category - Zone 1
  - Condiment Category - Zone 2



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Target Index

- Each competitor within a competitive group must have a a target Index
- Target Index specifies the parity between the competitive price and the customer's price
- Examples:
  - Target Index of 95% – price 5% below competitor Price
  - Target Index of 100% – match competitor Price
  - Target Index of 110% – price 10% above competitor Price

Group Name	Condiments - Zone 1

Competitor	Target Index	Priority	Weight	View Only
Kroger (514)	95.00 (%)	1	1.00	No
Walmart (519)	110.00 (%)	1	1.00	No
A&P (566)	100.00 (%)	1	1.00	No

Aggregation Method

Aggregation methods are utilized to solve the instances when there are multiple valid competitive prices

- **Weighted Average:** Uses the competitor store weights and priority settings from the competitor data

Competitor	Comp Price	Priority	Weight
Competitor 1	$2.89	1	2
Competitor 2	$3.09	1	1

*i.e. ($ 2.89 * 2) + ($ 3.09 * 1)/(2+1) = $ 2.95.*

- **Minimum Price:** Uses the lowest price from the competitive stores of the same priority

Competitor	Post index Comp Price
Competitor 1	$2.89
Competitor 2	$3.09

- **Maximum Price:** Uses the highest price from the competitive stores of the same priority

Competitor	Post Index Comp Price
Competitor 1	$2.89
Competitor 2	$3.09

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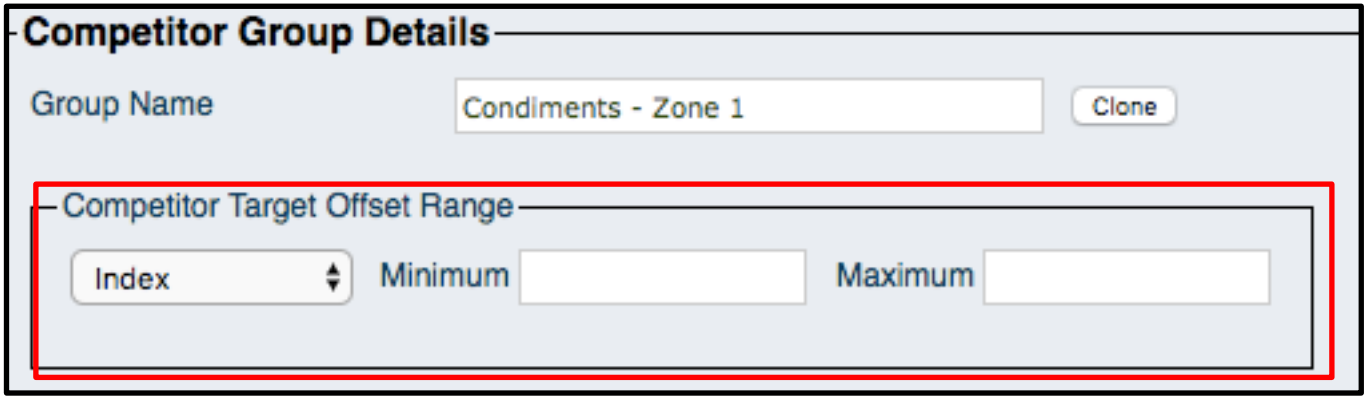
Min/Max Ranges

- Min/Max ranges can can also be defined by index or by amount offsets, at the competitive group level.
- If both Amount and % min and max values are used, then Science will use the more restrictive type to output the min and max prices (highest min, lowest max).
- These values are used as finalizing constraints at the end of optimization.



Margin Analysis: Overview

Overall module goal	MA attempts to find the best set of price changes that can be made within the optimization level, in order to shift the aggregate margin to a specified targeted value or to maintain current margin, while maximizing profit.
How the module works	MA reacts as cost, assortment and competitive changes take place, and ranks all items within the group from high to low and decides which products constitute the best set of price changes to achieve the goal.

Detail of module calculation

- The margin calculation within the module uses the model-predicted units to assess changes to the margin resulting both from the recommended price changes and the predicted impact to unit movement
- A ranking approach is used in selecting the top items on which to make price changes, such that the price changes are “image optimized”
- Product selection, which incorporates item elasticity considerations, ensures that the impact to customer price perception (image) is minimized when increasing margin and maximized when decreasing margin

Margin Analysis: Overview

- MA module can be configured in two ways:

1. Maintain Current Margin
2. Margin Target

OPTION 1: MAINTAIN CURRENT MARGIN

- Module recommends retails that hold category's margin in aggregate
- Implementation is straightforward if this configuration is set to on, and no other configurations are needed

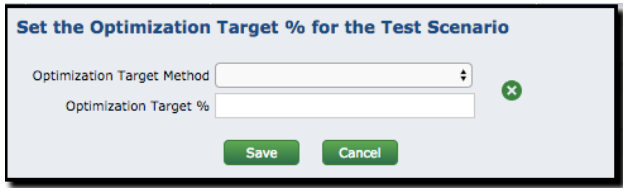
OPTION 2: SET MARGIN TARGET

- MA target is defined by setting individual base category margin values.
- Additional configurations required under this option:
  - **Margin target %** - determines margin target used by module
  - **Price Step %** - Sets the adjustment amount per product used to approach the margin target
  - **High/Low Range % Relative to Target Margin** - Allowed high/low range of margin allowed

Global Optimization

Revionics has developed other methods to help retailers capture target defined goals

- Global Optimization targets allow for growth or investment targets based on the following objectives:
  - Total Sales
  - Market Share
  - Competitive Positioning
  - Profitability



- Targets are entered within scenario planning and span all products/zones within the pricing model
- Elasticity and existing business rules are heavily used to achieve the entered goal globally

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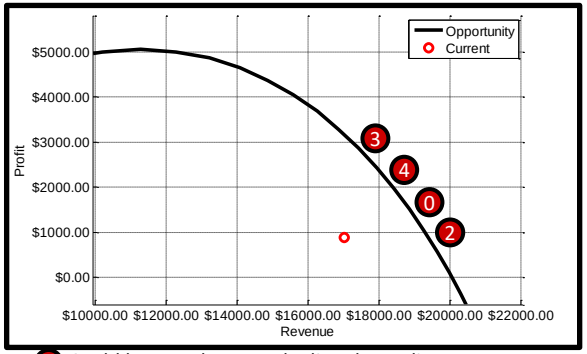
Price Elasticity: Overview

Overall module goal	Optimize prices by using observed customer price elasticities on each item.
How the module works	Module recommends price according to selected PE Module Strategy, if elasticity calculation achieves desired confidence level.

- **0 = Maintain Current Margin**, Drive sales and profit while maintaining current margin (profit increases, sales increase, units may increase, margin maintained)
- **1 = Margin Target**, Maximize profit subject to hitting a global margin target (effects will vary depending on the margin target selected relative to the current margin). When using this strategy option, PE will make use of the margin target associated with the MA **module** (target margin %)
- **2 = Maximize Sales**, Drive Sales – Aggressively drive for dollar sales volume while maintaining profit dollars (profit flat, sales increase, units likely to increase, margin may decline)
- **3 = Maintain Sales**, Drive Profit – Aggressively drive for profit while maintaining sales dollars (profit increases, sales flat, units may decrease, margin may increase)
- **4 = Maintain Units**, Drive Profit – Drive for profit but maintain unit volume (profit increases, sales may increase, units flat, margin may increase)



1 Could be anywhere on the line depending on specified margin target

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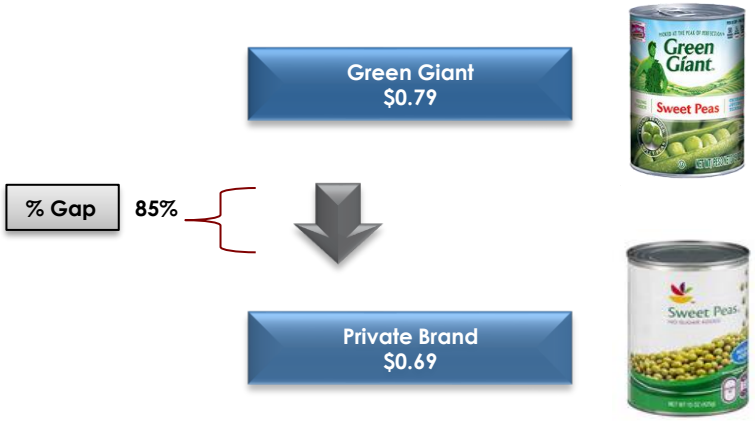
Private Label Gap: Overview

Overall module goal	Maintain price point relationships to better position one item against another to drive sales and profitability.
How the module works	Module recommends prices for target items based on gaps that are set between items

- PLG groups are set by each category to define the set of items for which there is a price point relationship
- PLG groups are independent of categories and subcategories
- Within a PLG group, relationships are defined
  - Unlimited number of tiers
  - Flexible tier references
- The referenced item in the group does not receive a price recommendation from this module.
- Three options exists for creating a gap:
  - % Gap
  - $ Gap
  - % Profit Gap



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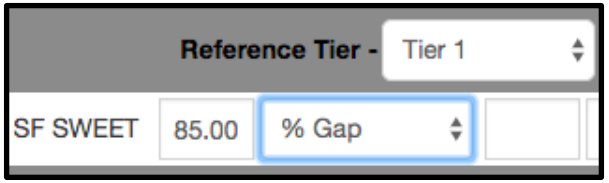
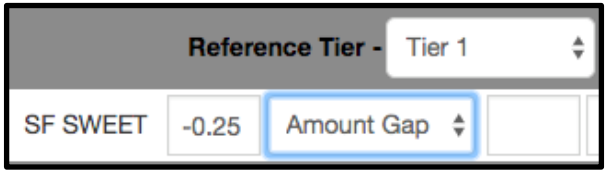
Indices Defined

- Dollars
  - This index is used to create a dollar amount spread between the Optimized price of the reference tier
  - i.e. - 0.25 cents below
  - (Optimized Price of the Reference Tier +/- the entered dollar amount) = PLG Suggested Price
- %
  - This index is created via a percent value to create a spread between the Optimized price of the reference tier
  - (Optimized Price of Reference Tier * Index) = PLG Suggested Price
- Profit Gap
  - This index is created via a percent to create a gap based on the profit of the optimized referenced tier
  - (Unit Profit of Reference Tier * Profit Gap %) + Cost of secondary Tier = PLG Suggested Price

Entering Indices (via UI)



- PLG will recommend the Tier 2 item to be 85% of Tier 1



- PLG will recommend Tier 2 item to be $0.25 cents less than the price of Tier 2

- PLG will recommend the Tier 2 item will make 1% more in unit profit then Tier 1 with respect to Price and Cost

PLG Rules

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Min/Max Ranges (%'s and Amounts)	• Create a range of valid PLG prices.	• Min/Max ranges ensure that the final recommendation, with respect to other constraints will fall within a valid price point.	• Utilize min/max ranges to allow for greater influence from other modules, such as PE, while still keeping the final suggested price within the bounds of your PLG strategy. • Create separate min/max ranges by PLG group/tier • Min/Max values can also be set by level of the hierarchy.	• NULL

Index Range Min/Max

SF SWEET	85.00	% Gap	75.00	90.00
SF SWEET	-0.40	Amount Gap	-0.45	-0.20
SF SWEET	101.0	Profit Gap	101.0	150.0

Separate Min/Max Ranges exist for each index type

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Zone Index Pricing: Overview

Overall module goal	Ensure that one zone compared to another, is priced relatively higher or lower.
How the module works	Zone relationships and index values are setup to define a matched zone, compared to target zone.

- The zone against which another zone is indexed is referred to as the match zone.
- The zone-relative index is specified as a pricing index.
- Module does not recommend a price for the matched zone.
- ZIP will use Suggested Price when creating the zone index price.
- Due to the constraints of optimization ZIP tiers cannot be chained, nor can they be cyclical.

VALID TIERING

Zone	Match Zone	Index
A	none	
B	A	1.02
C	A	1.05

Zone	Match Zone	Index
A	none	
B	A	1.02
E	none	
F	E	0.99

INVALID TIERING

Zone	Match Zone	Index
A	none	
B	A	1.02
C	B	1

Zone	Match Zone	Index
A	C	1.02
B	A	0.99
C	B	1.05

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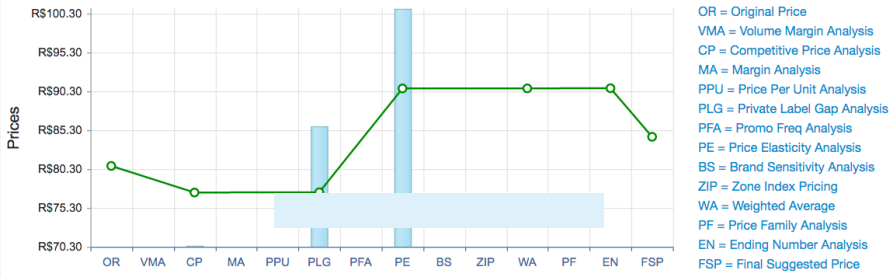
ZIP Example

Zones Zona A | Vendor Default | Go

Constraint(s)

- The price recommendation has been decreased in order to satisfy the maximum CP limit.



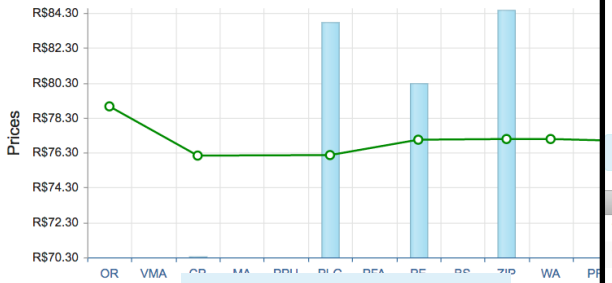
Strategy: Aumentar Margem

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	80.70		70.38			85.86		100.88			90.68		90.70	84.45
Weights	0.00		0.50			0.01		1.00						
Impact	0.00		-3.42			0.03		13.36						

Zones Zona B | Vendor Default | G

Constraint(s)

- The price recommendation has been increased in order to satisfy the minimum ZIP limit.



Strategy: Aumentar Margem

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	78.95		70.38			83.76		80.29		84.45	77.08		76.95	81.45
Weights	0.00		0.50			0.01		1.00		0.01				
Impact	0.00		-2.82			0.03		0.88		0.04				

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Not all engines are activated for all items

Engine	Criteria for engine activation	Price recommendation if engine not activated
Competitive Analysis	• Valid comp. price check exists for item	• Does not recommend price
Margin Analysis	• Valid cost data exists for item	• Not applicable
Price Elasticity	• Price elasticity calculation is statistically significant	• Recommends current price
Private Label Gap	• Item has PL gap to another item identified	• Does not recommend price
Price Per Unit	• Item's PPU is based off another item in the same PPU group	• Does not recommend price
Zone Index	• Zone relationships exist.	• Does not recommend price

If engine does not recommend a price, other engines are effectively weighted higher in calculating the price for that item

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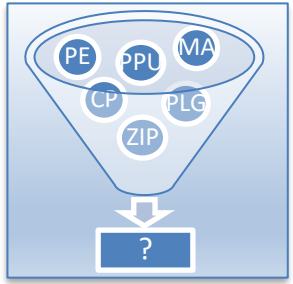
Calculate Weighted Average Price

Each engine recommends a price	Pricing strategy applies weightings	Tool delivers final suggested price

Engine	Price output		Sample Strategy Weightings		Product
Price elasticity analysis	$2.34	✖	1.00	=	$2.34 +
Margin analysis	$2.26	✖	1.00	=	$2.26 +
Competitive analysis	$2.13	✖	0.50	=	$1.06 +
Price per unit analysis	$2.21	✖	0.01	=	$0.02 +
Private label gap setting	$2.29	✖	0.01	=	$0.02
		Total	2.52		$5.70

Weighted average price:

$5.70/2.52= $2.26



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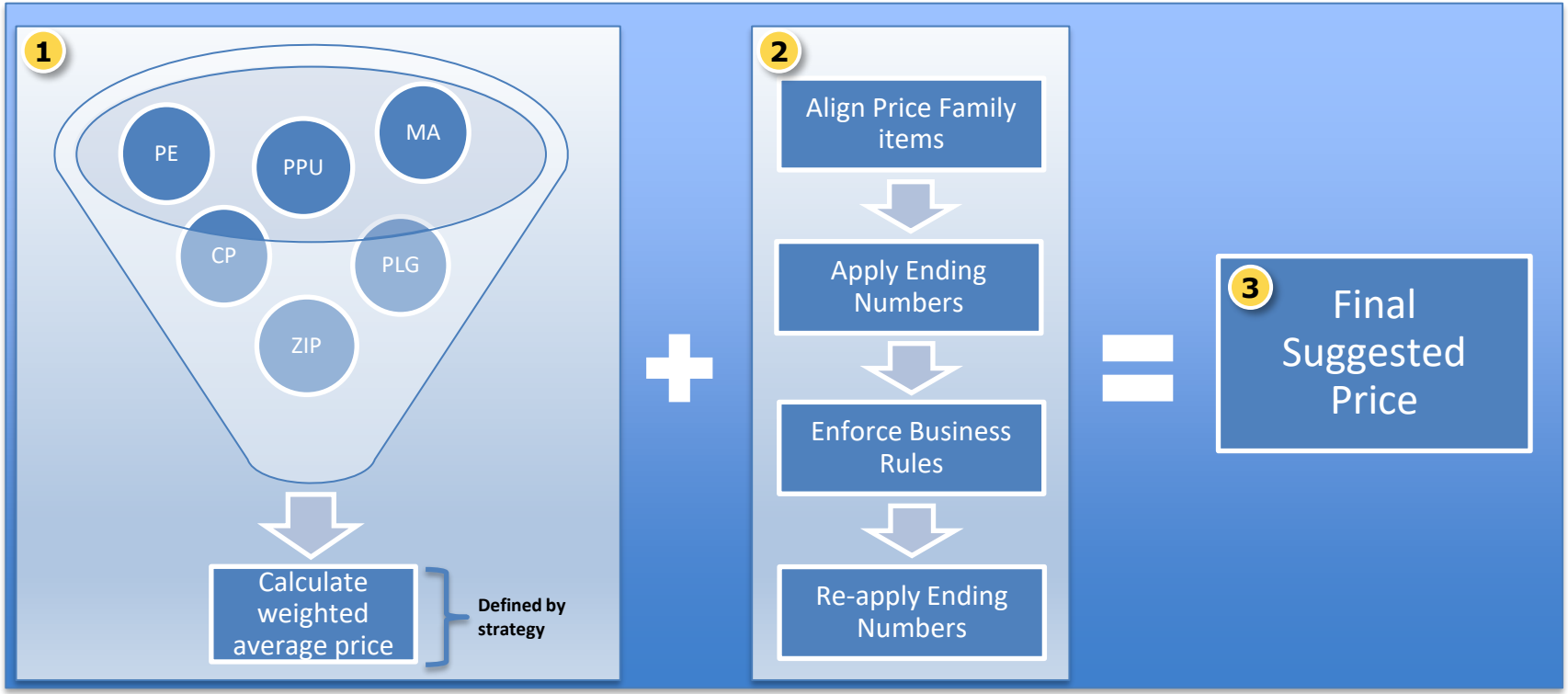
Business Rule Alignment

Optimization Process



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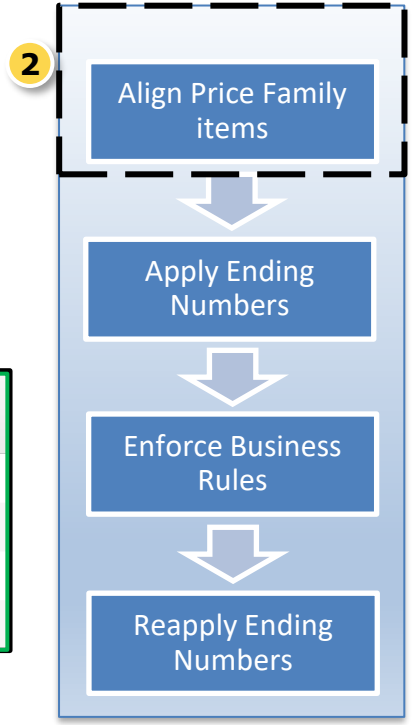
Align Price Family Items

- Systematically maintains uniformity on everyday prices for line items based on common attributes.
- Aligns item/zone recommendations.

Zone Name	UPC	Description	PF Code	Pack Size	Current Price	Suggested Price	Price Status	Current Wkly Units	WA Unit Price	PF Unit Price
ZONE 002 - HRD - CS Primary	000134093434...	SWT BABY RAY HNY BBQ SCE	SWBR28	28.00	$2.39	$2.09		440.19	$2.08	$2.11
ZONE 002 - HRD - CS Primary	000134093517...	SWT BBY RY HKRY BBQ 28Z	SWBR28	28.00	$2.39	$2.09		181.69	$2.15	$2.11
ZONE 002 - HRD - CS Primary	000134099123...	SWT BBY RYS SWT SPCY BBQ	SWBR28	28.00	$2.39	$2.09		138.51	$2.13	$2.11
ZONE 002 - HRD - CS Primary	000134093523...	SWT BBY RAY ORIG BBQ SCE	SWBR28	28.00	$2.39	$2.09		618.65	$2.11	$2.11

*i.e. (2.08 * 440.19) + (2.15 * 181.69) + (2.13 * 138.51) + (2.11 * 618.65)/1,379.04 = **$2.11***



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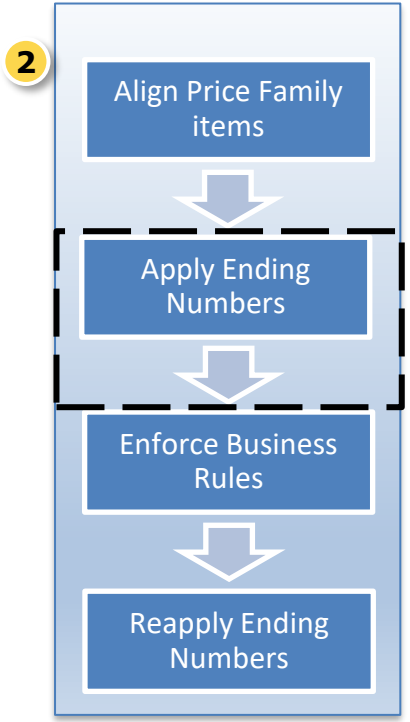
Apply Ending Numbers

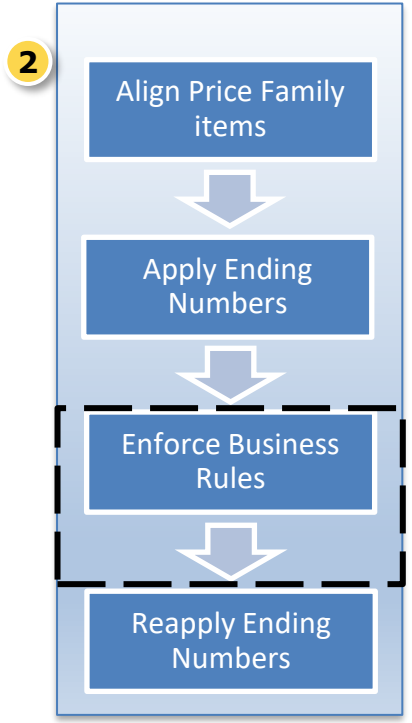
Rule	Goal	Impact of Configuration	Revionics Best Practice
Ending Numbers	• Enforce rounding logic to adhere to a defined list of acceptable ending numbers.	• Rounding rules are applied to refine each price point to a valid price. • Consistent price points will always be recommended.	• Revionics recommends creating an ending number set to consistently convey price points that are well received by their customers. • Although adding in more available price points could lead to some incremental opportunities, it's still advised to limit the list to avoid negative price points.

Price Range	Current Ending Numbers
0 - $0.99	$0.03, 0.05, 0.07, 0.09, 0.13, 0.15, 0.17, 0.19, 0.23, 0.25, 0.27, 0.29, 0.33, 0.35, 0.37, 0.39, 0.43, 0.45, 0.47, 0.49, 0.50, 0.53, 0.55, 0.57, 0.59, 0.63, 0.65, 0.67, 0.69, 0.73, 0.75, 0.77, 0.79, 0.83, 0.85, 0.87, 0.89, 0.93, 0.95, 0.97, 0.99
$1.00 -$1.99	$0.00, 0.09, 0.19, 0.25, 0.29, 0.33, 0.39, 0.49, 0.50, 0.59, 0.69, 0.79, 0.89, 0.99
$2.00 -$9.99	$0.00, 0.19, 0.29, 0.33, 0.39, 0.49, 0.50, 0.59, 0.66, 0.67, 0.69, 0.79, 0.99
$10.00 - Above	$0.29, 0.49, 0.69, 0.79, 0.99



Enforce Business Rules

- Revionics imposes a set of hard constraints on pricing that further refines the final price.
- The constraints ensure basic business rules are met to mitigate any unwanted price changes.
- A pre-defined constraint priority is applied if multiple constraints are applied.



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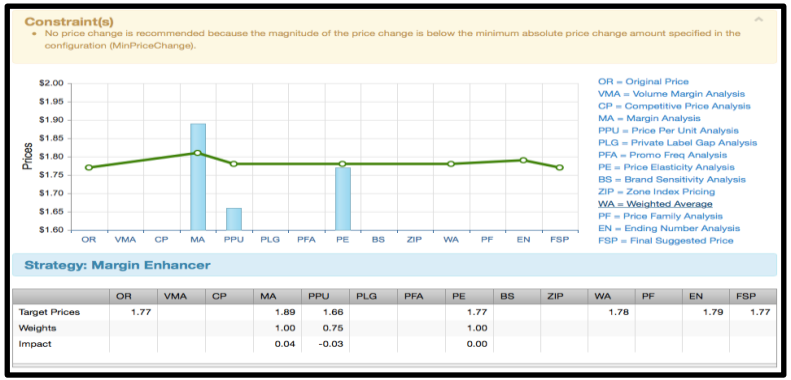
Pricing Constraints

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Min Price Change %	• Create a minimum price change %.	• This parameter will ensure that Revionics is not making price changes that do not meet a minimum % value.	• Its common practice to use this % in conjunction with the amount value to limit small price changes.	• 2%
Min Price Change Amount	• Create a minimum price change amount in dollars.	• This parameter will ensure that Revionics is not making price changes that do not meet a minimum amount.	• Its common practice to use this amount in conjunction with the % value to limit small price changes. • If an activity cost to hanging a tag/making a price change is known, then that value can be entered here.	• 0

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	2.49		2.19	2.47				2.49			2.45	2.45	2.45	2.49
Weights			0.25	1.00				1.00						
Impact			-0.03	-0.01				0.00						



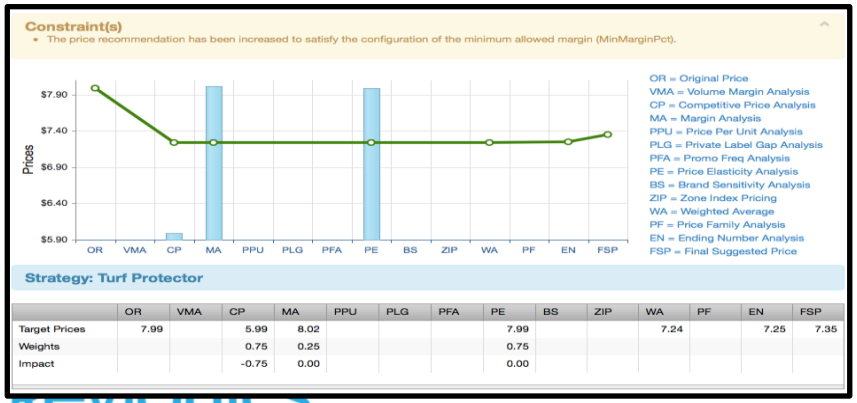
	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	1.77			1.89	1.66			1.77			1.78		1.79	1.77
Weights				1.00	0.75			1.00						
Impact				0.04	-0.03			0.00						

Pricing Constraints

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Max Price Change % Decrease	• Create a maximum price change % by decreases.	• This parameter will ensure that Revionics is not making price changes that do not meet a maximum % value.	• Revionics typically see's 10% as a common limit to ensure prices are not changing drastically at once. • Retailer may have different increase/decreases value. • Commonly varied by category, or included into a strategy.	• 10%
Max Price Change % Increase	• Create a maximum price change % by increases.	• This parameter will ensure that Revionics is not making price changes that do not meet a maximum % value.	• Revionics typically see's 10% as a common limit to ensure prices are not changing drastically at once.	• 10%
Max Price Change Amount Decrease	• Create a maximum price change amount in dollars by decreases.	• This parameter will ensure that Revionics is not making price changes that do not meet a maximum amount.	• It is common practice to set this value rather high and control the max limits via % configuration.	• 1,000
Max Price Change Amount Increase	• Create a maximum price change amount in dollars by increases.	• This parameter will ensure that Revionics is not making price changes that do not meet a maximum amount.	• It is common practice to set this value rather high and control the max limits via % configuration.	• 1,000

Pricing Constraints

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Min Margin %	• Create a minimum margin threshold.	• This parameter will ensure that Revionics is not making price changes below the specified margin.	• Revionics recommends that at least a 0% minimum margin is kept to ensure items are not priced below cost. • Often times this is varied by category or zone (i.e. Alcohol)	• 5%
Max Margin %	• Create a maximum margin threshold.	• This parameter will ensure that Revionics is not making price changes above the specified margin.	• Depending on the retail vertical this parameter varies greatly. • If prices are rising too much, then consider lowering this down.	• 100%



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	7.99		5.99	8.02				7.99			7.24		7.25	7.35
Weights			0.75	0.25				0.75						
Impact			-0.75	0.00				0.00						

Pricing Constraints

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Min Price Change Gap Days Down	• Limit when an item can decrease in price based on price change history.	• This parameter will ensure that Revionics must wait at least a defined number days before making a price decrease.	• Varies by retail vertical. • Commonly set to 28 days to sustain price image and demand signal.	• 28 days
Min Price Change Gap Days Up	• Limit when an item can increase in price based on price change history.	• This parameter will ensure that Revionics must wait at least a defined number days before making a price increase.	• Varies by retail vertical. • Commonly set to 28 days to sustain price image and demand signal.	• 28 days

- Revionics will keep a history of the price/cost data that is being sent each day/week.
- Future Price/Cost data is not utilized when determine the days between price changes.

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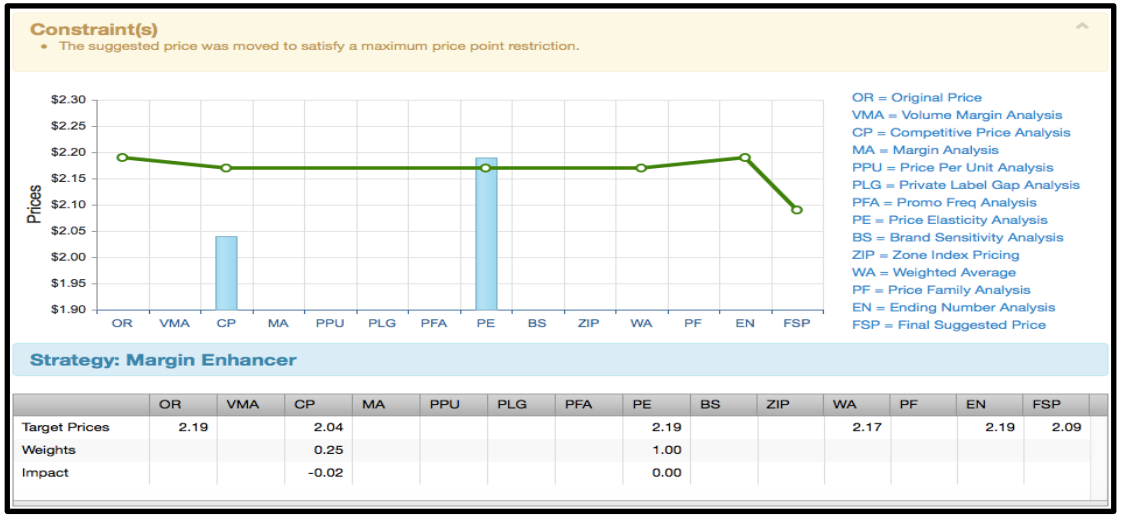
Pricing Constraints

Rule	Goal	Impact of Configuration	Revionics Best Practice	Default Value
Min/Max Price	• Create a floor/ceiling in which a suggested price cannot break.	• Limits optimization upper and lower price point bounds.	• Send Min/Max prices in the price /cost feed for items that need to b priced above or below that value.	• N/A

- Min/Max price points receive a highly ranked constraint priority.



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	2.19		2.04					2.19			2.17		2.19	2.09
Weights			0.25					1.00						
Impact			-0.02					0.00						

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How constraints are applied

- Constraint Priority
  - If multiple constraints exist after optimization then a pre-defined order is applied to resolve conflicts.

1. New Product Introduction
2. Price Change Frequency
3. PLG Limits (forces to the min or max value)
4. PPU Limits (forces to the min or max value)
5. CP Limits
6. ZIP Limits
7. Price Change Amount
8. Price Change Percent
9. Price Rank Threshold
10. Align Price Family
11. Upcoming TPRs*
12. Cross-category price family consolidation
13. Margin
14. Min/Max Price**
15. Exact Match*
16. Planning Price Locks*

* These items are OFF by default and only enforced if configured to do so.

** These items are dependent on optional system data and are implicitly OFF unless that data is explicitly present.

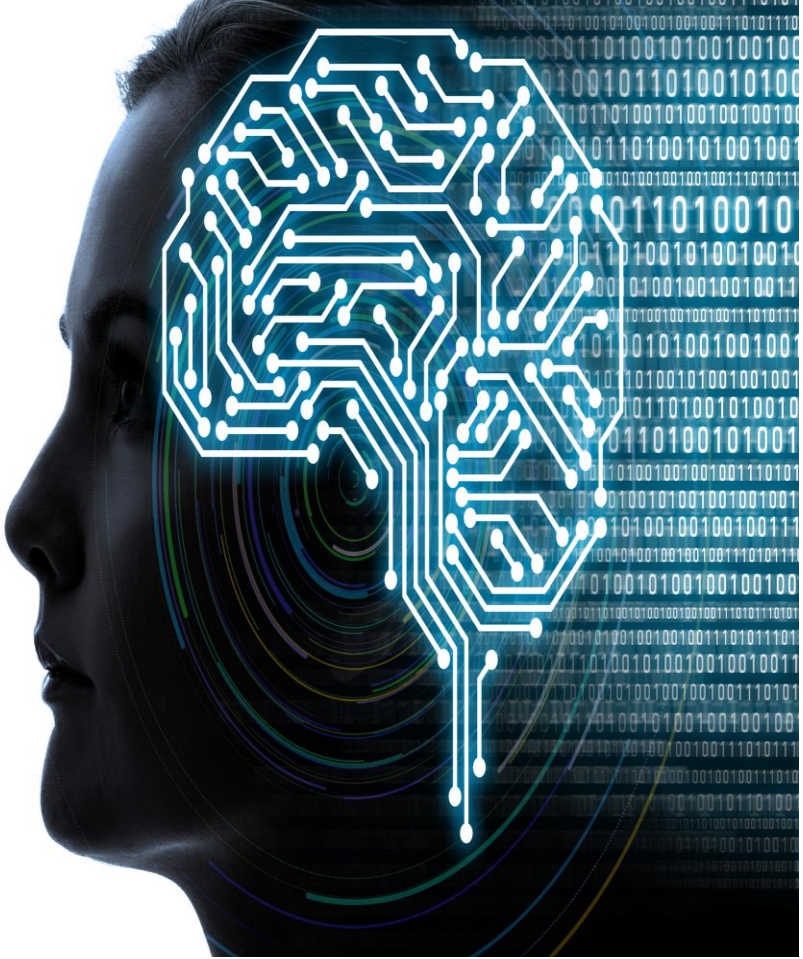
- Exclusions to the "No Price Change" Constraints

- Constraints 1, 2, 3, 5, 11, 12, and 13 pertain to configuration rules that prevent a consensus price change from being recommended as the final suggested price.

- These constraints are overridden when any of the following apply:
  - The price family is out of alignment
  - An exact match rule is enforced
  - A minimum margin rule is enforce

Common lower level rules overrides

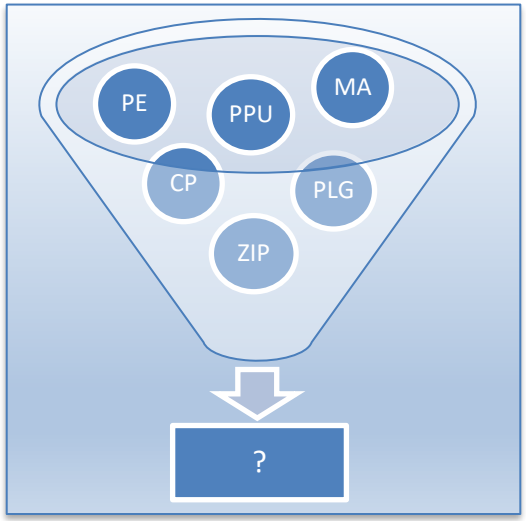
Rule Name	Possible Reason
Min Margin %	• Zone level min margin rules may exist for Beer and Alcohol Zones. • Some Categories may maintain a higher/lower margin
Max Margin %	• Zone level max margin rules may exist for Beer and Alcohol Zones. • Some Categories may maintain a higher/lower margin
Max Price Change % Increase	• Convenience or less sensitive categories may be willing to make larger price increases
Max Price Change % Decrease	• Image or more sensitive categories my be willing to make larger price decreases
Max Price Change Amount Increase	• Convenience or less sensitive categories may be willing to make larger price increases
Max Price Change Amount Decrease	• Image or more sensitive categories my be willing to make larger price decreases
Competitor Group ID	• Competitive groups typically vary by Zone and possibly by category
Aggregation Method	• Aggregation method may vary based on competitive group setup



Strategies

Base Pricing Rules

- Base Pricing Rules vs. Strategies
  - Strategy Assumptions
- Predefined Category Strategies
  - Rule review
  - Strategy Worksheet
- Product Group Strategies
  - Best Practices
  - Sample KVI strategies

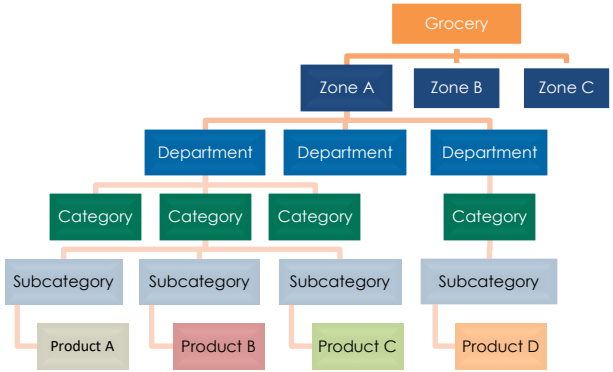


Base Pricing Rules

- Revionics has over 100 different rules, constraints and configurations that help drive price recommendations.

- Each configuration can be applied at any level of the hierarchy/zone, down to the lowest level of optimization:

  - All Products/All Zones (Enterprise/Zone Group)
  - All Products/Zone A
  - Category/All Zones
  - Category/Zone A



- Lower level (product rules) can also be created, but these rules will be set for items that belong in a product group.

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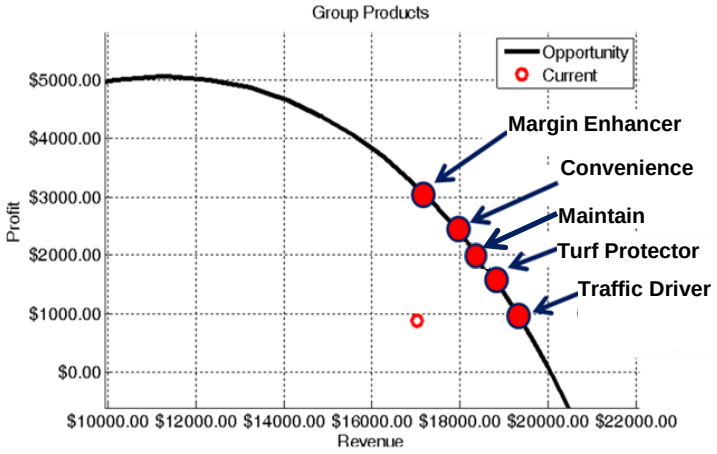
Base Pricing Rules

- Default values are set for all rules at the Enterprise/Zone Group level
- Exceptions are typically made at the zone level (Competitive Rules) or at the level of optimization (i.e. Category Strategy).
- In most cases these lower level rules are assigned in the form of a Strategy
- A strategy is nothing more than a wrapper/label with any combination of any of the base pricing rules
- Strategies can be applied at any level of your product and zone hierarchies. If no strategy is defined at a given level it is inherited from above
- Revionics provides 5 default strategies

Pre-Defined Strategies

- **Traffic Driver**: Drive category volume while improving price image against competition.
- **Turf Protector**: Drive volume and remain competitive while protecting margin.
- **Maintain**: Drive profit and sales dollars while maintaining current margins and competitive position.
- **Convenience**: Increase profit without sacrificing volume on less-sensitive, non-destination items.
- **Margin Enhancer**: Drive strong profit increases without sacrificing sales dollars.



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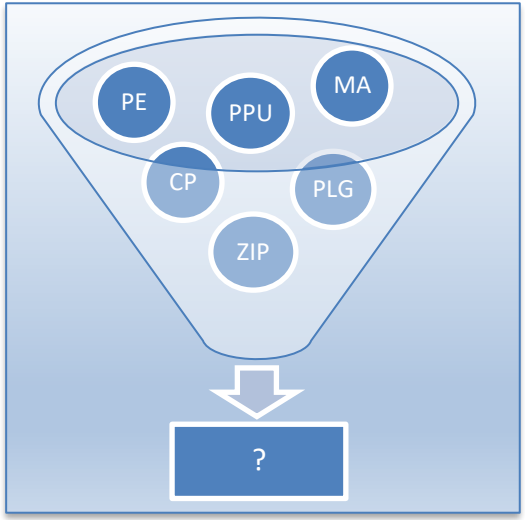
Strategy Assumptions

- The majority of the rules in our default strategies are engine weightings. These weightings provide focus for each of the pricing modules

- A weighted average will then be applied (before other steps) to unify the price based on the engine weightings

- Additional constraint rules can also be added:
  - Ensure a minimum margin
  - Limit price jumps (max price change%)

- Strategies are customizable:
  - New strategies can be created (any number)
  - Names can be alter for existing strategies
  - Additional rules can be added or removed



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Strategy Intent

	Pricing Strategy	Weightings					Key characteristics
		Price elasticity analysis (PE)	Margin analysis (MA)	Competitive analysis (CP)	Price per unit analysis (PPU)	Private label gap analysis (PLG)	
Increase sales	Traffic Driver	PE ↓	MA ↓	CP ↑	PPU ↑	PLG ↑	• Emphasis on competitive analysis • Limited emphasis on price elasticity and margin
Increase sales	Turf Protector						
Balance	Maintain						• Balanced emphasis of all engines
Increase margin	Convenience						• Emphasis on margin analysis and price elasticity analysis • Limited emphasis on competition
Increase margin	Margin Enhancer						

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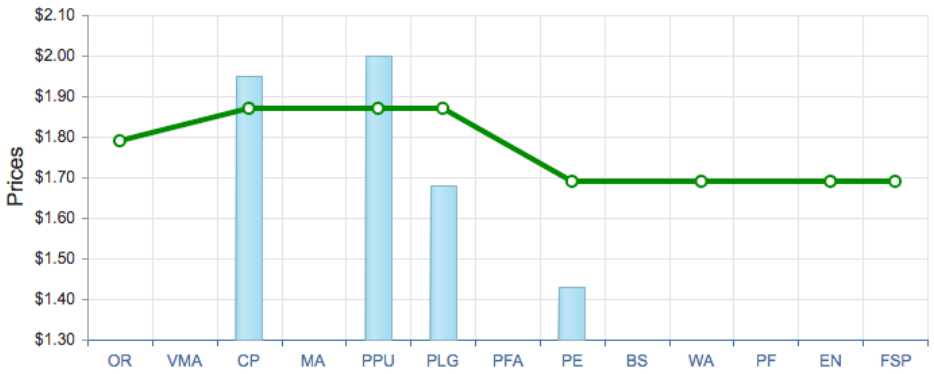
Strategy In use



OR = Original Price
VMA = Volume Margin Analysis
CP = Competitive Price Analysis
MA = Margin Analysis
PPU = Price Per Unit Analysis
PLG = Private Label Gap Analysis
PFA = Promo Freq Analysis
PE = Price Elasticity Analysis
BS = Brand Sensitivity Analysis
WA = Weighted Average
PF = Price Family Analysis
EN = Ending Number Analysis
FSP = Final Suggested Price

Strategy: Turf Protector

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	1.79		1.95		2.00	1.68		1.43		1.69		1.69	1.69
Weights			0.75		0.01	0.01		0.75					
Impact			0.08		0.00	-0.00		-0.18					

i.e. ($1.95 * .75) + ($2.00 * .01) + ($1.68 * .01) + ($1.43 * .75) /1.52 = $1.69.

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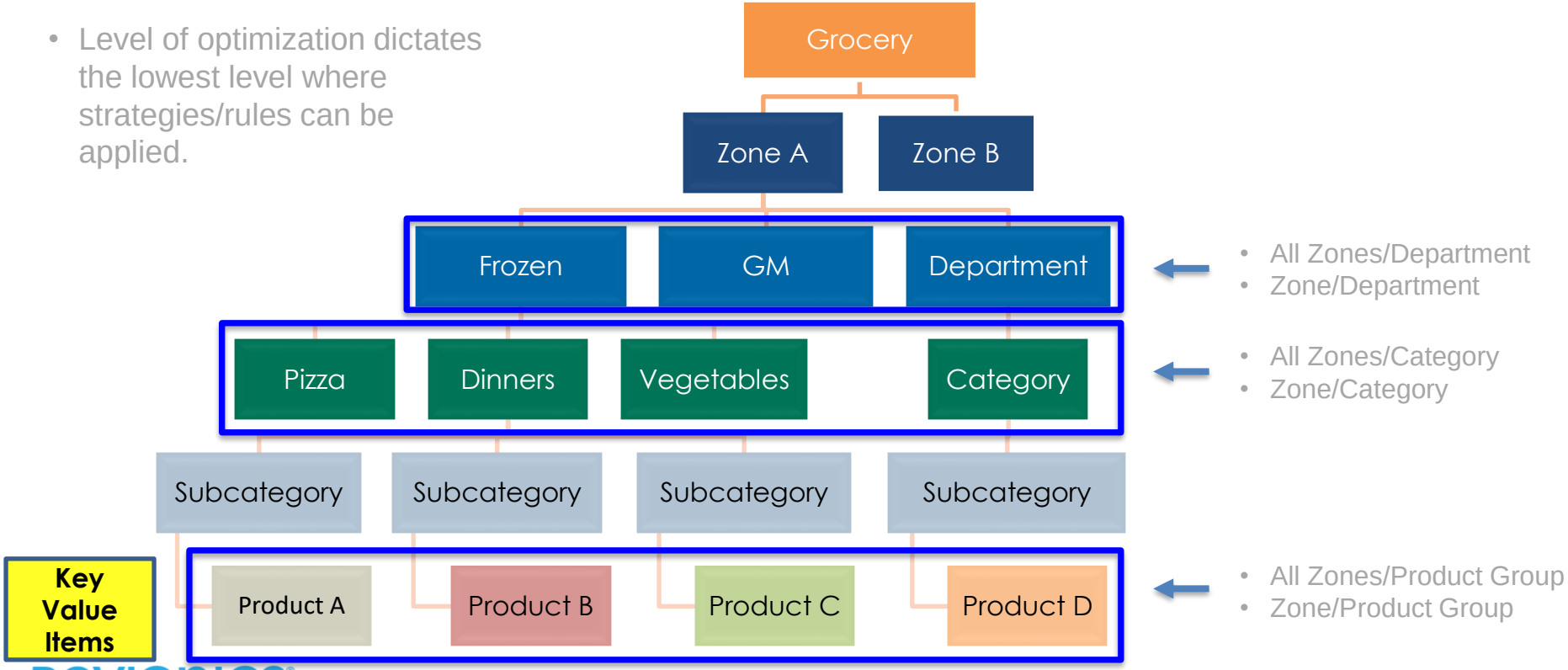
Where strategies can be applied?

- Level of optimization dictates the lowest level where strategies/rules can be applied.



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A few takeaways…

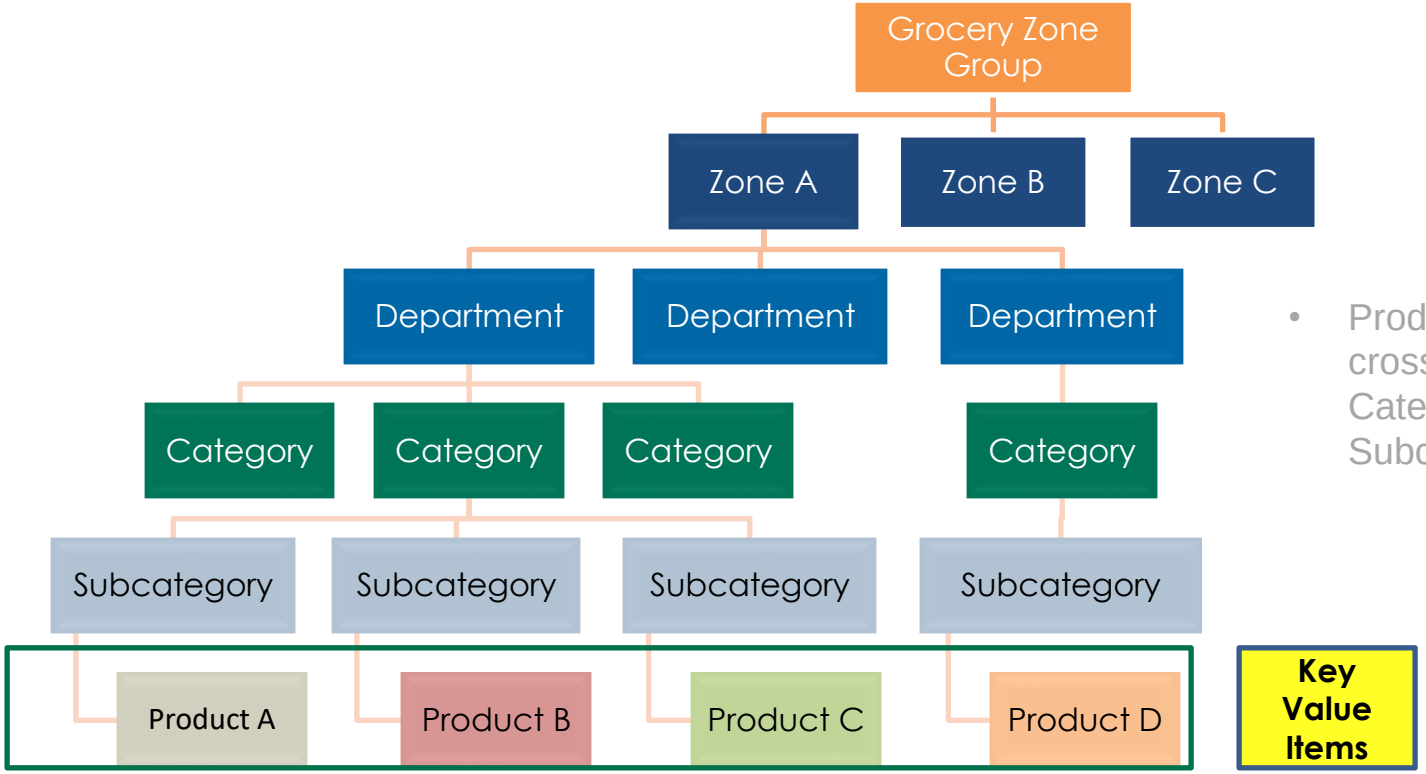
- Strategies are customizable:
  - Often times it's easier to rename the strategy to better highlight the intent
  - This may lead to quicker adoption and buy in of adopting these strategies
  - Example:
    - **Competitive 1, Competitive 2, Balance, Demand 2, Demand 1**

- Strategy intent may not be executed if there is not any underlying data

  - Category 1 is marked as Competitive/Traffic Driver strategy
  - Sparse competitive data exists for the products
  - Even though the CP engine is weighted heavily, it wont impact the price and will fall back on other engines (PE, MA, PLG, PPU)

KVI Strategies

Pricing Hierarchy



- Product Groups can cross Departments, Categories & Subcategories

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KVI Strategy (optimized groups)

- Revionics suggest that the management of all product group rules be done via the creation and installation of strategies

- A strategy should be created and installed for each of the Product groups that are either created via the UI or sent within the data feeds

- Strategy setup allows for global management of all rules across active modeling scenarios as well as default KVI rules

Overview

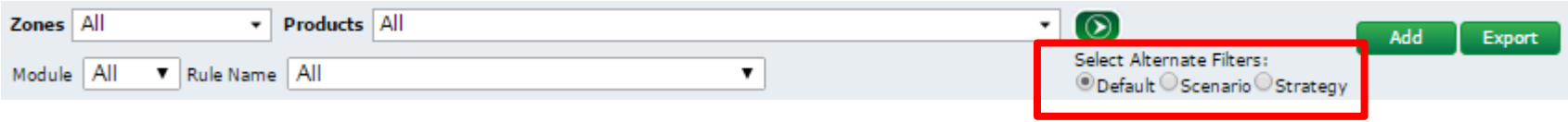
Manage Configurations

Manage Configurations

- Configurations can be set at any level of the hierarchy above item
- Configurations can be set at any zone or all zones

Manage Configurations

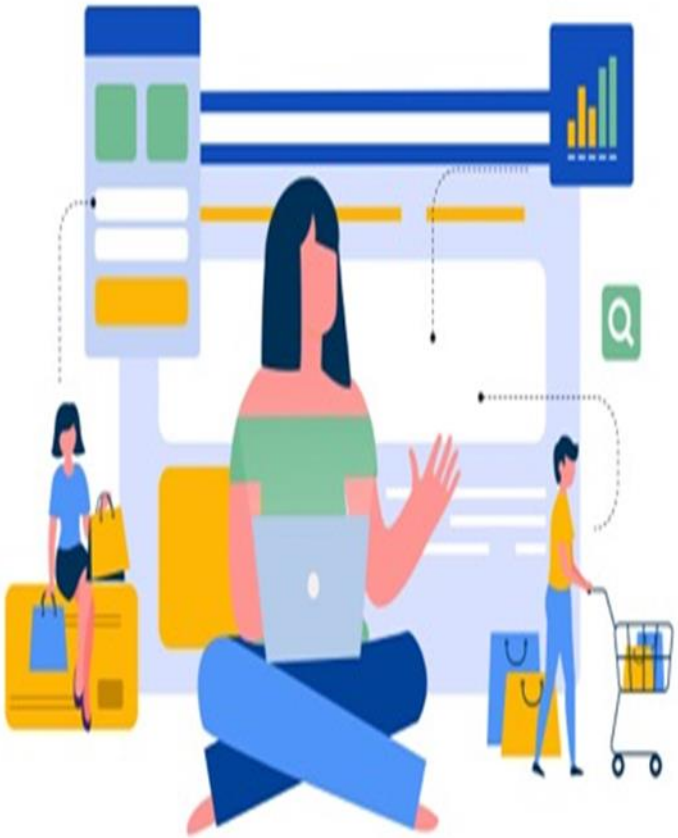
- Configurations can be set 1 of 3 ways:
  - Enterprise Level
  - Scenario Level
  - Strategy Level



Manage Configurations

Optimization Engines

Engine	Description
GEN - General	Enforce MAP, Lead time days, New product window days, etc
MA - Margin Analysis	Margin target %
CP - Competitor Pricing	Price life days, Agg method, Comp group ID
PE - Price Elasticity	Strategy, Num Sigma elasticity
PFA - Promo Frequency Analysis	Promo threshold %
PLG - Private Label Gap	Min/Max price change $ and %, min/max profit %
PPU - Price Per Unit	Min/max up purchase incentive
VMA - Volume Margin Analysis	Threshold high/low
ZIP - Zone Index Pricing	Match zone ID
FIN - Finalizer	Min/Max price change $ and %, Min margin



Overview

Products & Zones

Products & Zones

Overview of Item Characteristics

Hierarchy	The official classification of an item; in Revionics strategies, pricing rules & constraints and optimization level are set at the Hierarchy level
Attributes	Key information that exists in the portal to help with visibility and filtering. Strategies and optimization is not applied to attributes
Product Groups	These are a group of products that may or may not live across different hierarchies but are important enough to have their own strategies and typically used to manage Key Value Items (KVIs)
New / Like Items	New items have no history by which to model their demand; as such it is recommended that they are assigned a like item which will be used to determine demand until enough history exists

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Products & Zones

Product Hierarchy – In Revionics

Facts

- All items need to be assigned a place in the hierarchy
- All pricing strategies and configurations are set at the hierarchy level and automatically apply to all lower levels
- The lowest level (i.e. SKU) does not receive a strategy, but can if placed in a product group
- Portal access (security) and Reporting are also heavily influenced by hierarchy
- There is a limit of 6 levels of hierarchy in Revionics. Only 5 for Reporting

Typical

- Most clients use the same hierarchy as their merchandising and BI systems
- A few clients use a different hierarchy since their approach to pricing does not match merchandising hierarchy
- Typically looks like:

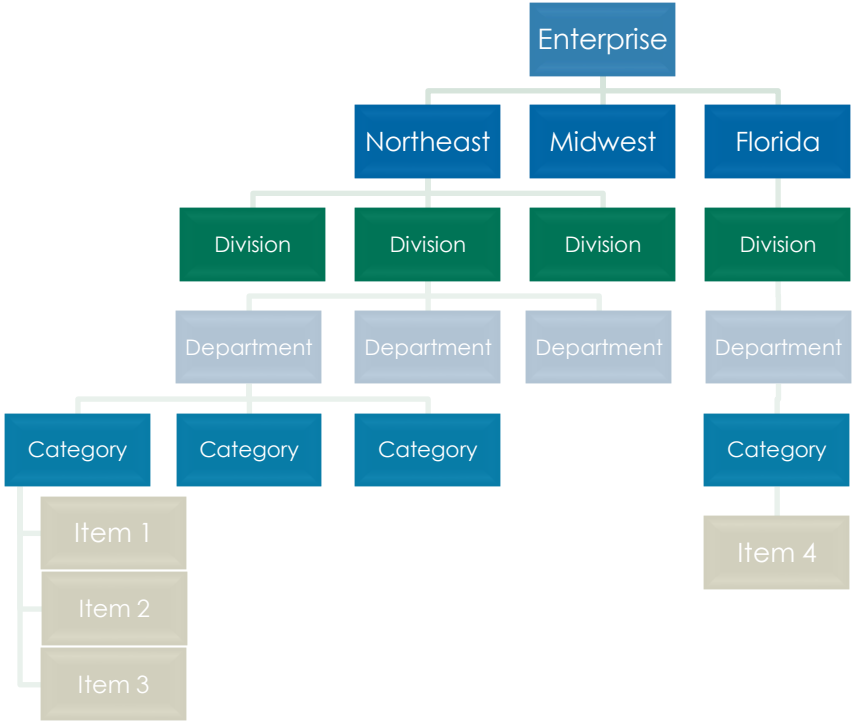
    1. Division
    2. Department
    3. Class
    4. Category
    5. Item

Challenges

- A low number of SKUs in a category can limit the ability to drive toward business objectives
- Hierarchies are most effective in the system when they create a 'Pyramid' – i.e. there should not be more occurrences of Departments than Classes
- Since pricing strategies are assigned at a level of the hierarchy higher than SKU, it is not optimal to have a large number of SKUs within a category that require different rules or strategies (can be migrated with product groups)

Products & Zones

Product Hierarchy – Intersection of product hierarchy and zone structures



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Products & Zones

Product Groups (KVIs) – In Revionics

Facts

- Product groups allow you to build strategies and optimize a group of items that do not share the same hierarchy
- They are prioritized over any strategies that are defined by hierarchy
- Have their own filtering and reporting within the portal

Typical

- Product Groups are setup when items within a hierarchy are not aligned with the classification strategy
- Product Groups are also setup when items within a hierarchy are more aligned with items in non-related hierarchies:
    - Grain free / all natural foods
    - Eco-friendly items
    - Halloween items
- Above examples enables the company to set different strategies for Grain free / all natural foods, Eco-friendly items and Halloween items

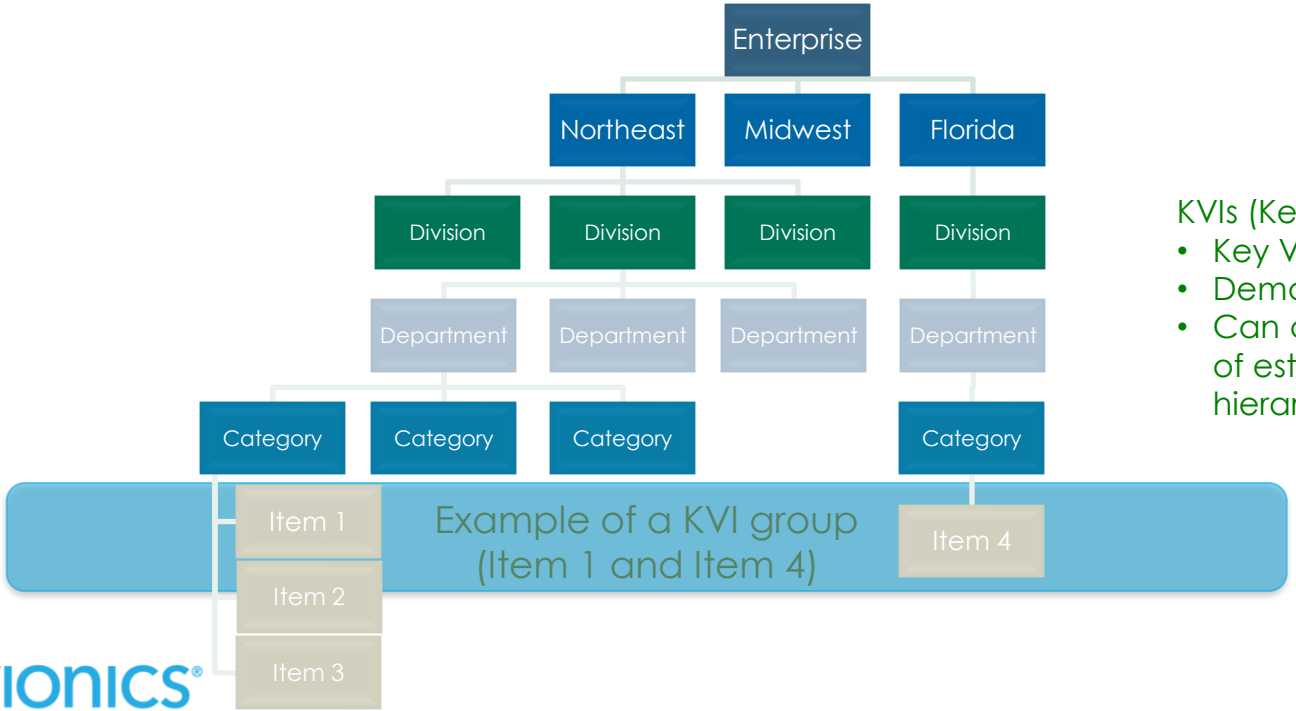
Challenges

- Determining product groups is essential as they will receive different strategies and rules
- Organizational – hierarchy based strategies generally align with Buyer roles. Setting strategies across different hierarchies requires better collaboration and/or more corporate pricing enforcement
- Proper balance between hierarchy based strategies and product group strategies is essential for both portal usage and ability to drive strategy and share out results

Products & Zones

Hierarchy & Product Groupings (KVIs)

Configurations can be set at all levels of the hierarchy or by Product Groups



KVIs (Key Value Items):

- Key Value Items
- Demand Groups
- Can cross all levels of established hierarchy

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Products & Zones

Product Groups (KVIs)

- Represents key Product Groupings that have a different strategy than their assigned category
- Product Groupings can span multiple product hierarchies
- Pricing Strategies can be assigned to a product grouping by zone
- Product Groupings can be “optimized” or “non-optimized” groups
- An item can belong to only one “optimized” group

Products & Zones

Attributes – In Revionics

Facts

- Attributes are not required but highly recommended
- Attributes are used to provide visibility and filtering for a group of items
- Attributes cannot be assigned to strategies and are generally not used in optimization
- The system can support numerous client specific attributes
- Can be any relevant information that you wish displayed in the portal to assist in making pricing decisions

Typical

- Attributes vary greatly by retailer based on what is relevant for pricing decisions. Most common are:
    - Brand, vendor, style, color, size
- Color, size and style are most commonly used ones – particularly for apparel
- Attributes are a way to make information visible without impacting optimization – if any information is relevant and can be sent as an attribute, it can be setup as such
- Unit of measure and size are needed for volume discounts (PPU)

Challenges

- Not enough discipline around assigning attributes
- Spelling. Since attributes are used as a filter, it is essential that Revionics receives attributes that are spelled correctly
- Consistency. Like spelling, of Revionics receives XL, Extra-Large and Extra Large, the portal will not have optimal filtering
- Maintenance in merchandising systems

Products & Zones

New / Like Items – In Revionics

Facts

- New items will infer sales history from the next level up in the hierarchy if they are not assigned a like item
- Like items are recommended as they are more likely to accurately represent the demand of the new item
- Both new and like items should be sent to Revionics via the data feed
- When a new item is sent to Revionics, it needs to have all relevant information – hierarchy, attributes, price/cost, product groups, product relationships, etc.

Typical

- New items are usually added to the weekly data feed
- Like items are typically assigned as part of the new item setup process
- Like items represent the previous model of an item prior to a technology, packaging or labeling change
- New items should still be submitted with a current price

Challenges

- Failure to send all item information for new items can limit its abilities in the portal
- Determining like items can sometimes be difficult, but is the advised approach
- Items in very diverse or miscellaneous categories that are not assigned like items will frequently have poor demand calculations

Products & Zones

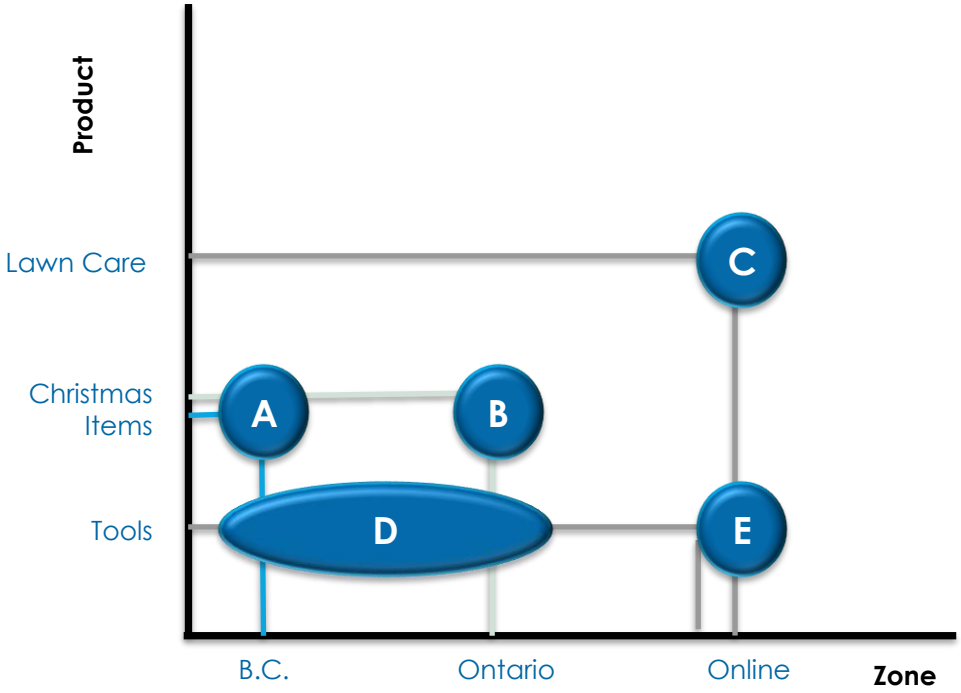
Store / Zone Overview

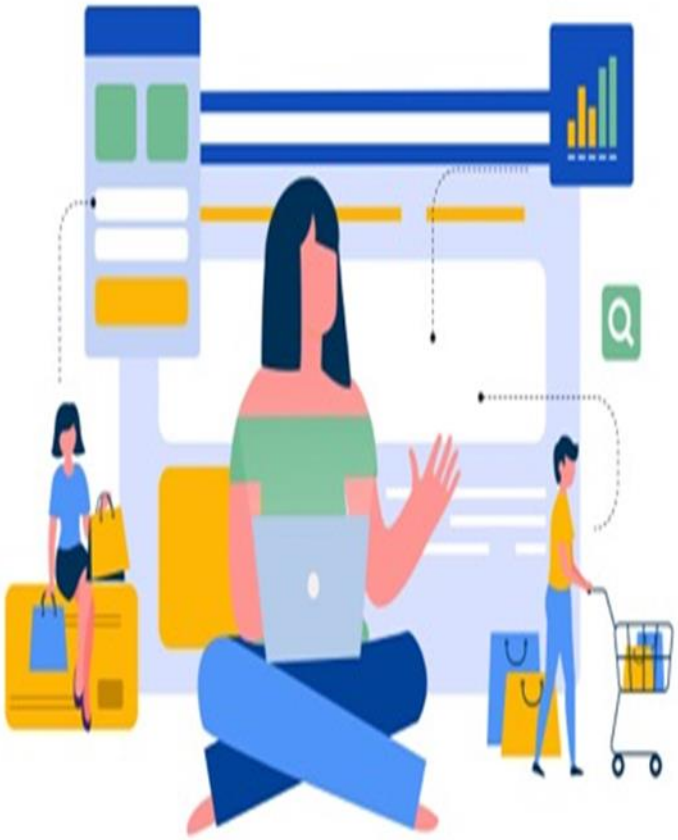
- **Zones** are a grouping of stores or a channel in which:
  - Price sensitivity modeling occurs at the product/zone level
  - Pricing Strategies are set for hierarchies or KVI groups/zone level
  - Competitive strategies are set for hierarchies or KVI groups/zone level
  - Optimization creates price recommendations at the product/zone level
  - Pricing is approved and exported at the product/zone level
  - Scenario planning occurs at the product hierarchy or KVI groups/zone level
  - Reports can be run at the zone or store level
- **Stores** need to be assigned to a zone and execute pricing that is established at the zone level.

Products & Zones

Store / Zone Overview – Optimization

- Strategies & configurations are set at the following:
  - A pricing zone
  - A group of products:
    1. KVI Group (A,B)
    2. Hierarchy (C,D,E)





Overview

Product Relationship

Product Relationship

PLG Overview

Private Label Group functionality within Revionics can be utilized within Revionics to address 2 similar Strategic initiatives:

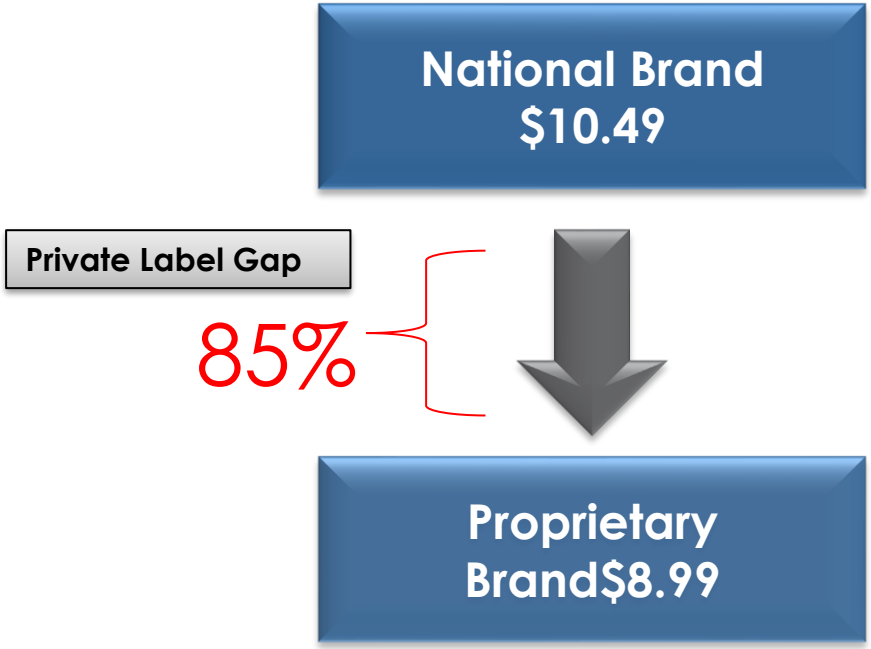
- **Private Label Pricing**: Private label pricing can be set up in Revionics by creating pricing tiers within a unique, common data element
  - Can be used to manage private label vs. national brands
  - Can also be used to manage private label vs. other private labels
- **Good-Better-Best Pricing:** PLG functionality does not only have to apply to private label pricing. It is also how Good-Better-Best relationships can be established in Revionics

Product Relationship

PLG Overview

Goal: Increase market share and improve profitability by driving customers to buy proprietary brands

- Relationships can be managed via back office feeds or within the application
- Unlimited tiers
- Flexible tier references
- Gaps can be %, $ or profit gap based



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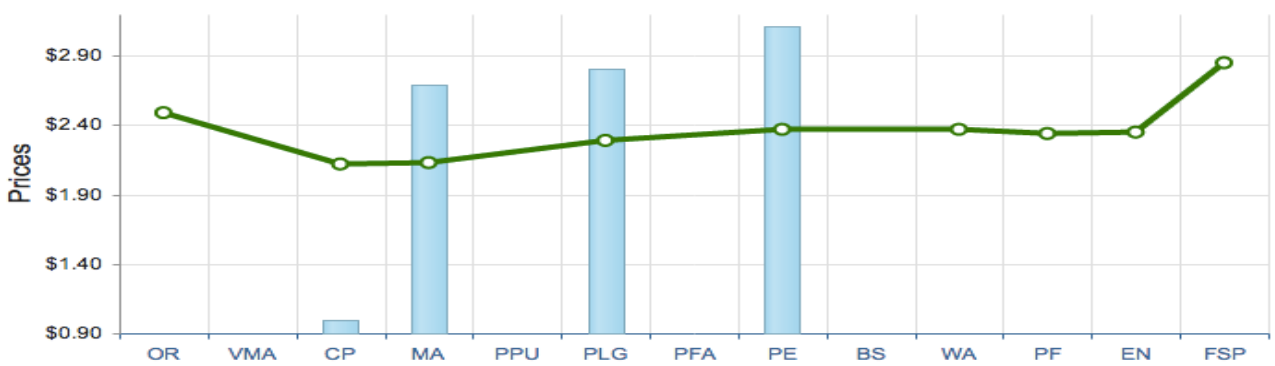
Product Relationship

PLG Optimization

- PLG enforcement is based on its weighting in the system



OR = Original Price
VMA = Volume Margin Analysis
CP = Competitive Price Analysis
MA = Margin Analysis
PPU = Price Per Unit Analysis
PLG = Private Label Gap Analysis
PFA = Promo Freq Analysis
PE = Price Elasticity Analysis
BS = Brand Sensitivity Analysis
WA = Weighted Average
PF = Price Family Analysis
EN = Ending Number Analysis
FSP = Final Suggested Price

Strategy: Traffic Driver

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	2.49		1.00	2.69		2.81		3.11		2.37	2.34	2.35	2.85
Weights			1.00	0.25		2.00		0.50					
Impact			-0.37	0.01		0.16		0.08					

Product Relationship

Price Families – Overview

- Price Families are utilized within Revionics to maintain pricing consistency amongst a collection of items within the same Zone.
  - All items within a price family receive the same recommended price at each zone.
- Typically items within a Price Family share the following traits:
  - Brand
  - Current Price
  - Unit Cost (may vary if multiple vendors exist)
  - Level of the Merchandise hierarchy (items may span different levels)
  - One variable trait amongst the items:
    - Size
    - Weight
    - Flavor

Product Relationship

Price Families – Overview

- Each price family is identified by a unique, system-assigned number shown in the Price Family Number column on the Base Retail Price Review and other screens
- Optionally, you can also assign your own price family names and codes to your price families to identify them

Could name this LED Flashlights

Product Relationship

Price Families – Optimization

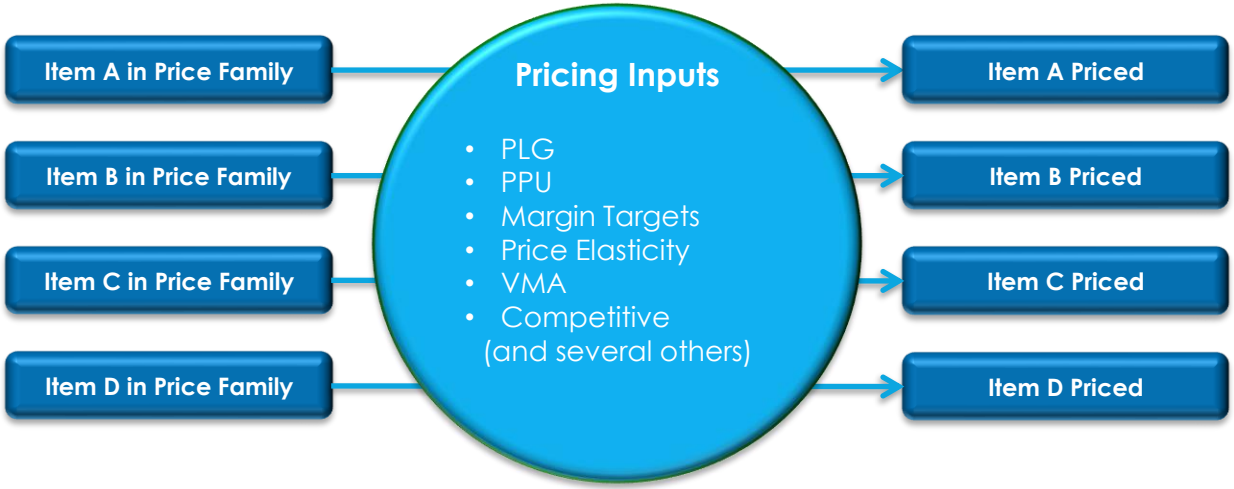
- Unlike PLG and PPUs which are one of many inputs that are weighted when determining price recommendations, Price Families stay aligned in the systems once setup.
- Price families take precedence over PPU / PLG during optimization
- Price families live across all zones, but may receive different prices in different zones.

  (i.e. Strawberry flavored and Cherry flavored will always have the same price as one another, but may have a different price in Alaska than in Florida)

Product Relationship

Price Families – Optimization

- Pricing is determined by one of two methods:
  - Weekly weighted average sales volume (Default)
  - Most common price (regardless of volume)



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Product Relationship

Price Families – Methodologies

- All items within a price family receive a pricing recommendation; once this occurs, all items within the pricing family are then aligned based on the selected methodology:
  - 4 SKUs receive the following pricing recommendations:
    - SKU A = $4.99 (60% of sales volume)
    - SKU B = $5.99 (30% of sales volume)
    - SKU C = $4.89 (5% of sales volume)
    - SKU D = $4.89 (5% of sales volume)

Weighted Average
Price Family price aligned at:
($4.99*.6)+($5.99*.3)+($4.89*.05)+($4.89*.05)

$5.28

Most Common
Price Family price aligned at:

$4.89

Revionics
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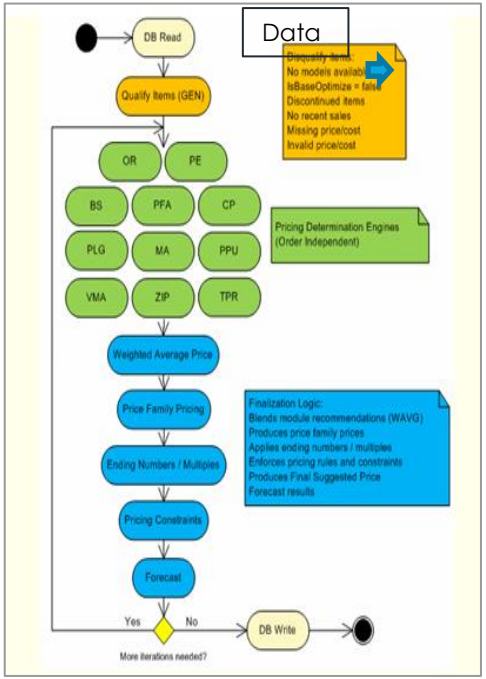
Optimization Process

Optimization Process

Revionics Price Optimization Cycle



Qualifying stage

Step 1 – Item Qualification:
Removes items that are:
- not eligible for optimization
- discontinued
- invalid prices or costs

Price Modules

Step 2 – Price Determination:
Leverages a set of pricing engines to determine optimal price.

Other Factors

Step 3 – Calculate Weighted Average Price:
Applies finalization logic (rules/constraints/logics/etc.)

Step 4 – Review and apply prices

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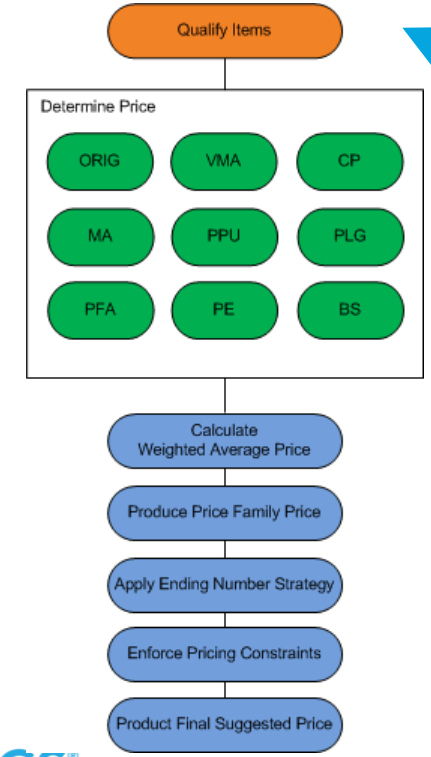
Optimization Process

Price Optimization Process



Qualify Items for Optimization

Removes items that are:
- not eligible for optimization
- discontinued items
- invalid prices or costs
- Invalid margins
- Items with a gap in sales

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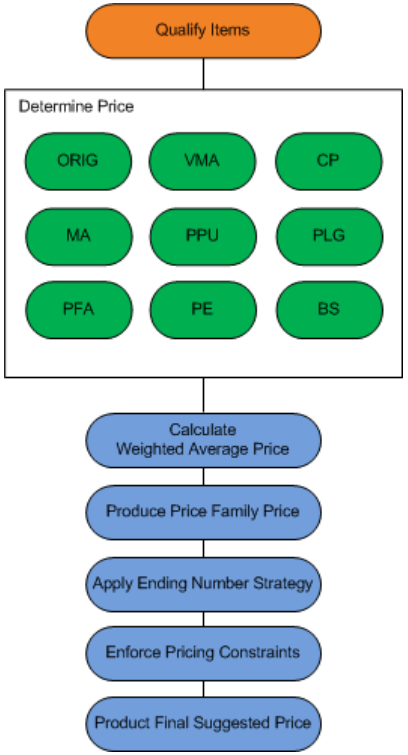
Optimization Process

Price Optimization Process



Determine Optimal Price

- Leverages a set of pricing engines that analyze customer behavior, performance and product relationships
- Each pricing module will recommend a target base price
- Impact of module target price on recommended price is based on weighting assigned by the Pricing Strategy

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Optimization Process

ORIG – Original Price

- The original price is your current price; the starting point and the “anchor” for analysis
- The weight given to the original price determines the magnitude of “anchoring effect”

Optimization Process

VMA – Volume Margin Analysis

- Helps improve sales and profitability within an assortment by identifying items that are out of line with the assortment's volume/margin profile
- Increases profitability by identifying high-volume items that are underpriced relative to the general assortment and drives sales volumes by reducing prices on slow-moving items at higher margin

Goal: Improve sales volume and profitability of a class or product grouping

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	1.79	1.93						1.79		1.81		1.89	1.89
Weights		0.25						1.00					
Impact		0.02						0.00					

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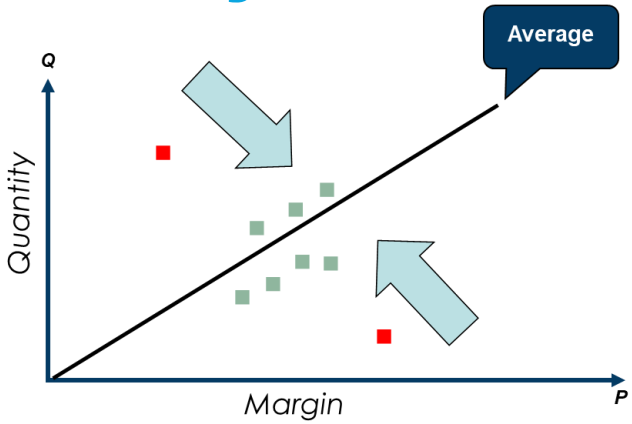
Volume Margin Analysis

- Helps improve sales and profitability within an assortment by identifying items that are out of line with the assortment's volume/margin profile
- Increases profitability by identifying high-volume items that are underpriced relative to the general assortment and drives sales volumes by reducing prices on slow-moving items at higher margin



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	1.79	1.93						1.79		1.81		1.89	1.89
Weights		0.25						1.00					
Impact		0.02						0.00					

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Optimization Process

CP – Competitive Price

- Recommends pricing based on indexing against your competition
- You can optimize against multiple competitor prices and choose to price against them or to simply display them in the portal for review each week

Goal:

- Drive traffic and improve customer price perception by adjusting prices to reflect desired positioning against competitor prices.
- Supports an unlimited number of competitors.
- Competitive prices are updated with weekly processing.

Needs:

- Identified competitors and index and weighting goals.
- Prioritize competitors, if multiple.
- Data feeds of competitor prices collected regularly.
- Identify frequency of data feeds.

Optimization Process

Competitive Price Parameters

- **Competitive Index:** Specifies the parity between your price and the competitor price. Example: A price of 1.10 = price is 10% above competitor price.
- **Priority:** The order in which competitive stores are considered during the analysis. A lower number represents a higher priority.
- **Weight:** Specifies the relative weight given to each store when calculating prices.
- **Used in Analysis (View Only):** Specified whether the competitor is utilized in the competitive analysis when calculating target price or is for display in the price review screen

Competitor	Index	Priority	Weight	Use in Analysis
Competitor 1	.95	1	1	Yes
Competitor 2	1.0	2	.75	Yes
Competitor 3	1.10	3	.75	No

Optimization Process

MA – Margin Analysis

MA module can be configure in two ways:

1. Maintain Current Margin
2. Margin Target

OPTION 1: MAINTAIN CURRENT MARGIN

- Module recommends retails that hold category's margin in aggregate
- Implementation is straightforward if this configuration is set to on, and no other configurations are needed

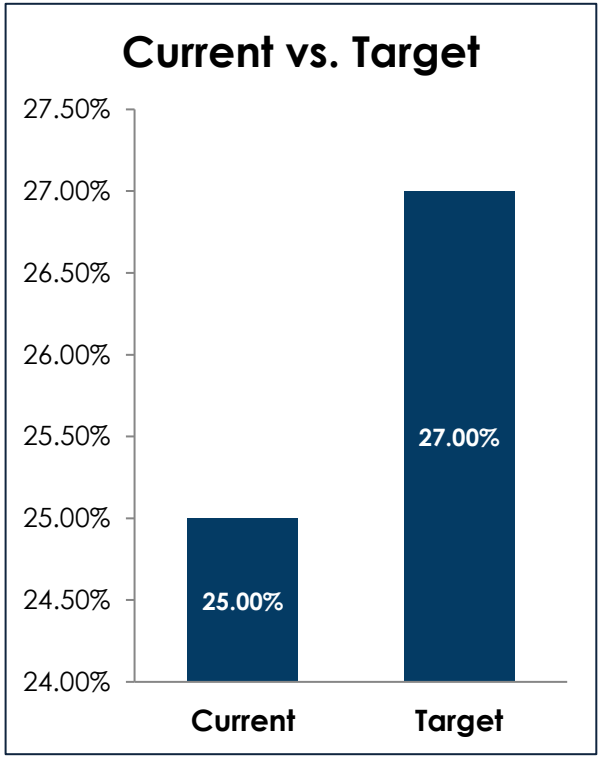
OPTION 2: SET MARGIN TARGET

- MA target is defined by setting individual base category margin values.
- Additional configurations required under this option:
  - **Margin target %** - determines margin target used by module
  - **Price Step %** - Sets the adjustment amount per product used to approach the margin target
  - **High/Low Range % Relative to Target Margin** - Allowed high/low range of margin allowed

Optimization Process

MA – Margin Analysis

- A margin target can be specified for a category or subcategory
- Revionics will recommend prices that hit the target with maximum profit
- Maintain and adjust weighted margins of a Department, Class or Sub-class
- Target margins can be set at any level of the hierarchy
- The target that is set at the higher level flows down to all categories below it
- System finds best items to change prices on to hit the target based on PE and unit movement



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Optimization Process

PPU – Price Per Unit

Goal: Drive larger baskets and improve profitability by driving customers to buy larger sizes.

- Highest revenue producing item in relationship drives price.
- Up Purchase Percentage Rate determines degree to which customers are "rewarded" on a per unit basis for the purchase of the larger sizes.

Unit price decreases as the size increases.

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Optimization Process

PLG – Private Label Gap

- Supports the relationships between National and Private/labels, maintaining the gap relationship
- Also supports Good-Better-Best pricing between product tiers
- User specifies the items and the price indexing, by percent, amount or profit gap, for each tier
- Private label relationships can be managed via the portal or via the weekly data load
- PLG supports unlimited tiers and flexible tier references
- PLG can manage % or $ (€, £) gaps in the system

Optimization Process

PE – Price Elasticity

- Price elasticity reflects the ratio of proportional change in demand with respect to proportional price changes
- It is a measure of the sensitivity of sales demand in relation to changes in price
- The elasticity of a product describes how a customer reacts to a price change

Elastic

> 1

Customers know the price of the item. They will buy more if the price is right or shop the competitor if the price is too high.

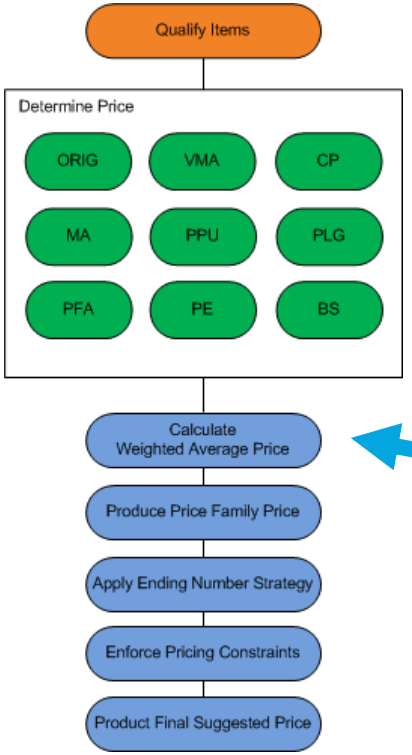
Customers do not mind the price. They will buy the item regardless of the price.

Inelastic

< 1

Optimization Process

Price Optimization Process



- Calculates weighted average price based on Target Price recommendations by pricing engine
- Weighting of pricing engine based on assigned pricing strategy

Calculate Weighted Average Price

	ORIG	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA
Target Price	$2.25		$2.46	$2.43				$2.25		$2.38
Weight			1.00	1.00						

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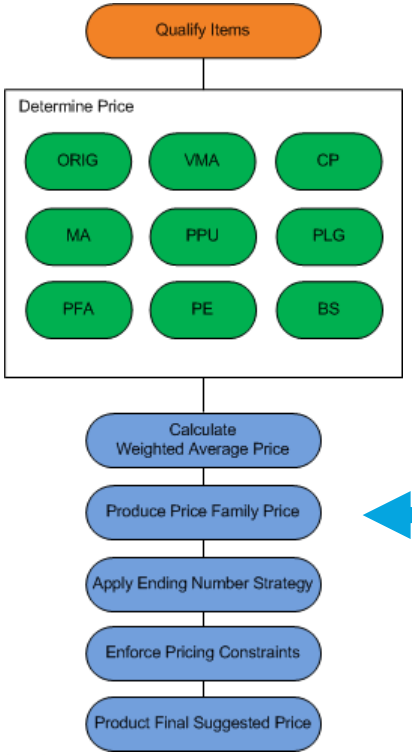
Optimization Process

Price Optimization Process



Items in a price family will have the same price

- The goal is to maximize profits for line items by determining prices based on the average weekly sales volume of the family
- Systematically maintains uniformity on everyday prices for line items based on common attributes
  - Color
  - Flavor
  - Type (Gloss /Matte)

Produce Price Family Price

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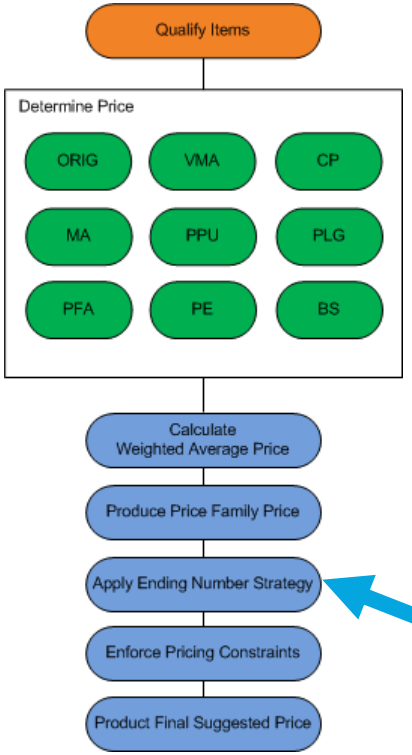
Optimization Process

Price Optimization Process



Align suggested price with pricing philosophy.

- Establishes price point values

Total Price	Approved Ending Numbers
0-$5.00	x.29, x.39, x.49, x.59, x.69, x.79, x.89, x.99
$5-$10	.19, .29, .39, .49, .59, .69, .79, .89, .99
$10-$22	.19, .29, .39, .49, .59, .69, .79, .89, .99
$22-$50	.19, .29, .39, .49, .59, .69, .79, .89, .99
$50-$90	.19, .29, .39, .49, .59, .69, .79, .89, .99
$90-$200	.19, .29, .39, .49, .59, .69, .79, .89, .99
$200-$500	.19, .29, .39, .49, .59, .69, .79, .89, .99
$500-$1200	.19, .29, .39, .49, .59, .69, .79, .89, .99

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	25.98									0.00		24.79	24.79
Weights													
Impact													

Apply Ending Numbers

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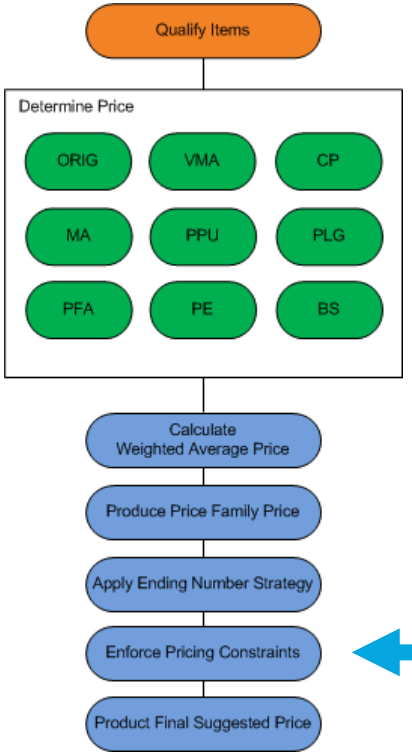
Optimization Process

Price Optimization Process



Enforces minimum and maximum bounds on price changes, such as:

- Absolute or percentage price changes
- Margin changes
- The minimum time between price changes on any one item.

Enforce Price Constraints

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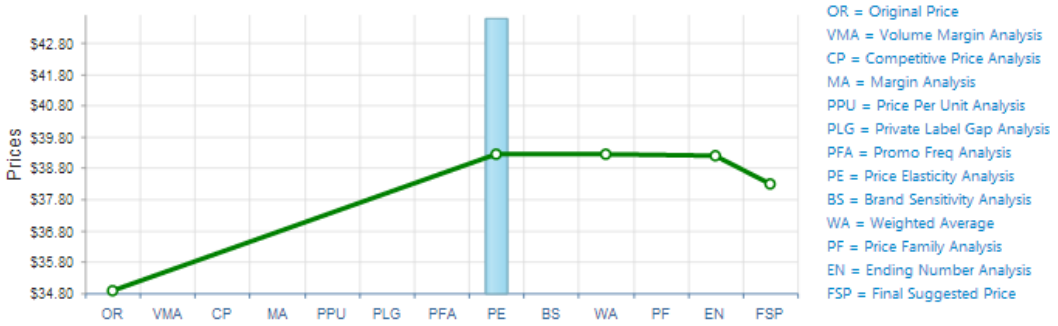
Optimization Process

Price Optimization Process – Price Constraints Continued

Constraint(s)

- The price change amount has been reduced to keep it within the maximum percent price change specified in the configuration (MaxPriceChangePct).

Constraints Encountered



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	34.88							43.60		39.24		39.19	38.29
Weights								1.00					
Impact								4.36					

In this case the Maximum Price Change % limit was encountered and caused the price increase to be reduced.

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Optimization Process

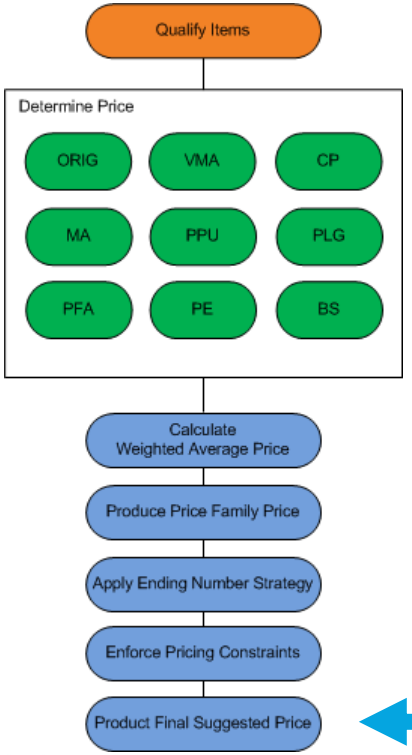
Price Optimization Process – Sequence of Price Constraints

- **Constraint priority**: As with all constraints, the application of these constraints occurs only if another higher priority constraint does not take precedence.
  - Latest constraint applied takes precedence.
  - For example if an item has both a price change amount constraint and a margin constraint, the margin constraint will take precedence.

Prioritization List
1. New Product Introduction
2. Price Change Frequency
3. **PLG Limits (forces to the min or max value)**
4. **PPU Limits (forces to the min or max value)**
5. Price Change Amount
6. Price Change Percent
7. Price Rank Threshold
8. Align Price Family
9. Upcoming TPRs*
10. Cross-category price family consolidation
11. Margin
12. Min/Max Price**
13. Exact Match*
14. Planning Price Locks*

Optimization Process

Price Optimization Process



Finalizer Engine:
Runs after all other pricing modules and executes the following processes to arrive at a single Final Suggested Price.

- Blends target prices
- Uses Price Family logic
- Enforces ending number strategy
- Enforces multiples pricing logic
- Enforces other pricing constraints
- Generates units, revenue and profit forecasts
- Ranks suggested prices

FSP – Final Suggested Price

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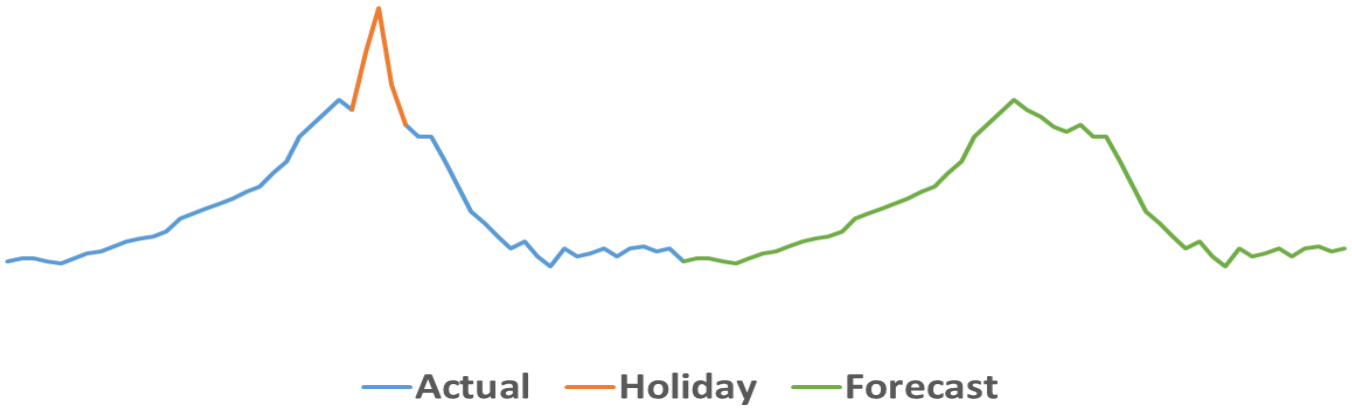
Holidays & Events

Holidays & Events

Holidays

- Without defining holiday periods both in the past and future, modeling will not always consider them when forecasting
- When holidays are entered, the model will allow for, and correctly identify these sudden changes in sales trend



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Holidays & Events

Holidays – United States

The following parameters are used as default for new customers

HolidayId	HolidayName	IsActive	NumberDaysBefore	NumberDaysAfter	IsForcedIntoModel	IsTimeWeighted	IsExposed
1	Christmas	1	7	0	0	1	1
2	Easter	1	7	0	0	1	1
3	Fathers Day	1	7	0	0	1	1
4	Halloween	1	7	0	0	1	1
5	July 4th	1	7	0	0	1	1
6	Labor Day	1	7	0	0	1	1
7	Memorial Day	1	7	0	0	1	1
8	Mothers Day	1	7	0	0	1	1
9	New Years	1	7	0	0	1	1
10	Thanksgiving	1	7	0	0	1	1
11	Valentines Day	1	7	0	0	1	1
12	First Of Month	1	0	9	1	0	0
13	Super Bowl	0	7	0	0	1	1

Holidays & Events

Holidays – UK

The following parameters are used as default for new customers

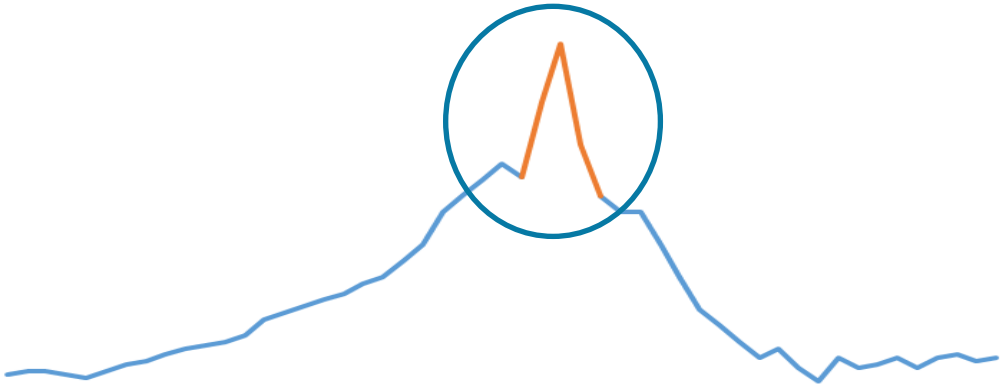
HolidayId	HolidayName	IsActive	NumberDaysBefore	NumberDaysAfter	IsForcedIntoModel	IsTimeWeighted	IsExposed
1	New Years Day	1	7	0	0	1	1
2	Good Friday	1	7	0	0	1	1
3	Easter Monday	1	7	0	0	1	1
4	Early May Bank Holiday	1	7	0	0	1	1
5	Spring Break Holiday	1	7	0	0	1	1
6	Summer Bank Holiday	1	7	0	0	1	1
7	Christmas Day	1	7	0	0	1	1
8	Boxing Day	1	7	0	0	1	1
9		1	7	0	0	1	1
10		1	7	0	0	1	1
11		1	7	0	0	1	1
12		1	0	9	1	0	0
13		0	7	0	0	1	1

Holidays & Events

Events

Similar logic can be applied to account for events

- Hurricanes, etc.
- One time major promotions (like all store 15% off)

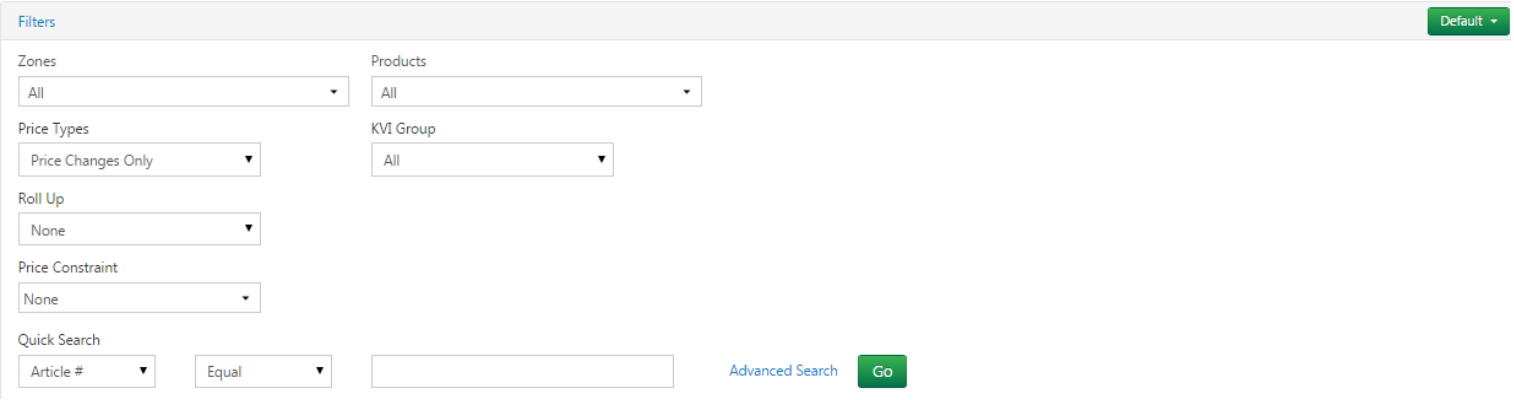


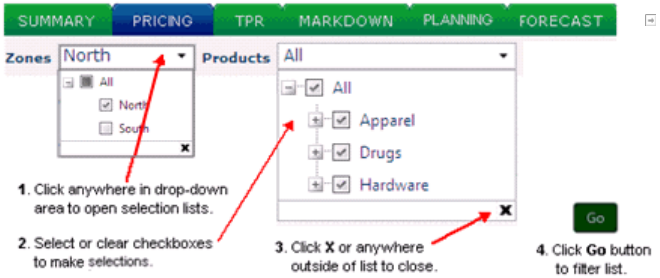
Portal Navigation

Login / Help

Portal Navigation

Price Review Screen





Price Types Filter

- Price Changes Only (default)
- All
- Prices to be Exported
- Cost Changes
- Price locks
- Cost Locks.

Product Group (KVI's)

- Filter available product groups

Roll Up

- Price Families combined into a single line (collapsible)

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Portal Navigation

Price Review UI

Filters

5.6 Demo DSG 1

Summary

Suggested Export Candidates	
Total:	0
On Promo:	0
Excluded:	0
Remaining:	0
Selected:	0

Price Change Overrides	
Total:	53,508
Selected:	53,508

Items Selected for Export	
Total:	53,508

	Units	Profit	Revenue	Margin	Inv Net Chg$
Current	36,917.42	$762,555.78	$1,607,515.91	47.44 %	$0.00
Recommended	45,597.83	$548,164.40	$1,566,271.61	35.00 %	($6,418,377.31)
Selected	45,597.83	$548,164.40	$1,566,271.61	35.00 %	($6,418,377.31)

Summary Impact Refresh

Results

Optimize Export Reselect Exports 5.6 Demo 1

Vendor Name	Brand Name	Style Number	Description	STYLE/SKU	Zone Name	Avg Cost $	Suggest$	Price Status	Current$	Current Markup%	New Markup%
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Competitor A	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Dist Center	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	DSG.com	$24.90	$34.97		$35.97	30.77 %	28.79 %

1 2 3 4 5 6 7 8 9 10 ... 100 items per pages

1 - 100 of 53508 items

Saved Query button

Displays the name of your current filter query. Orange color indicates unsaved changes. Click to apply another saved query or to save (or Save As new) the changes

Summary Section

Summarizes the items suggested/selected for export and the financial impact of recommended/selected changes versus your current prices.

Grid Toolbar

Contains action buttons to optimize or export prices, and for changing the grid view. Your choices may vary.

Saved View Button

Displays the name of your current column view. Orange color indicates unsaved changes. Click to switch to another saved view, to save the changes, or to open the Edit View dialog.

Full Screen Button

Click to expand the item grid to fill your entire screen, allowing you to view more item prices at once. Click again to return to the original view with filter and summary sections.

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Portal Navigation

Price Review UI

Results

Optimize | Export | Reselect Exports | Default

Export	Zone Name	UPC	Item#	Description	Cost$	Cost Status	Current$	Marg%	Suggest$	Price Status	Lock	New Marg%	New Profit$
☑	Zone 6	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01		$12.99	22.94 %	$11.39	↓	☐	12.11 %	$1.3
☐	Zone 1	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01	↓	$12.99	22.94 %	$11.85	↓	☐	15.52 %	$1.8
☐	Zone 3	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01		$12.99	22.94 %	$11.19	↓	☐	10.54 %	$1.1
☑	Zone 6	0000834612222	0009081	S/FAST RTD 3-2-1 FRNCH VAN	$10.01		$12.99	22.94 %	$11.39	↓	☐	12.11 %	$1.3
☑	Zone 1	0000834612222	0009081	S/FAST RTD 3-2-1 FRNCH VAN	$10.01	↑	$12.99	22.94 %	$11.85	↓	☐	15.52 %	$1.8

Export Column

Recommended price exports (Export checkbox selected), based on system configurations. Click the checkboxes to manually select or clear export choices.

UPC Column

Universal product code; an item identifier. The UPC code is also a link to open the Item Details window.

Item Number/Description Column

Unique identifier and product description.

Portal Navigation

Price Review UI

Results

Optimize | Export | Reselect Exports | Default

Export	Zone Name	UPC	Item#	Description	Cost$	Cost Status	Current$	Marg%	Suggest$	Price Status	Lock	New Marg%	New Profit$
☑	Zone 6	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01		$12.99	22.94 %	$11.39	↓	☐	12.11 %	$1.3
☐	Zone 1	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01	↓	$12.99	22.94 %	$11.85	↓	☐	15.52 %	$1.8
☐	Zone 3	0000834612221	0009079	S/FAST RTD 3-2-1 CRMY MLK CHOC	$10.01		$12.99	22.94 %	$11.19	↓	☐	10.54 %	$1.1
☑	Zone 6	0000834612222	0009081	S/FAST RTD 3-2-1 FRNCH VAN	$10.01		$12.99	22.94 %	$11.39	↓	☐	12.11 %	$1.3
☑	Zone 1	0000834612222	0009081	S/FAST RTD 3-2-1 FRNCH VAN	$10.01	↑	$12.99	22.94 %	$11.85	↓	☐	15.52 %	$1.8

Current price and associated data

Displays your current retail price (Current$) and Cost$, as well as related financial information such as current units, sales, and margin (specific columns configurable).

Suggested price and associated data

Displays the optimization-recommended price or override price (Suggest$) and forecasted financial information such as new units, sales, and margin (specific columns configurable).

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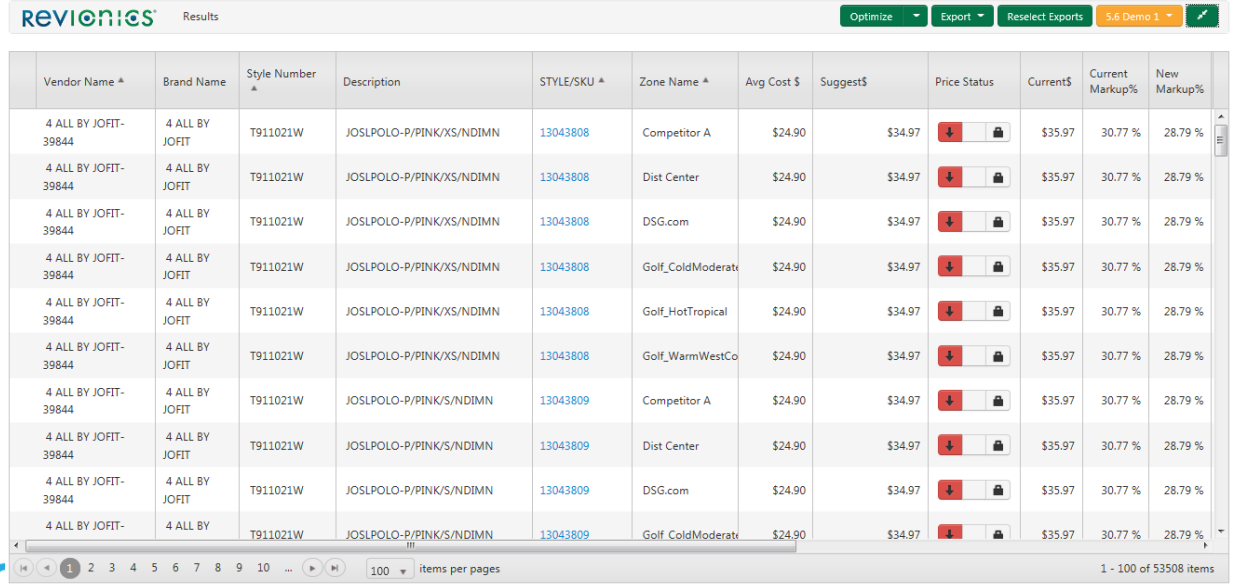
Portal Navigation

Price Review UI

- Full Screen Mode
  - Removes Summary and Filter screens
  - Benefit: Enables end users to see a greater amount of data

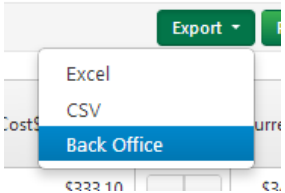


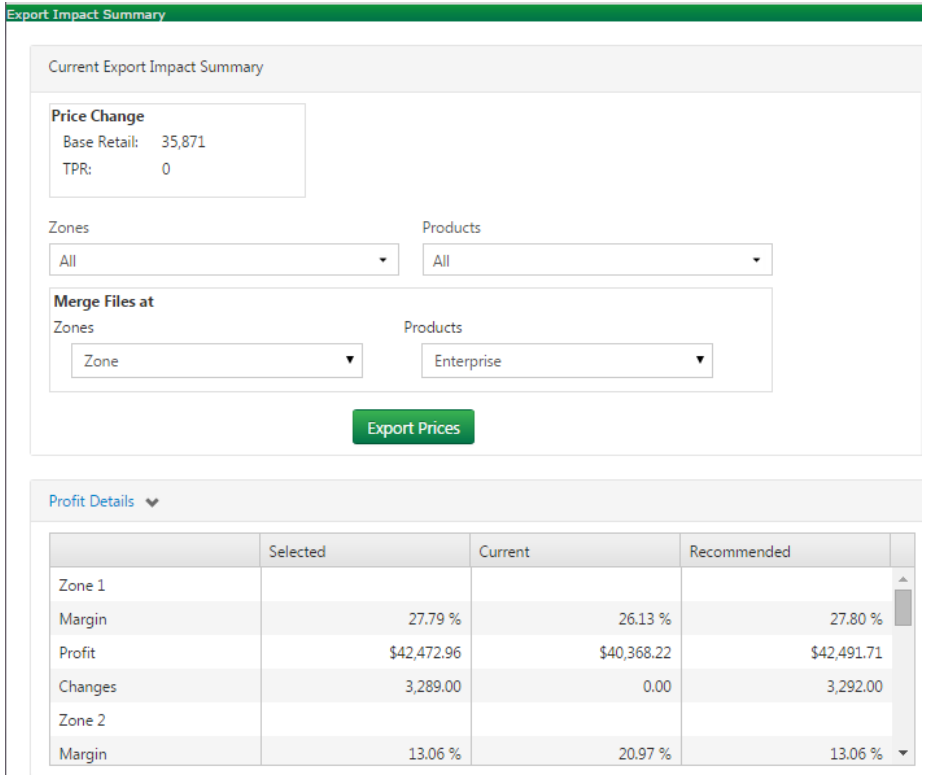
Vendor Name	Brand Name	Style Number	Description	STYLE/SKU	Zone Name	Avg Cost $	Suggest$	Price Status	Current$	Current Markup%	New Markup%
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Competitor A	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Dist Center	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	DSG.com	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Golf_ColdModerate	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Golf_HotTropical	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/XS/NDIMN	13043808	Golf_WarmWestCo	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/S/NDIMN	13043809	Competitor A	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/S/NDIMN	13043809	Dist Center	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-39844	4 ALL BY JOFIT	T911021W	JOSLPOLO-P/PINK/S/NDIMN	13043809	DSG.com	$24.90	$34.97		$35.97	30.77 %	28.79 %
4 ALL BY JOFIT-	4 ALL BY	T911021W	JOSLPOLO-P/PINK/S/NDIMN	13043809	Golf_ColdModerate	$24.90	$34.97		$35.97	30.77 %	28.79 %

Portal Navigation

Price Review – Export Prices

- Select Export -> Back Office
- Review the details of the items selected for export and click “Export Prices >>”
- This will generate an export file which will be transmitted to your system





	Selected	Current	Recommended
Zone 1			
Margin	27.79 %	26.13 %	27.80 %
Profit	$42,472.96	$40,368.22	$42,491.71
Changes	3,289.00	0.00	3,292.00
Zone 2			
Margin	13.06 %	20.97 %	13.06 %

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Portal Navigation

Item Details

Portal Navigation

Item Details Screen

- Item Details screen can be accessed from Price Review

REVIONICS Results

Optimize | Export | Reselect Exports | Default

Export	Zone Name	UPC	Item#	Description	Unit Cost	Cost Status	Current Price	Marg%	Suggested Price	Price Status	Lock	New Marg%	New Uni Profit
☑	Zone 1	0000834602637	0009683	S/FAST OPT FRNCH VAN PWDR	$6.63	↑	$8.49	23.43 %	$6.65	↓	☐	0.30 %	$0.0
☑	Zone 4	0000834602637	0009683	S/FAST OPT FRNCH VAN PWDR	$6.63	↑	$8.75	25.60 %	$7.65	↓	☐	13.33 %	$1.0
☑	Zone 2	0000834602637	0009683	S/FAST OPT FRNCH VAN PWDR	$6.63		$8.59	22.81 %	$6.65	↓	☐	0.30 %	$0.0
☑	Zone 5	0000834602637	0009683	S/FAST OPT FRNCH VAN PWDR	$6.63		$7.99	17.02 %	$7.19	↓	☐	7.78 %	$0.5
☑	Zone 2	0000834602652	0009682	S/FAST OPT MLK CHOC PWDR	$6.63		$8.59	22.81 %	$6.65	↓	☐	0.30 %	$0.0
☑	Zone 5	0000834602652	0009682	S/FAST OPT MLK CHOC PWDR	$6.63		$7.99	17.02 %	$7.19	↓	☐	7.78 %	$0.5
☑	Zone 1	0000834602652	0009682	S/FAST OPT MLK CHOC PWDR	$6.63	↑	$8.49	22.85 %	$6.65	↓	☐	0.30 %	$0.0
☑	Zone 4	0000834602652	0009682	S/FAST OPT MLK CHOC PWDR	$6.63	↑	$8.75	25.25 %	$7.65	↓	☐	13.33 %	$1.0
☑	Zone 5	0000834604895	0009860	SFAST 100 CAL PNUT BTR CRUNCH	$2.99		$3.99	25.06 %	$4.39	↑	☐	31.89 %	$1.4
☑	Zone 5	0000834604899	0009932	S/FAST 100 CAL DUTCH CHOC 6 CT	$2.99		$3.99	25.06 %	$4.39	↑	☐	31.89 %	$1.4
☑	Zone 5	0000834607052	0009987	SFAST 200 CAL CHOC CRISP	$4.17	↓	$5.99	28.71 %	$4.79	↓	☐	12.94 %	$0.6
☑	Zone 4	0000834607052	0009987	SFAST 200 CAL CHOC CRISP	$4.17		$6.39	34.74 %	$4.79	↓	☐	12.94 %	$0.6
☑	Zone 4	0000834607053	0009988	SFAST 200 CAL SWT/SALTY	$4.17		$6.39	34.74 %	$4.79	↓	☐	12.94 %	$0.6

Click on UPC link

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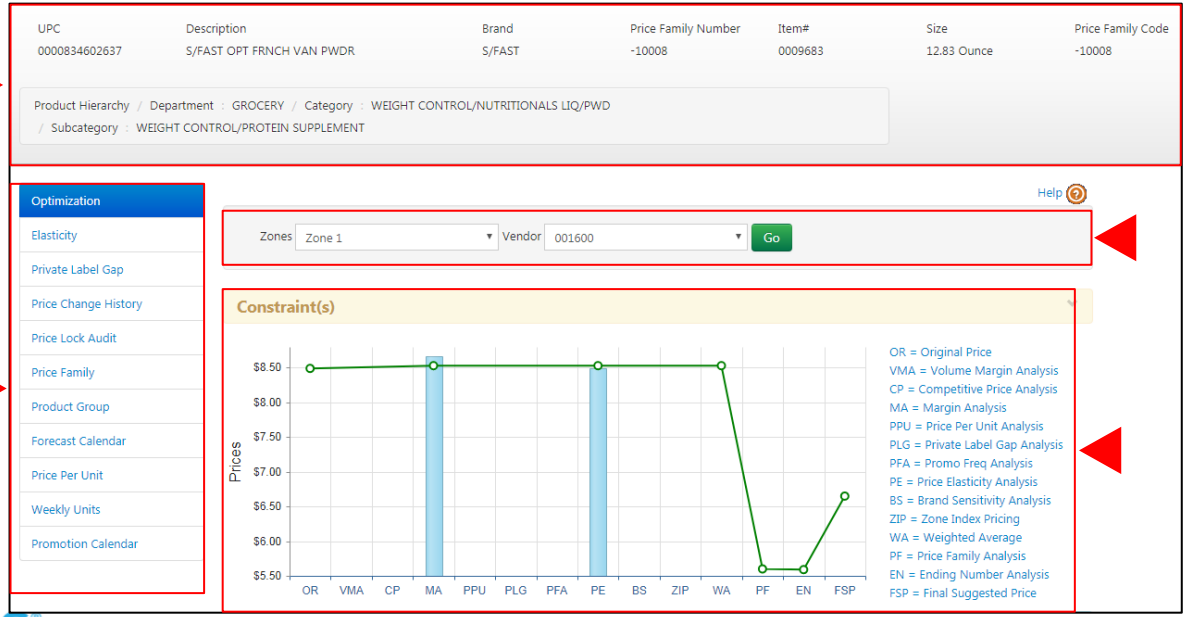
Portal Navigation

Item Details Screen

- Navigate from tab to tab on the left - - The top of the item detail is basic information that does not change by zone

Basic Item Information



Filter Option; Allows switching zones

Tab Navigation

Body Content; varies by tab

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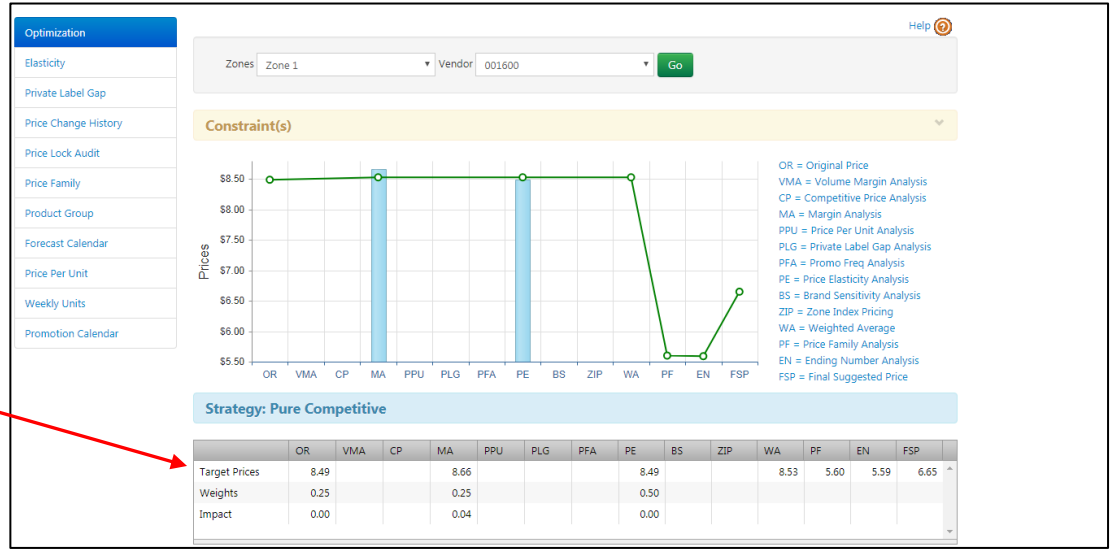
Portal Navigation

Item Details – Optimization Tab (Default)

- If applicable, the pricing strategy or strategies for the current zone-product is displayed under the chart
- Target prices for applicable modules are shown as bars in the chart while the impact of each to the suggested price is reflected in the line



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	8.49			8.66				8.49			8.53	5.60	5.59	6.65
Weights	0.25			0.25				0.50						
Impact	0.00			0.04				0.00						

Module specific information such as weighting and impact on suggested price

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Portal Navigation

Item Details – Elasticity Tab

Click to toggle between Baseline, Price Family Summary, and What-If sub-tabs, for comparison.

Change data by Zone or Vendor

Select values to chart. Axis values dynamically adjust to fit selection(s).

Elasticity value of item or Price family, depending on sub-tab selection.

Hover mouse pointer over curve to view value; click to create price lock at that point.

Financials at:

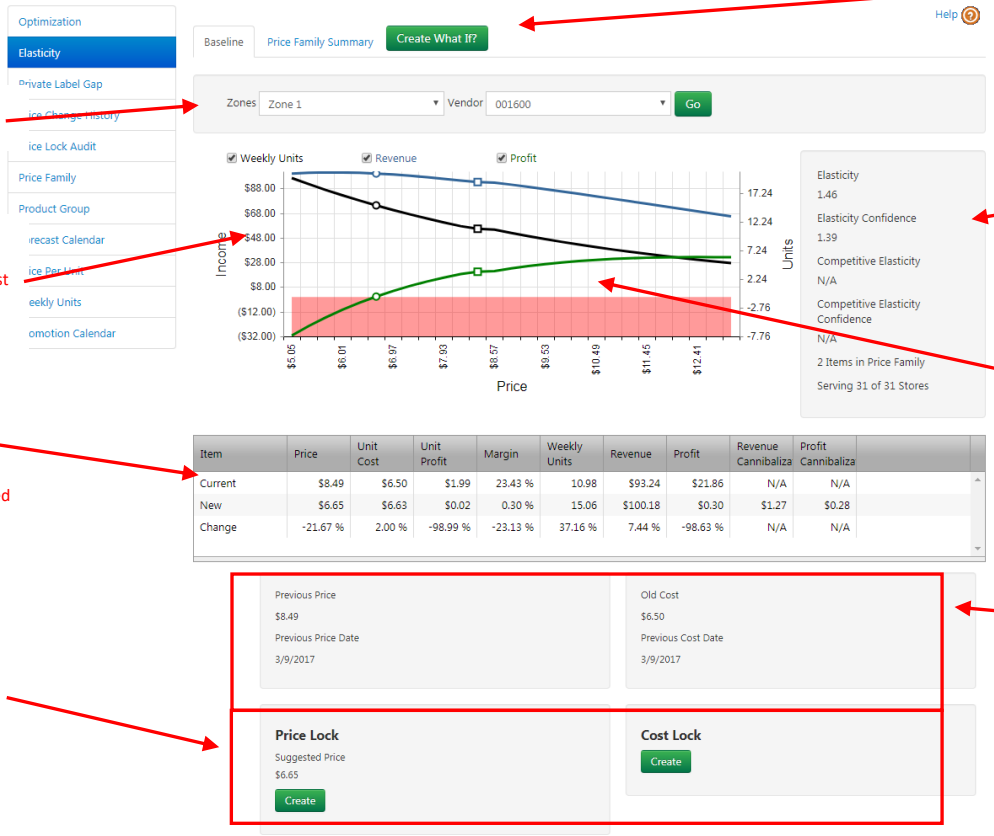
Current price

New – suggested price or the locked price

Change – the % difference

Previous price and cost data helps you see impact of changes.

Current price and cost lock information and action buttons to create or change



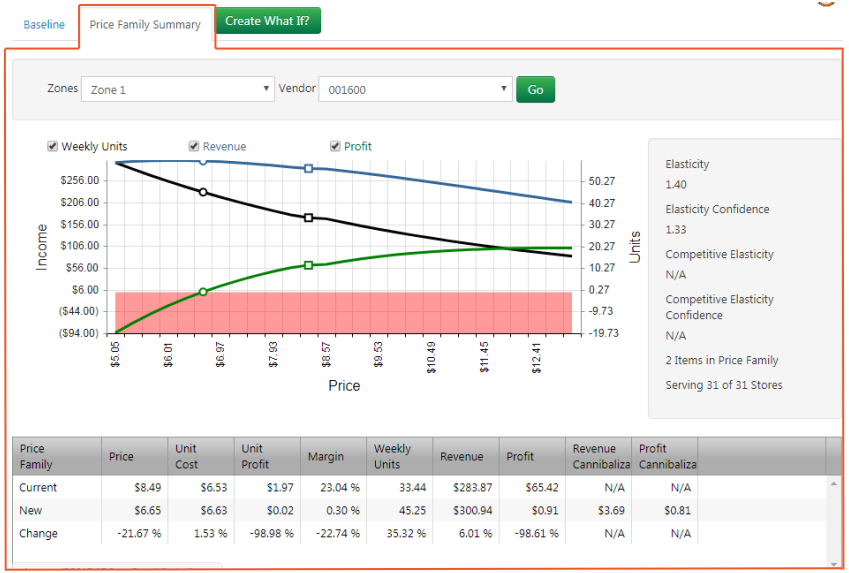
Portal Navigation

Item Details – Elasticity (Price Family)

- Price Family Summary: This sub-tab displays the forecast financials (margin, units, revenue, profit, and affinity/cannibalization if configured to show) and the Elasticity value for the entire price family within the selected zone

Metrics Plotted:

- Profit ($, €, £, etc.)
- Revenue
- Units



Price Family	Price	Unit Cost	Unit Profit	Margin	Weekly Units	Revenue	Profit	Revenue Cannibaliza	Profit Cannibaliza
Current	$8.49	$6.53	$1.97	23.04 %	33.44	$283.87	$65.42	N/A	N/A
New	$6.65	$6.63	$0.02	0.30 %	45.25	$300.94	$0.91	$3.69	$0.81
Change	-21.67 %	1.53 %	-98.98 %	-22.74 %	35.32 %	6.01 %	-98.61 %	N/A	N/A

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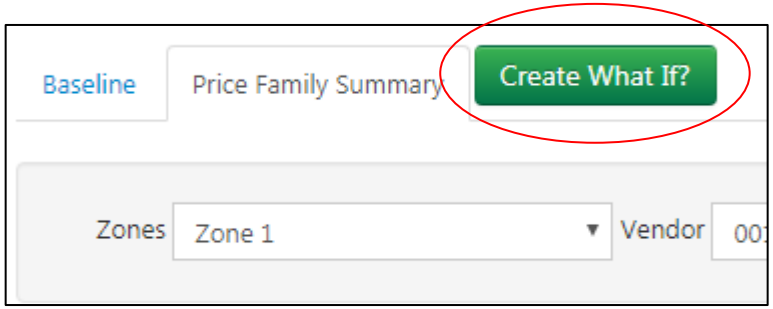
Portal Navigation

Item Details – Elasticity (What-If Price Locks)

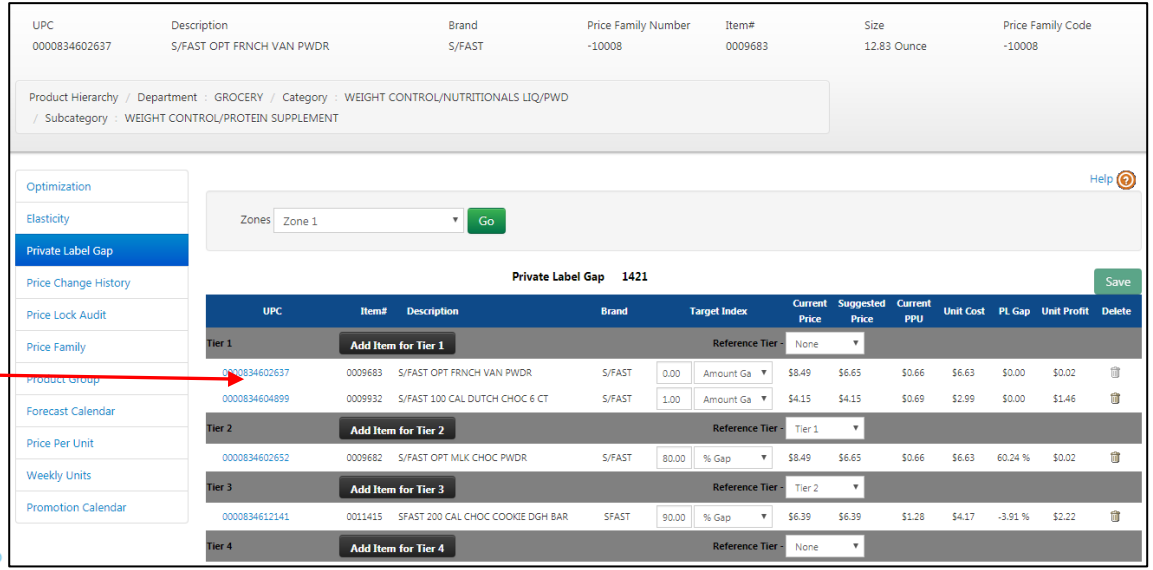
- **What-If Scenarios:** What If price and cost lock scenarios are done on a separate sub-tab on the Elasticity tab, allowing comparison with the baseline financials before deciding whether to install the what-if change.
- Click “Create What If?” The What If sub-tab is opened with a copy of the current baseline data.
- Create, edit, or delete price and/or cost locks for the selected Zone.



Portal Navigation

Item Details – Private Label Gap Tab

- **Private Label Gap:** SKUs in a private label relationship will show details of entire relationship (all tiers). This is sortable at the zone level utilizing a drop down menu.



All tiers of private label relationship shown

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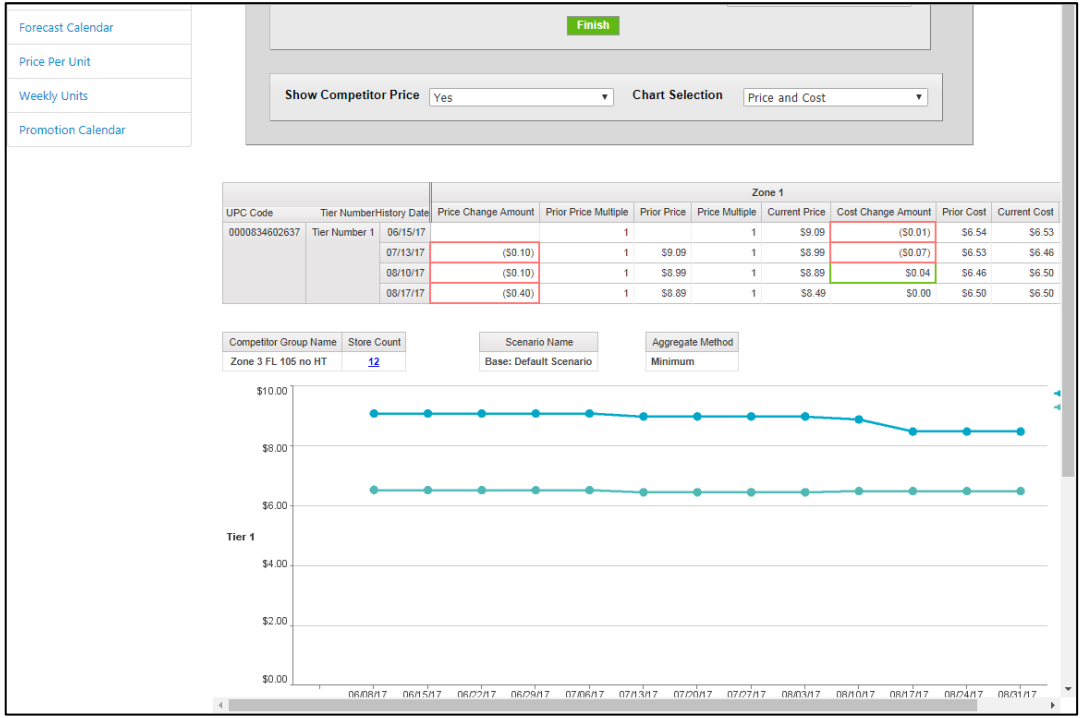
Portal Navigation

Item Details – Price Change History Tab (PI Reporting Tool)

- This displays the price/cost change history for a selected item and helps see the trend and relationship between price and cost over time and by zone.

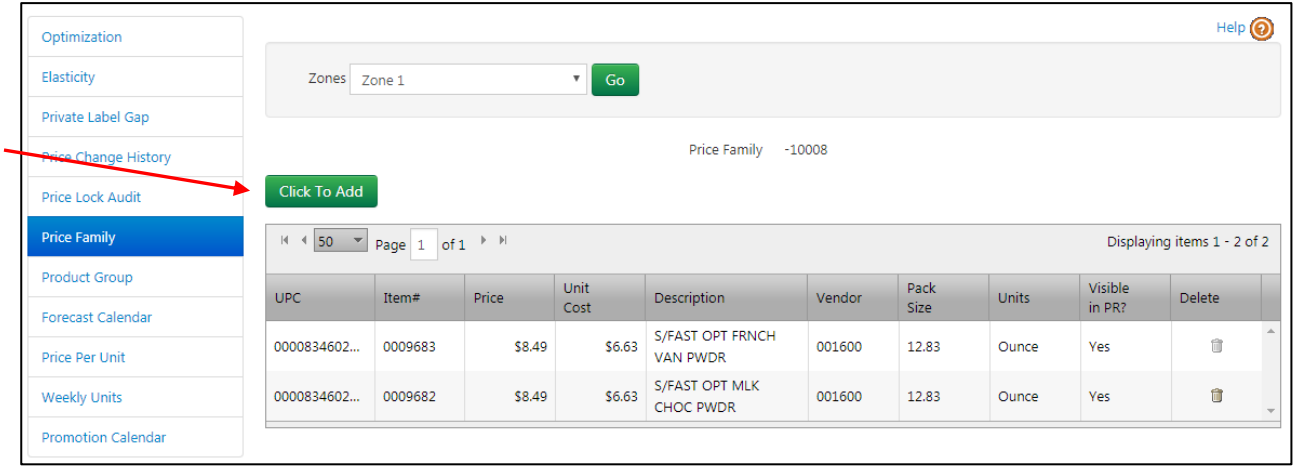


Portal Navigation

Item Details – Price Family Tab

- **Price Family**: All members of the price family are shown. Users have the ability to add to price families from within this screen and can also sort via zone from a drop down menu

Select to add to price family.

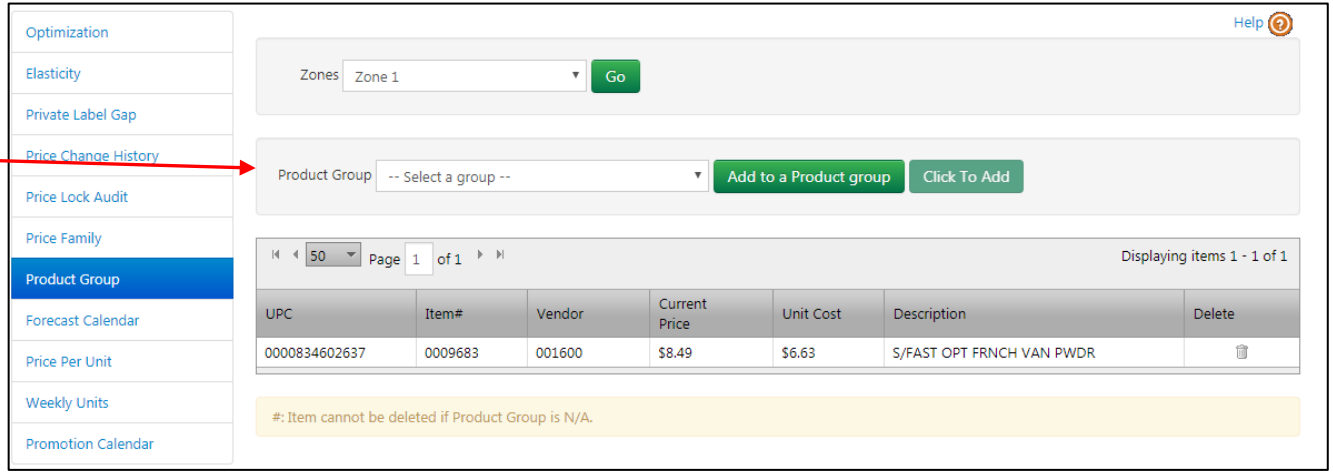


Portal Navigation

Item Details – Product Group Tab (No Group)

- **Product Group:** SKUs not in a product group may be added from this tab by selecting Add to Another KVI Group and then selecting from a drop down. This tab is also sortable by zone

Select to add to product group.



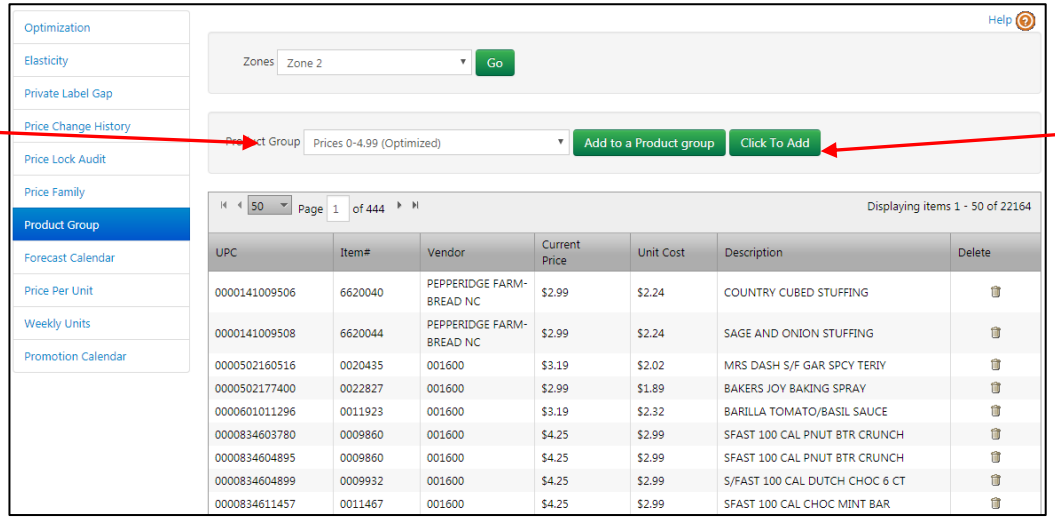
Portal Navigation

Item Details – Product Group Tab (Within Group)

- **Product Group:** SKUs in a product group will show the product group along with other product group members. Users can select Add to Another KVI Group and then selecting from a drop down. This tab is also sortable by zone

Existing product group shown.

Select to add to product group.



UPC	Item#	Vendor	Current Price	Unit Cost	Description	Delete
0000141009506	6620040	PEPPERIDGE FARM-BREAD NC	$2.99	$2.24	COUNTRY CUBED STUFFING	
0000141009508	6620044	PEPPERIDGE FARM-BREAD NC	$2.99	$2.24	SAGE AND ONION STUFFING	
0000502160516	0020435	001600	$3.19	$2.02	MRS DASH S/F GAR SPCY TERIY	
0000502177400	0022827	001600	$2.99	$1.89	BAKERS JOY BAKING SPRAY	
0000601011296	0011923	001600	$3.19	$2.32	BARILLA TOMATO/BASIL SAUCE	
0000834603780	0009860	001600	$4.25	$2.99	SFAST 100 CAL PNUT BTR CRUNCH	
0000834604895	0009860	001600	$4.25	$2.99	SFAST 100 CAL PNUT BTR CRUNCH	
0000834604899	0009932	001600	$4.25	$2.99	S/FAST 100 CAL DUTCH CHOC 6 CT	
0000834611457	0011467	001600	$4.25	$2.99	SFAST 100 CAL CHOC MINT BAR	

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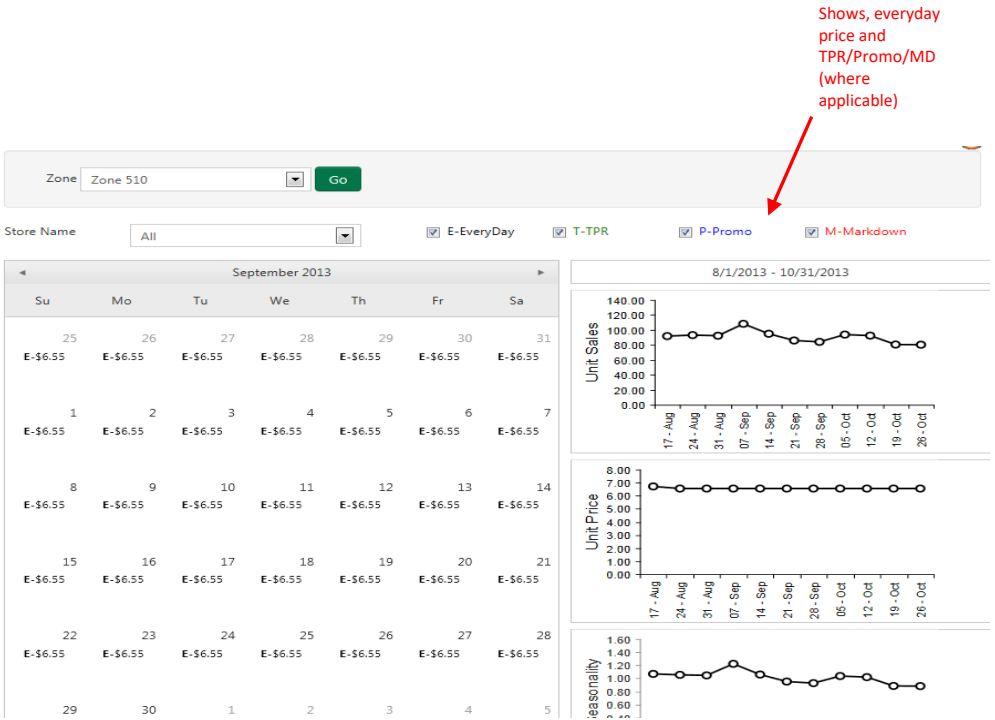
Portal Navigation

Item Details – Forecast Calendar Tab

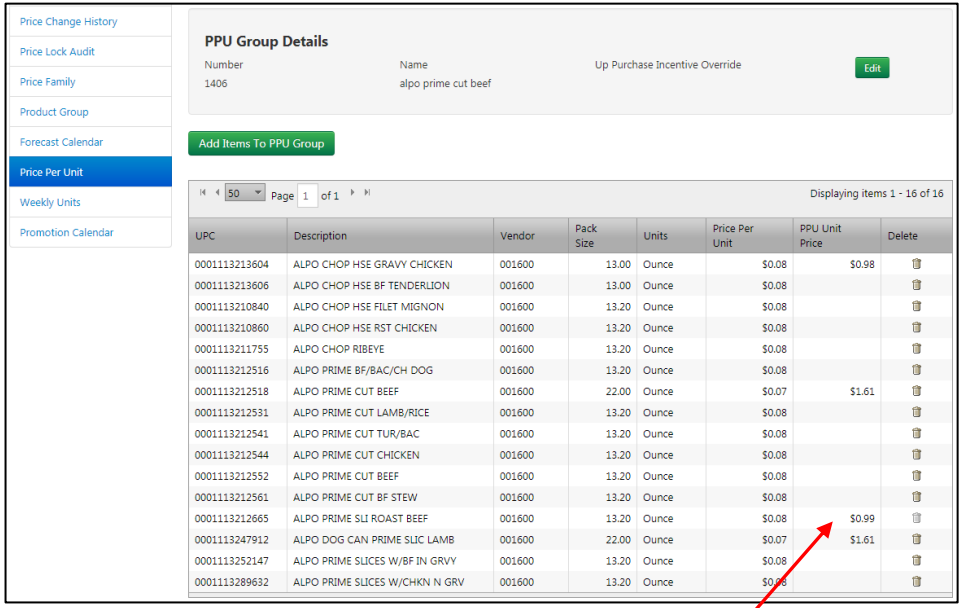
- **Forecast Calendar:** The Forecast Calendar shows your Base (Everyday), TPR, Promotion, and Markdown prices for the selected month
- The tab includes forecast charts of Price, Units, and Seasonality over the current month plus or minus one month (90 days total)



Portal Navigation

Item Details – Price Per Unit Tab

- **Price Per Unit:** This tab lets you compare and review prices per unit for items of the same brand at various sizes so you can maximize the benefits of “up-purchase incentive.”
- The “up-purchase incentive” defines the degree to which customers are “rewarded” on a per-unit price basis for purchase of larger sizes within a product line.



UPC	Description	Vendor	Pack Size	Units	Price Per Unit	PPU Unit Price	Delete
0001113213604	ALPO CHOP HSE GRAVY CHICKEN	001600	13.00	Ounce	$0.08	$0.98	
0001113213606	ALPO CHOP HSE BF TENDERLION	001600	13.00	Ounce	$0.08		
0001113210840	ALPO CHOP HSE FILET MIGNON	001600	13.20	Ounce	$0.08		
0001113210860	ALPO CHOP HSE RST CHICKEN	001600	13.20	Ounce	$0.08		
0001113211755	ALPO CHOP RIBEYE	001600	13.20	Ounce	$0.08		
0001113212516	ALPO PRIME BF/BAC/CH DOG	001600	13.20	Ounce	$0.08		
0001113212518	ALPO PRIME CUT BEEF	001600	22.00	Ounce	$0.07	$1.61	
0001113212531	ALPO PRIME CUT LAMB/RICE	001600	13.20	Ounce	$0.08		
0001113212541	ALPO PRIME CUT TUR/BAC	001600	13.20	Ounce	$0.08		
0001113212544	ALPO PRIME CUT CHICKEN	001600	13.20	Ounce	$0.08		
0001113212552	ALPO PRIME CUT BEEF	001600	13.20	Ounce	$0.08		
0001113212561	ALPO PRIME CUT BF STEW	001600	13.20	Ounce	$0.08		
0001113212665	ALPO PRIME SLI ROAST BEEF	001600	13.20	Ounce	$0.08	$0.99	
0001113247912	ALPO DOG CAN PRIME SLIC LAMB	001600	22.00	Ounce	$0.07	$1.61	
0001113252147	ALPO PRIME SLICES W/BF IN GRVY	001600	13.20	Ounce	$0.08		
0001113289632	ALPO PRIME SLICES W/CHKN N GRV	001600	13.20	Ounce	$0.08		

Price per Unit shown for each size sold

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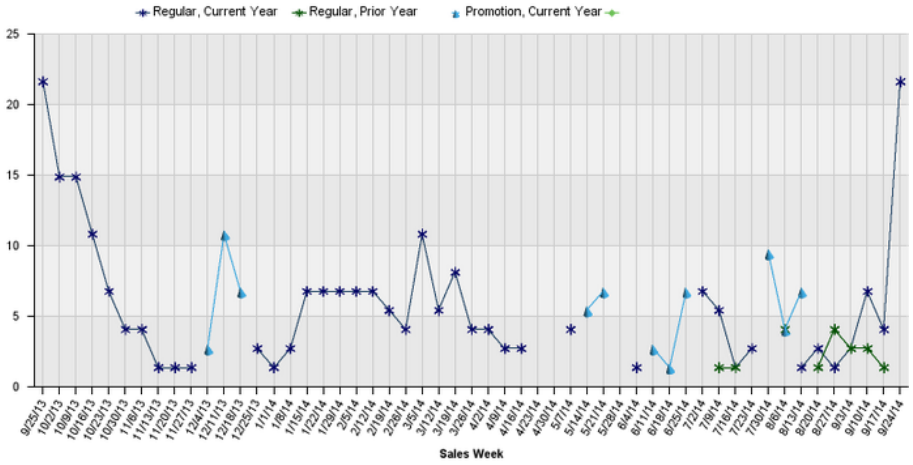
Portal Navigation

Item Details – Weekly Units Tab (PI Reporting Tool)

- This read-only tab displays average number of units sold, unit price, and cost by week over a specified period. Results can be filtered by zone, store, and sales type (base, promotion, all) or rolled up for the entire enterprise



Sales Week	Weekly Units	Unit Price	Unit Cost	Sales Type Description
9/25/13	12.15	$2.99	$3.23	Regular
10/2/13	14.85	$2.99	$3.44	Regular
10/9/13	14.85	$2.99	$3.33	Regular
10/16/13	10.8	$2.99	$3.32	Regular
10/23/13	6.75	$2.99	$2.80	Regular
10/30/13	4.05	$2.99	$2.55	Regular
11/6/13	4.05	$2.99	$2.96	Regular
11/13/13	1.35	$2.99	$2.55	Regular
11/20/13	1.35	$2.99	$3.78	Regular

The default date range is the last 52 weeks but the date filters can be used to view a subset or all available weeks in the database.

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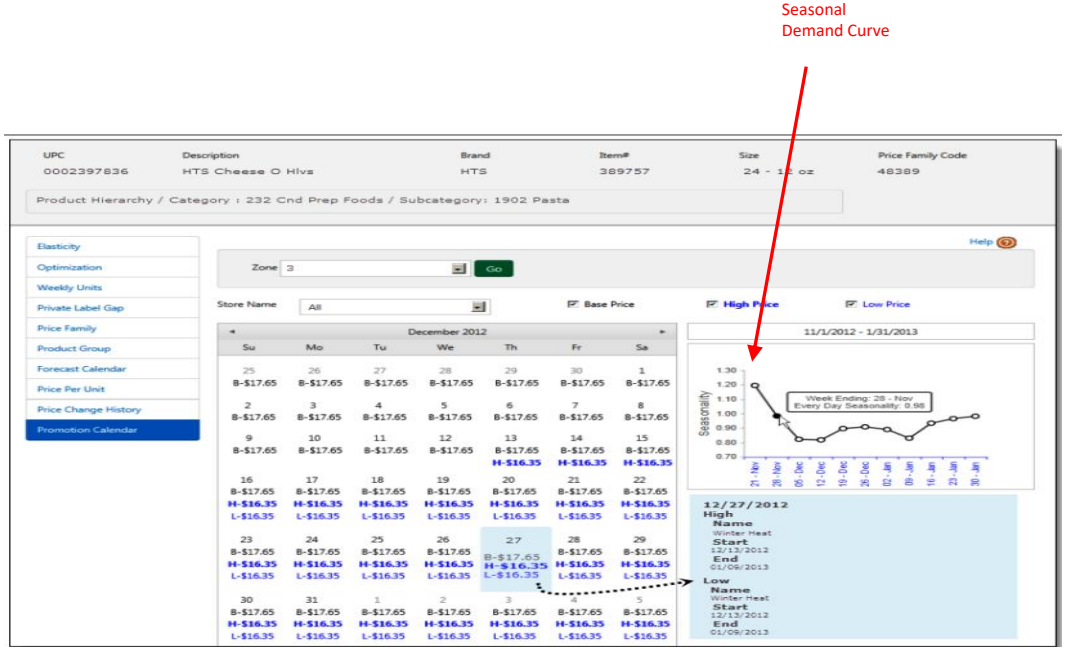
Portal Navigation

Item Details – Promotional Calendar Tab

- **Promotion Calendar:** The Promotion Calendar in Item Details shows your base price and high and low promotion prices for each day by zone/store for the selected item and month.
- The view also shows seasonal demand curves for the item over a 90 day period (current month plus/minus one month).



Portal Navigation

Price Families

Portal Navigation

Price Families – Managing a Price Family (Create)

- Price Review Screen:

Item#	Description	Cost$	Cost Status	Current$	Marg%	Suggest$
0043950	CHUNGS CHICKEN EGG ROLLS	$2.21		$3.59	38.44 %	$3.05
0040719	J J APPLE PIES			$0.55	40.00 %	$0.47
0040728	J J CHERRY PIES					$0.47
0040731	J J BERRY PIES					$0.47
0040733	J J CHOCOLATE PIES				40.00 %	$0.47
0040736	J J LEMON PIES					$0.47
0043078	[illegible]					$2.54
0045682	ORE IDA TATER TOTS	$2.49				$2.88
0001131	ORE IDA HASH BROWNS	$2.49		$3.39	26.54 %	$2.88
0001262	ORE IDA CRISPY CROWNS	$2.49		$3.39	26.54 %	$2.88

Decline Suggested Price
Edit Competitor Price
Price Lock
Cost Lock
Product Group
Price Family
Item Details
Manage Private Label Gap

Make Price Family
Add to Price Family
Remove from Price Family
Manage Price Family

Right Mouse Click

Multi select items to create Price Family

Portal Navigation

Price Families – Managing a Price Family (Remove)

- Price Review Screen:

Item#	Description	Cost$	Cost Status	Current$	Marg%	Suggest$
0043950	CHUNGS CHICKEN EGG ROLLS	$2.21		$3.59	38.44 %	$3.05
0040719	J J APPLE PIES			$0.55	40.00 %	$0.47
0040728	J J CHERRY PIES			$0.55	38.18 %	$0.47
0040731	J J BERRY PIES			$0.55	40.00 %	$0.47
0040733	J J CHOCOLATE PIES			$0.55	40.00 %	$0.47
0040736	J J LEMON PIES					$0.47
0043078	STOUFFERS PIZZA FRENCH BREAD CHEESE					$2.54
0045682	ORE IDA TATER TOTS	$2.49				$2.88
0001131	ORE IDA HASH BROWNS	$2.49		$3.39	26.54 %	$2.88
0001262	ORE IDA CRISPY CROWNS	$2.49		$3.39	26.54 %	$2.88

- Decline Suggested Price
- Edit Competitor Price
- Price Lock
- Cost Lock
- Product Group
- Price Family
  - Make Price Family
  - Add to Price Family
  - Remove from Price Family
  - Manage Price Family
- Item Details
- Manage Private Label Gap

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Portal Navigation

Price Families – Managing a Price Family (Review)

- Optimization
- Elasticity
- Private Label Gap
- Price Change History
- Price Lock Audit
- **Price Family**
- Product Group
- Forecast Calendar
- Price Per Unit
- Weekly Units
- Promotion Calendar

Help

Zones Zone 7 Go

Price Family -31651

Click To Add

50 Page 1 of 1 Displaying items 1 - 5 of 5

UPC	Item#	Price$	Cost$	Description	Vendor	Pack Size	Units	Visible in PR?	Delete
0001128400301	0040719	$0.55	$0.33	J J APPLE PIES	001600	4.00	Ounce	Yes	
0001128400302	0040728	$0.55	$0.34	J J CHERRY PIES	001600	4.00	Ounce	Yes	
0001128400303	0040731	$0.55	$0.33	J J BERRY PIES	001600	4.00	Ounce	Yes	
0001128400306	0040733	$0.55	$0.33	J J CHOCOLATE PIES	001600	4.00	Ounce	Yes	
0001128400307	0040736	$0.55	$0.33	J J LEMON PIES	001600	4.00	Ounce	Yes	

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Portal Navigation

Price Families

Portal Navigation

PLG – Private Label Group

- Select Manage Private Label Gap

Private Label GroupId	KVI Group Name	Zone Name	Price Family Number	UPC	Item#	Description	Available Store Count	New Marg%
1408	KVI #1	Zone 7	-7437	0001450001		BIRDS EYE STEAMFRESH BROCCOLI VER CARROTS		15.82 %
1408	KVI #1	Zo	-7437	0001450001		BROCCOLI CARROTS ATER CHESTNUT		15.82 %
1408	KVI #1			001450001		BROC		15.82 %
1407	KVI #1	Zone 7	-72752	0001280015		S PIZZA		16.19 %
1407	KVI #1	Zone 6	-11651	0001380013		INE PIZZA SPINACH & M		14.33 %

Decline Suggested Price
Edit Competitor Price
Price Lock
Cost Lock
Product Group
Price Family
Item Details
Manage Private Label Gap

Select Item

Right Mouse Click

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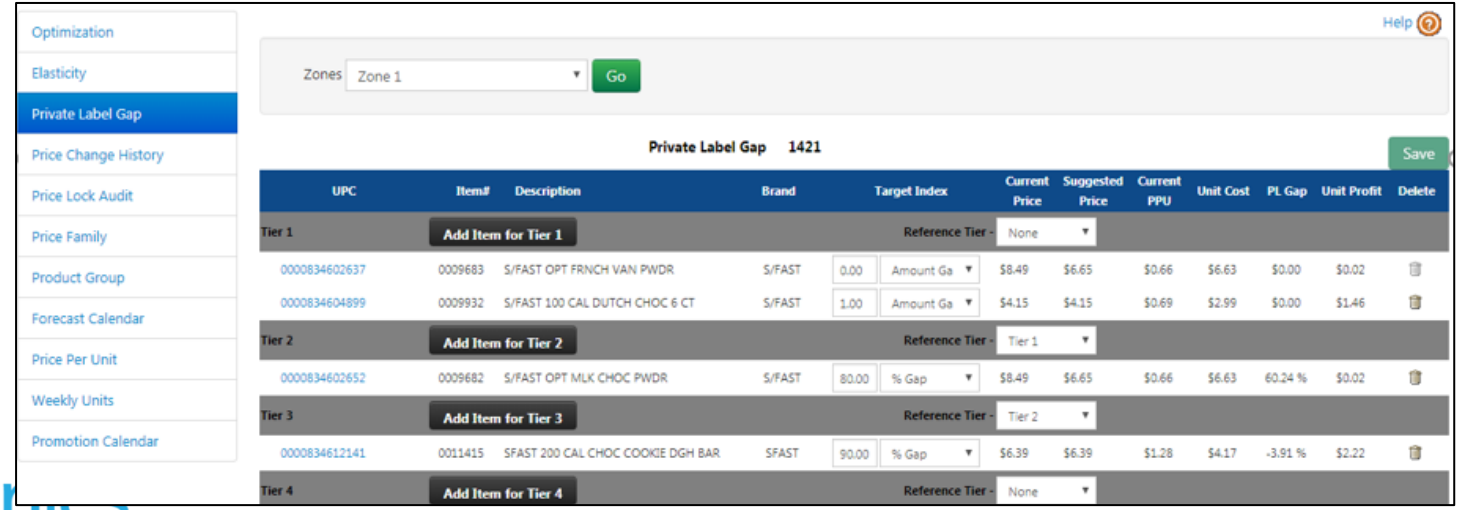
Portal Navigation

PLG – Private Label Group

- This screen can be used to view and change PLG tier relationships, add items to a group, or remove items from a group
- Select ‘Add item for Tier 1’ and ‘Tier 2’ and enter your gap amount in %, $ or profit gap. Click Save



Portal Navigation

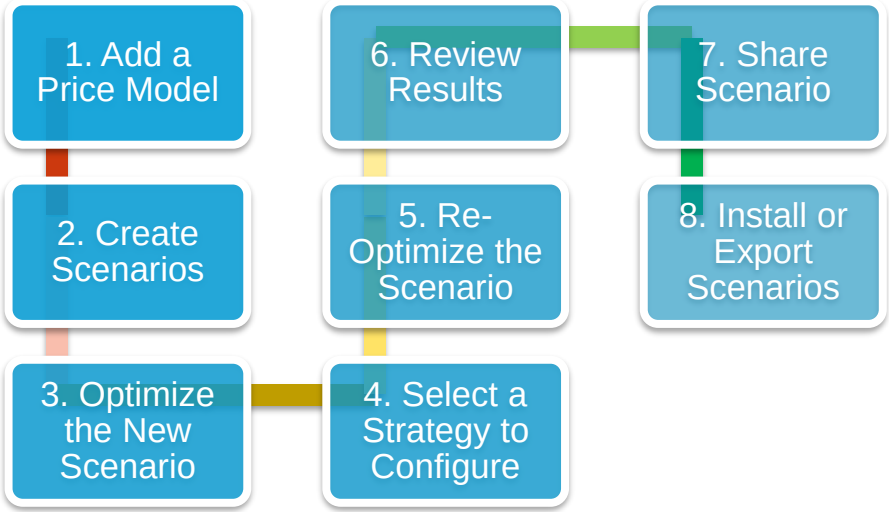
Scenario Planning

Portal Navigation

Scenario Planning

- Scenario Planning leverages the same updated data feeds as weekly pricing, but allows users to create “what if” pricing scenarios for any level of the Zone Product Hierarchy
- This portion of the application creates an easy to use sandbox environment to perform pre-season planning activities across any level of your hierarchy to help achieve objectives

- These “scenarios” allow users to configure, optimize, forecast, and edit recommended prices prior to implementation
- Approved strategies can also be “installed” and ultimately picked up by the weekly pricing process
- Strategies can be applied at any level of your product and store hierarchies. If no strategy is defined at a given level it is inherited from above



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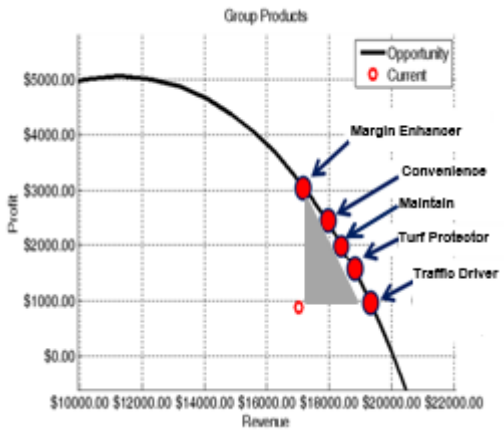
Pricing Strategies

Revionics provides a set of pre-defined strategies

- **Margin Enhancer:** Drive strong profit increases without sacrificing sales dollars
- **Margin Target:** Emphasizes hitting a margin target with minimal influence from the other driving factors
- **Convenience:** Increase profit without sacrificing volume on less-sensitive, non-destination items
- **Maintain:** Drive profit and sales dollars while maintaining current margins and competitive position
- **Turf Protector:** Drive volume and remain competitive while protecting margin
- **Traffic Driver:** Drive category volume while improving price image against competition
- **Pure Competitive:** Emphasizes competitive influence with minimal influence from other driving factors



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PE Module Settings

PE will maximize the profit subject to the constraint dictated by the strategy:

- **0 = Maintain Current Margin**, Drive profit – Drive sales and profit while maintaining current margin (profit increases, sales increase, units may increase, margin maintained).
- **1 = Margin Target**, Maximize profit subject to hitting a global margin target (effects will vary depending on the margin target selected relative to the current margin). When using this strategy option, PE will make use of the margin target associated with the MA module (target margin %).
- **2 = Maximize Sales**, Drive Sales – Aggressively drive for dollar sales volume while maintaining profit dollars (profit flat, sales increase, units likely to increase, margin may decline).
- **3 = Maintain Sales**, Drive profit – Aggressively drive for profit while maintaining sales dollars (profit increases, sales flat, units may decrease, margin may increase).
- **4 = Maintain Units**, Drive Profit – Drive for profit but maintain unit volume (profit increases, sales may increase, units flat, margin may increase).

Pricing Strategies

Standard Strategy Summary

	Pricing Strategy	Weightings					Key characteristics
		Price elasticity analysis (PE)	Margin analysis (MA)	Competitive analysis (CP)	Price per unit analysis (PPU)	Private label gap analysis (PLG)	
Increase sales	Traffic Driver	PE ↓	MA ↓	CP ↑	PPU ↑	PLG ↓	• Emphasis on competitive analysis • Limited emphasis on price elasticity and margin
Increase sales	Turf Protector						
Balance	Maintain						• Balanced emphasis of all engines
Increase margin	Convenience						• Emphasis on margin analysis and price elasticity analysis • Limited emphasis on competition
Increase margin	Margin Enhancer						

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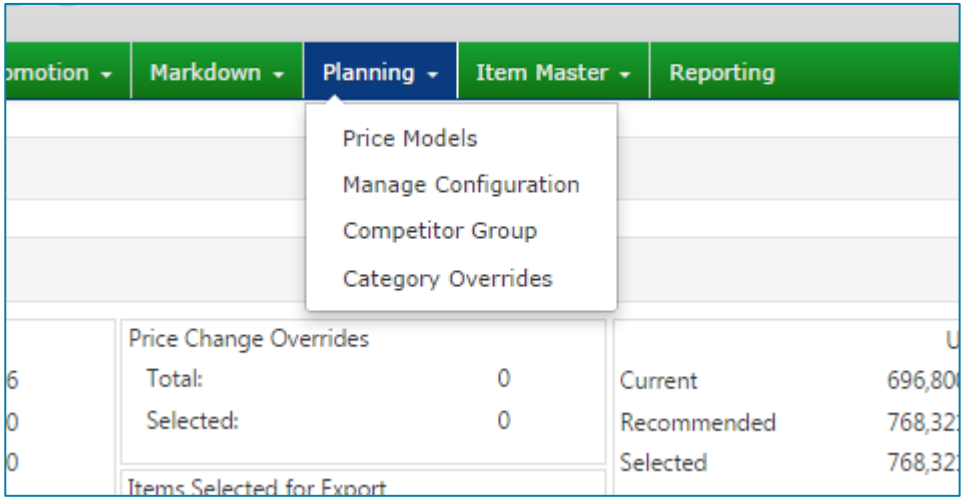
Strategies vs PE Module Settings

- **How do Strategies differ from the strategy I have configured for Price Elasticity (PE) analysis?**
- These strategies are broader in scope, applying to your overall **pricing** objectives. The strategy assigned in PE applies only to the **price elasticity** portion of analysis.

Portal Navigation

Enter Scenario Planning



Portal Navigation

Scenario Planning

Click here to create a new price model

Price Models Summary

Scenario Planning: Price Models

Add +

Results

Model ID	Price Model Name	Zone	Product	Eval Start Date	Eval End Date	# Scenarios	Installed Scenario Name	Installation Date	Actions
437	SUT- Candy- Zone 1	Zone 1	CANDY	10/1/2017	1/1/2018	1			

Pricing Models you create or are shared with you will appear here.

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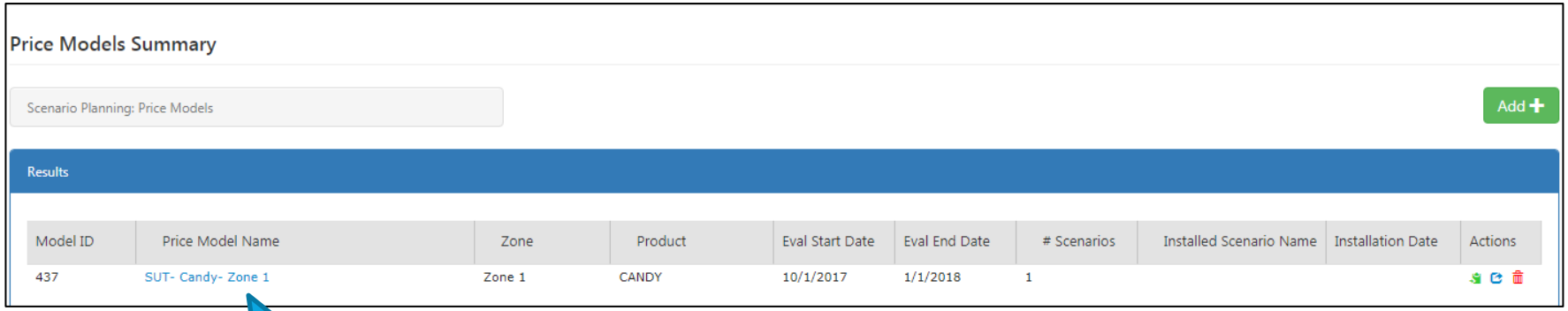
Portal Navigation

Price Model Creation

Click on Copy KVI Groups, if applicable
Click SAVE.

Portal Navigation

Open the Price Model



Click on the Price Model Name

Portal Navigation

Price Scenarios

Summary of Model Contents

Summary | Weather | Pricing | TPR | Markdown | Planning | Forecast | Security | Item Master | Reporting

Scenario Summary
Scenario Planning: Price Model >> Scenario Summary: SUT- Candy- Zone 1

Forecast Period From: 10/1/2017 To: 1/1/2018 Zone: Zone 1 Product: CANDY

Hide Scenario Summary Filters

Zones All

Products All

Go

ummary For Scenario Model:
UT- Candy- Zone 1

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics

View Jobs

per week cumulative

Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit
Current		N/A	N/A			35,086.50	69,360.72	40.98 %	28,426.93
Everyday						35,086.50	69,360.72	40.98 %	28,426.93
Bundled Items									
TPR						0.00	0.00	0	0.00
Scenario Baseline	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00
Everyday						0.00	0.00	0.00 %	0.00
Bundled Items									
TPR						0.00	0.00	0	0.00

Show Scenario Summary Chart

Price Scenarios

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Portal Navigation

Price Scenarios

- The “Current” scenario contains current pricing and displays a de-seasonalized forecast for the period selected during Price Model creation. This information will always remain static

Summary | Weather | Pricing | TPR | Markdown | Planning | Forecast | Security | Item Master | Reporting

Scenario Summary
Scenario Planning: Price Model >> Scenario Summary: SUT- Candy- Zone 1

Forecast Period From: 10/1/2017 To: 1/1/2018 Zone: Zone 1 Product: CANDY

Hide Scenario Summary Filters

Zones All
Products All
Go

Summary For Scenario Model:
SUT- Candy- Zone 1

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics
View Jobs

per week cumulative

Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit
Current		N/A	N/A			35,086.50	69,360.72	40.98 %	28,426.93
Everyday						35,086.50	69,360.72	40.98 %	28,426.93
Bundled Items									
TPR						0.00	0.00	0	0.00
Scenario Baseline	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00
Everyday						0.00	0.00	0.00 %	0.00
Bundled Items									
TPR						0.00	0.00	0	0.00

Show Scenario Summary Chart

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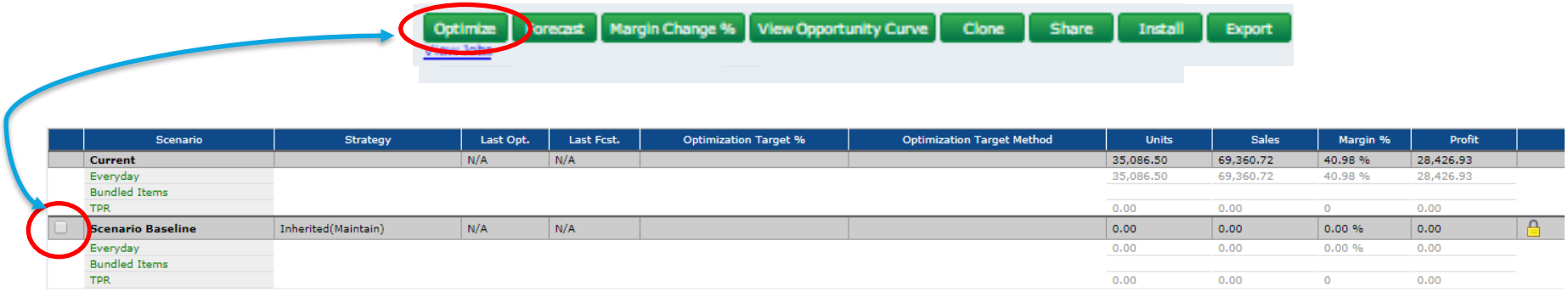
Portal Navigation

Price Scenarios

- The “Scenario Baseline” begins as an “unoptimized” scenario using the current settings for the selected hierarchy
- This scenario may be optimized to establish a baseline that different configurations may be compared against



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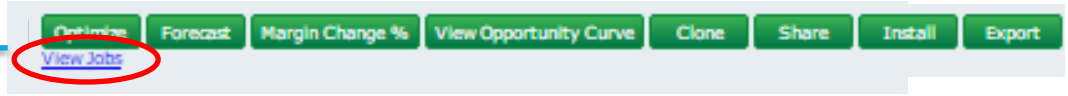
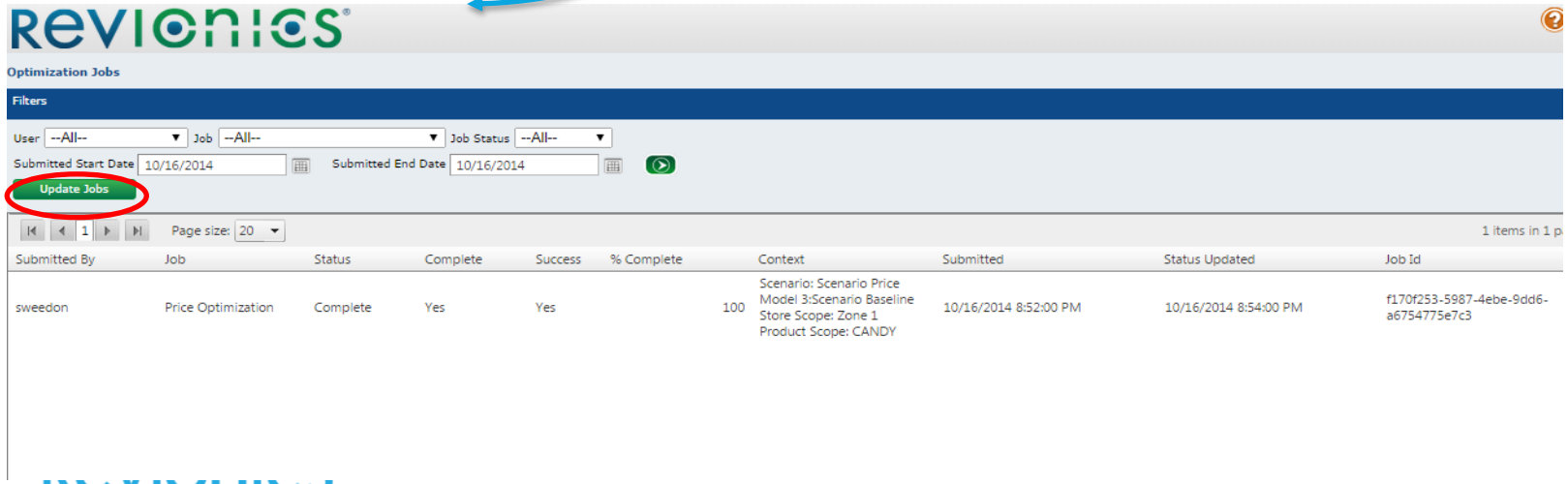
Portal Navigation

Monitoring Optimization Jobs

- Click **View Jobs**
- Click **Update Jobs** until % Complete = 100. Return to your scenario (previous screen) and click REFRESH.



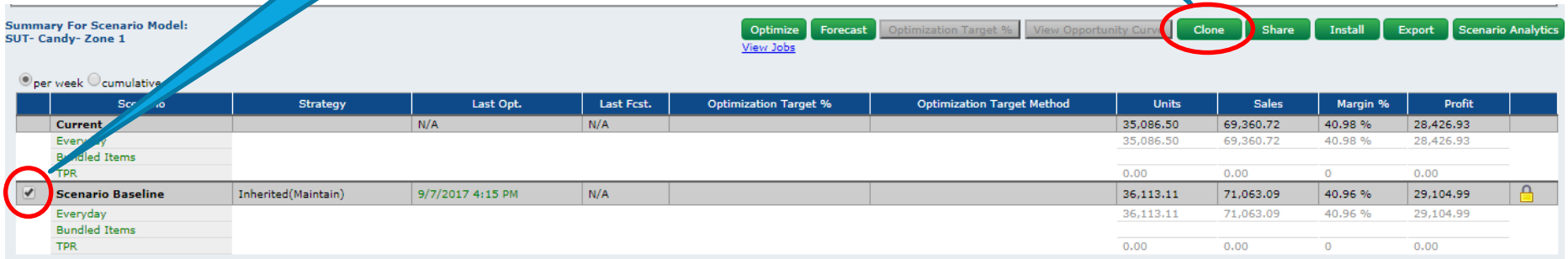


Portal Navigation

Creating a New Scenario

1. Check the box of the scenario you wish to clone

2. Click Clone



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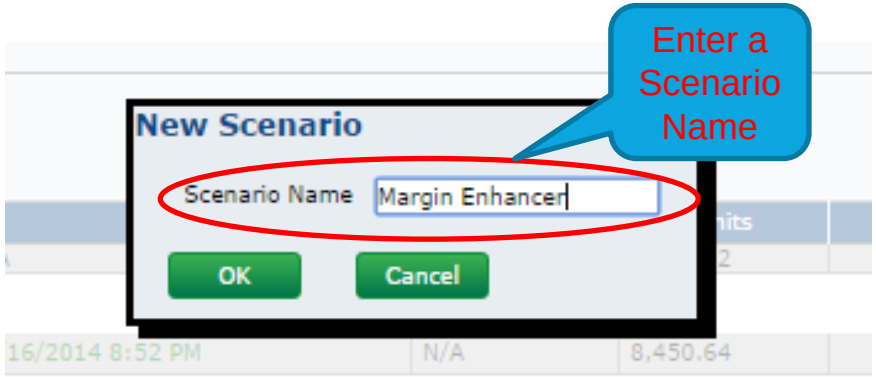
Portal Navigation

Creating a New Scenario



Portal Navigation

Viewing Configurations

Summary For Scenario Model:
SUT- Candy- Zone 1

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics

View Jobs

per week cumulative

	Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit	
	Current		N/A	N/A			35,086.50	69,360.72	40.98 %	28,426.93	
	Everyday						35,086.50	69,360.72	40.98 %	28,426.93	
	Bundled Items										
	TPR						0.00	0.00	0	0.00	
	Scenario Baseline	Inherited(Maintain)	9/7/2017 4:15 PM	N/A			36,113.11	71,063.09	40.96 %	29,104.99	
	Everyday						36,113.11	71,063.09	40.96 %	29,104.99	
	Bundled Items										
	TPR						0.00	0.00	0	0.00	
	-Margin Enhancer	Inherited(Maintain)	N/A	N/A							
	Everyday										
	Bundled Items										
	TPR								0		

Click here to view Scenario configurations

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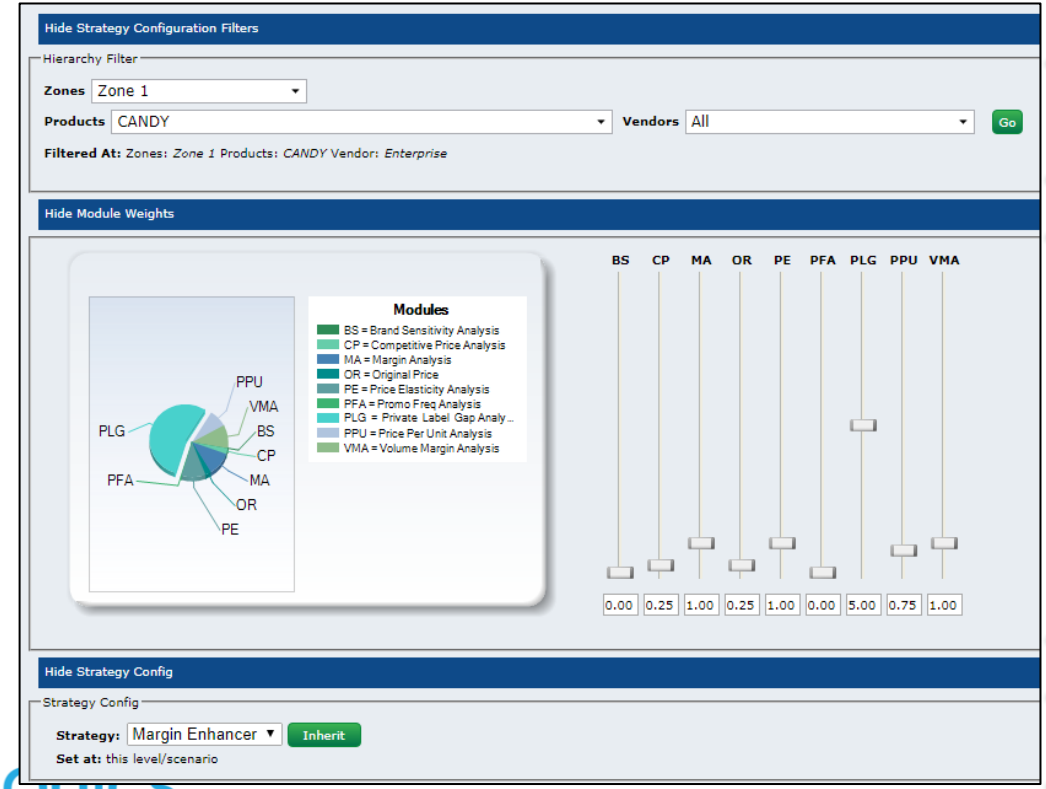
Portal Navigation

Viewing Price Scenario Configurations



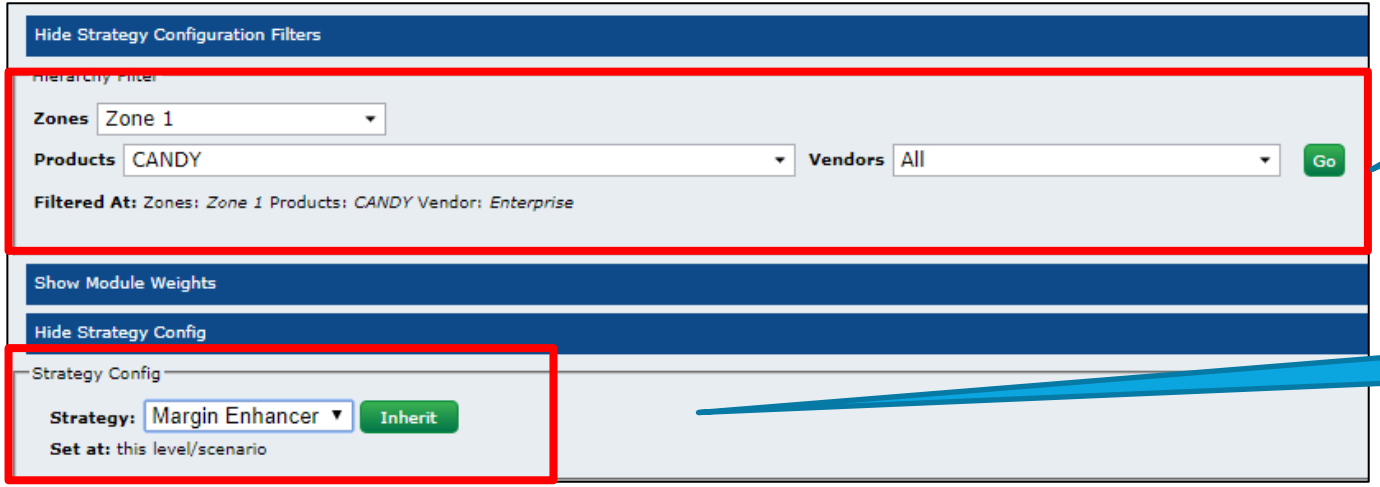
Hierarchy Drill

Engine Weights

Installed Strategy (If any)

Portal Navigation

Updating Strategy Selection



Select the Level to Modify

Select a Strategy

Portal Navigation

Optimize the Scenario

Summary For Scenario Model:
SUT- Candy- Zone 1

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics

View Jobs

per week cumulative

	Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit	
	Current		N/A	N/A			35,086.50	69,360.72	40.98 %	28,426.93	
	Everyday						35,086.50	69,360.72	40.98 %	28,426.93	
	Bundled Items										
	TPR						0.00	0.00	0	0.00	
	Scenario Baseline	Inherited(Maintain)	9/7/2017 4:15 PM	N/A			36,113.11	71,063.09	40.96 %	29,104.99	
	Everyday						36,113.11	71,063.09	40.96 %	29,104.99	
	Bundled Items										
	TPR						0.00	0.00	0	0.00	
✔	**-Margin Enhancer**	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00	
	Everyday						0.00	0.00	0.00 %	0.00	
	Bundled Items										
	TPR						0.00	0.00	0	0.00	

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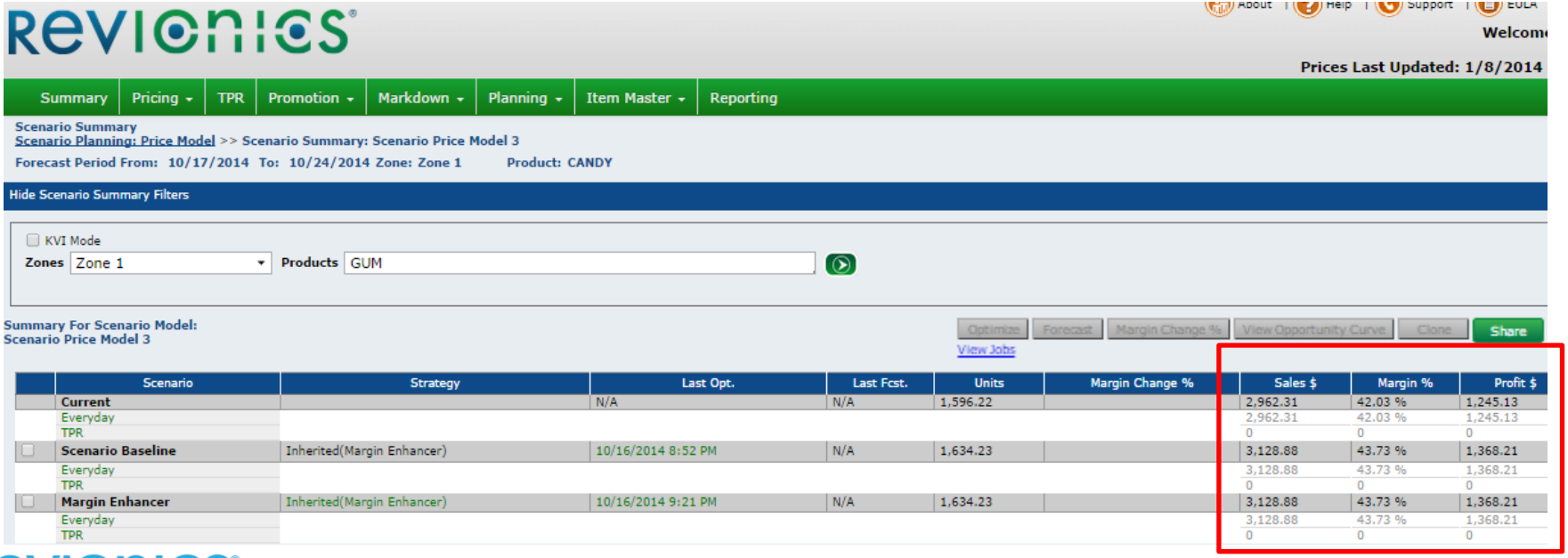
Portal Navigation

Optimize the Scenario

- When the scenario has completed optimizing, refresh the Price Model screen. The results are now in the metric columns to the right



Scenario	Strategy	Last Opt.	Last Fcst.	Units	Margin Change %	Sales $	Margin %	Profit $
Current		N/A	N/A	1,596.22		2,962.31	42.03 %	1,245.13
Everyday						2,962.31	42.03 %	1,245.13
TPR						0	0	0
Scenario Baseline	Inherited(Margin Enhancer)	10/16/2014 8:52 PM	N/A	1,634.23		3,128.88	43.73 %	1,368.21
Everyday						3,128.88	43.73 %	1,368.21
TPR						0	0	0
Margin Enhancer	Inherited(Margin Enhancer)	10/16/2014 9:21 PM	N/A	1,634.23		3,128.88	43.73 %	1,368.21
Everyday						3,128.88	43.73 %	1,368.21
TPR						0	0	0

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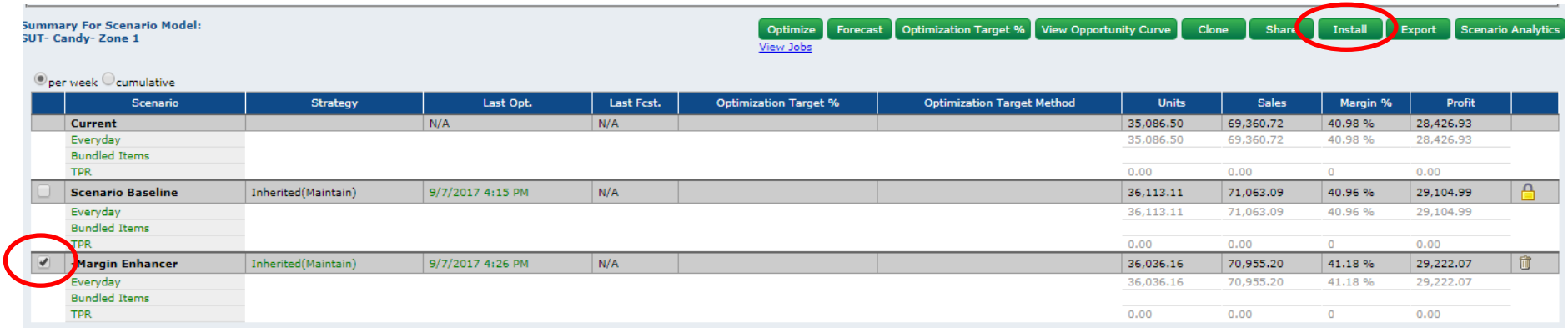
Portal Navigation

Review Results

- Install strategy if satisfied with results.



Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit
Current		N/A	N/A			35,086.50	69,360.72	40.98 %	28,426.93
Everyday						35,086.50	69,360.72	40.98 %	28,426.93
Bundled Items									
TPR						0.00	0.00	0	0.00
Scenario Baseline	Inherited(Maintain)	9/7/2017 4:15 PM	N/A			36,113.11	71,063.09	40.96 %	29,104.99
Everyday						36,113.11	71,063.09	40.96 %	29,104.99
Bundled Items									
TPR						0.00	0.00	0	0.00
Margin Enhancer	Inherited(Maintain)	9/7/2017 4:26 PM	N/A			36,036.16	70,955.20	41.18 %	29,222.07
Everyday						36,036.16	70,955.20	41.18 %	29,222.07
Bundled Items									
TPR						0.00	0.00	0	0.00

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Portal Navigation

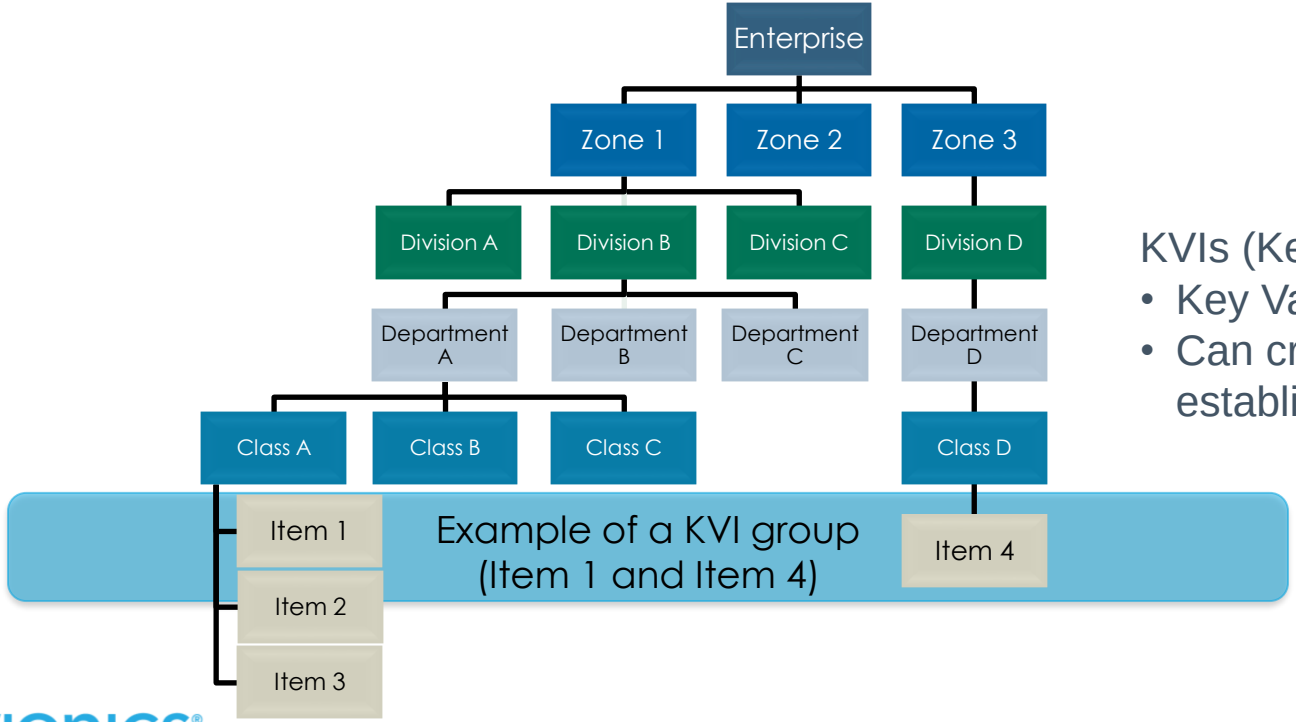
Price Review – Tips and Tricks

- Hold CTRL and click on a menu item to open a new tab
- View more items in Price Review with this button
- In Price Review you can select multiple contiguous items by holding *Shift* and left clicking. You can select multiple separated items by holding *Ctrl* and left clicking
- If session has timed out, click ‘About’ and re-log into the portal via that screen; any UIs already opened can be accessed as if session did not time out
- When opening Online Help, the initial display page corresponds to the page from which you accessed Online Help
- Clear cache if data is not refreshing as expected (process depends on browser and platform being used)
- When troubleshooting the optimization process, use item detail to ID where the item “lives” and the rules associated with that. (e.g., Zone Group, Zone, Hierarchy Level, Product Group, etc.)

Product Groups

Hierarchy & Product Groupings (KVIs)

Configurations can be set at all levels of the hierarchy or by KVIs



KVIs (Key Value Items):

- Key Value Items
- Can cross all levels of established hierarchy

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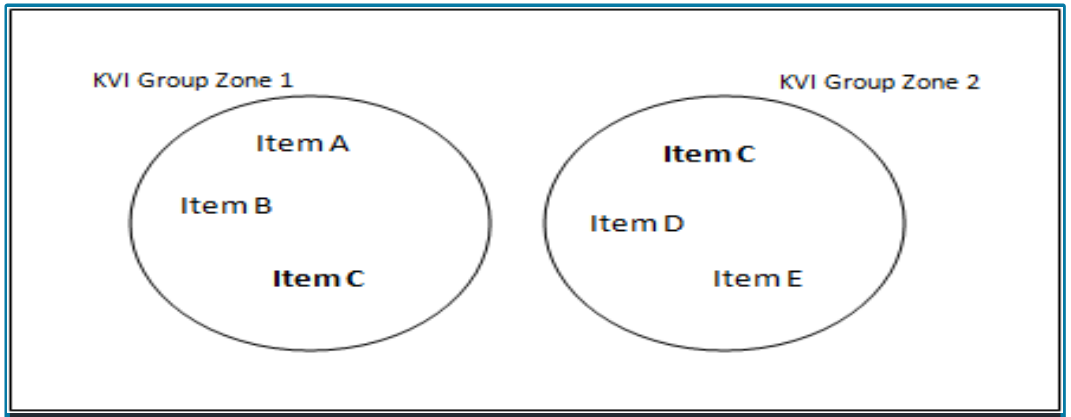
Product Groupings (KVI Groups)

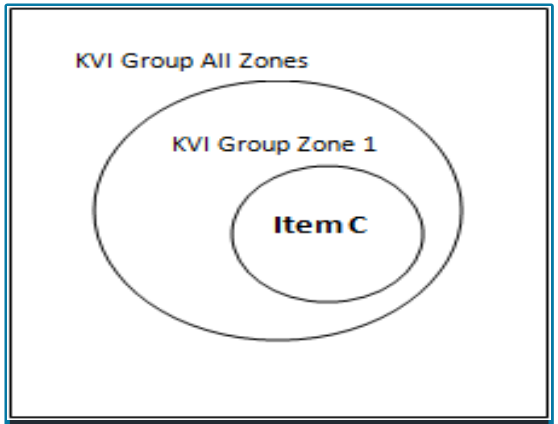
- Represents key Product Groupings that have a different strategy than their assigned category
- Product Groupings can span multiple product hierarchies
- Pricing Strategies can be assigned to a product grouping by zone
- Product Groupings can be “optimized” or “non-optimized” groups

Product Group Rules

An item can only belong to one optimized group for a zone



Graph 1: Item C **can** be optimized in Zone 1 group and Zone 2 group because it is in 2 different zones



Graph 2: Item C **cannot** be optimized in All Zones Group and Zone 1 Group because the groups are inclusive and it creates a conflict with the strategy configuration

Product Groups & KVIs

Optimized vs. Not Optimized

Zone1

USDA Organic

Convenience

Zone 2

Competitive KVIs

Traffic Driver

Product Groups & KVIs Best Practices

- Review KVI groups preferably every quarter or at least annually
  - Monitor the CPI on my KVI's on price review screen
  - Make sure your KVI's are included in price checks
- Identifying a KVI (revenue, volume, syndicated data, core categories, elasticity & elasticity confidence).
- Have a manage view for KVI items.
  - What is driving my KVI pricing?
  - Create a managed view with science engine impact
- Look at CPI reports to make sure that competitive price checks are correct (for competitive KVIs).

Competitor Target Offset Range

Competitor Target Offset Range (Min/Max Price Thresholds)

- Allows user to give greater influence to other modules
  - PE and/or MA can be given greater weights for optimization process
  - CP module will receive a lower weight
- Offset range is used in the constraint process between EN and FSP (Ending Number and Final Suggested Price)
  - More optimal results are given since all modules run prior to constraint step
  - Final guardrail is the min/max competitive threshold which keeps recommended pricing within competitive goals
- Threshold can be set as a min/max index or min/max price offset

Competitor Group Setup

Competitive Configuration

Agg Method: Weighted Average

Module: CP TPR

Competitor Group: Group 6 Edit Clone

Competitor Target Offset Range

Index Minimum 1.02 Maximum 1.10

Competitor	Comp Target Index	Weight	Priority	Sales Type	View only?
Competitor Store A	90.00 (%)	0.45	1	Regular	No
Competitor Store B	110.00 (%)	0.55	1	Regular	No

Inherit

Set at: this level/scenario

Competitor Target Offset Range (Min/Max Price Thresholds) Best Practices

- The threshold type used, Index or Amount, should be the same as the individual competitor stores in the group.
  - If the group contains both index and amount the process will use the most restrictive type.
- When using Competitor Target Offset Range the CP module should be reduced in weight and other modules should be weighted more for additional influence.
- REMEMBER the thresholds are calculated from the CP Unit Price not the Competitor Unit Price
  - CP Unit Price is the final target price from the CP module
  - Competitor Unit Price is the aggregate of all competitor prices in the group
- If group contains only one competitor, if priority is utilized, or if user would rather price off of the Competitor Unit Price the Target Index of the group should be set to 100

Top 10 Competitor View

Top “n” Competitor View

- **Customer**: Any client with a large number of competitors
- **Business Case**
  - Existing configurations to present competitor prices in Price Review either limit the number of competitors that can be included in the managed view, or impacts performance rendering the Price Review screen. Additionally this can impact optimization process causing jobs to fail.

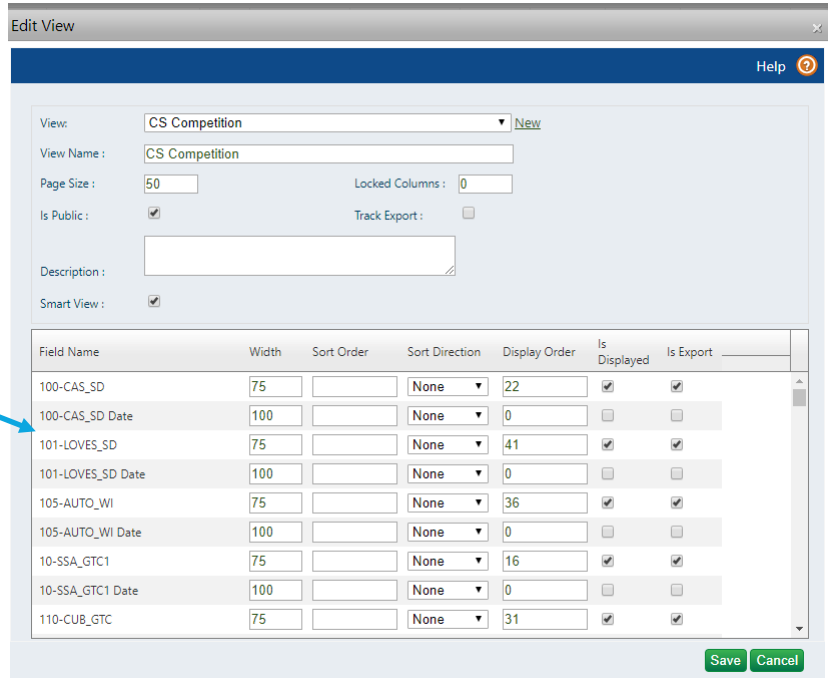
Top “n” Competitor View

Existing Competitor view configurations

Competitor Data Configuration	Pros	Cons
Dynamic Store-Based Competitor Columns (i.e. StoreCompetitiveDataInPersistTable = 0)	Customer can view store-level competitor prices for each row. Customer can configure more than 170~ competitor stores in Client.Store.	Performance is very slow during Export to Excel/CSV operations from Price Review. There is performance overhead paging through data in Price Review. This is because competitor prices have to be calculated for each row dynamically in the page of data being viewed.
Persisted Store-Based Competitor Columns (i.e. StoreCompetitiveDataInPersistTable = 1)	Customer can view store-level competitor prices for each row. Competitor data does not have to be calculated dynamically.	There is performance overhead during Export to Excel/CSV operations from Price Review. Customer can only configure ~170 competitor stores in Client.Store because the persist table will overrun the maximum SQL SERVER column count while being built.

Top “n” Competitor View

Editing a Managed view when Persisted Store-Based Competitor View enabled



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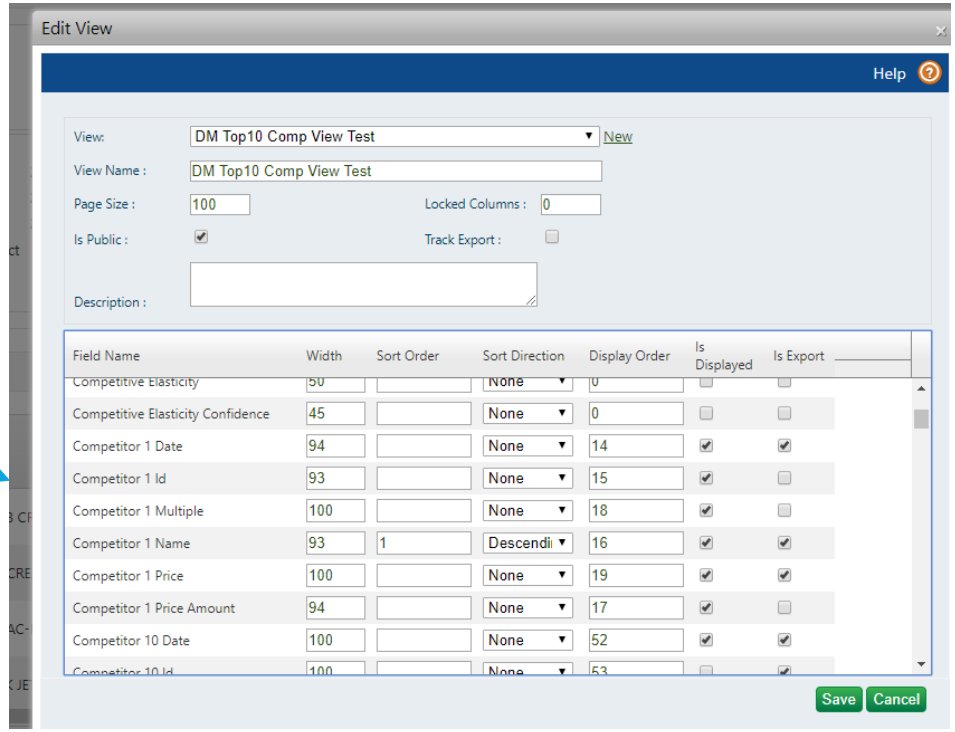
Top “n” Competitor View

Solution

Competitor Data Configuration	Pros	Cons
Persisted Top 10-Based Competitor Columns (i.e. StoreCompetitiveDataInPersistTable = 2)	Customer can view store-level competitor prices for each row. Competitor data does not have to be calculated dynamically. Customer can configure more than 170~ competitor stores in Client.Store.	Not a lot of overhead added during Export to Excel/CSV operations from Price Review.

Top “n” Competitor View

Editing a managed view when Top “n” Competitor View enabled



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Top “n” Competitor View

Solution

- Shift from adding competitor name into a Price Review managed view to show only competitors relevant for the product/zone/vendor combination.
- Utilizes an alternate method of persisting competitor data calculated/output by Science during optimization.
- Improved performance of Price Review’s Excel export

Top “n” Competitor View

Solution

- “Persisted Top 10-Based Competitor Columns” can be added to managed view.
  - “Competitor N Id”
  - “Competitor N Name”
  - “Competitor N Price”
    - “Competitor N Price Amount”
    - “Competitor N Multiple”
  - “Competitor N Date”

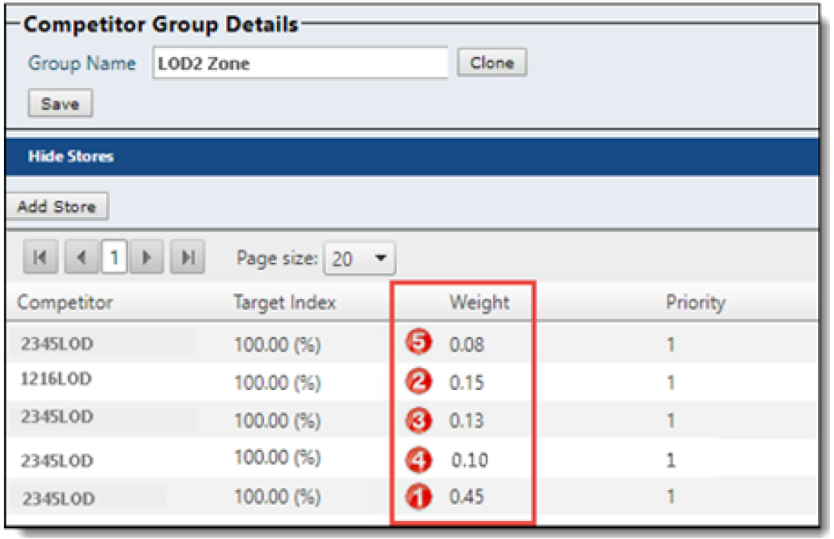
Optimize | Export | Reselect Exports | Top10Comp

Price Family Numbe	Competitor 1 Date	Competitor 1 Id	Competitor 1 Multiple	Competitor 1 Name	Competitor 1 Price	Competitor 1 Price Amount
	2/14/2018	217	1	F-CH	$1.19	$1.19
	2/27/2018	227	1	H-WS	$1.99	$1.99
-9321	2/27/2018	227	1	H-WS	$2.49	$2.49
-9321	2/27/2018	227	1	H-WS	$2.49	$2.49

Top “n” Competitor View

Key Points

- The output of Competitor Top 10 is completed in Priority Order when priority settings are used
- If all comp stores are set to the same priority they are ranked by Aggregation Method:
  - Min, Max or Weighted Avg
  - When Weighted Avg is used the competitor is ranked by the competitor weight applied to each comp store



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Top “n” Competitor View

Key Points

Use the custom view option to add and view competitor price columns and other related information while you review price recommendations.

Description	Current Price	Suggested Price	Competitor 1 Name	Competitor 1 Price	Competitor 2 Name	Competitor 2 Price	Competitor 3 Name	Competitor 3 Price	Competitor Unit Price	CP Unit Price	CP Unit Price Impact	CP Minimum Unit Price	CP Maximum Unit Price
4-1/2 PRO/ANGLE	89.99	112.31	Baconi	107.99	Tridane	99.00	SuperTool	117.29	109.05	109.00	20.03	105.70	119.12
1/2IN HD DRILL 7.8	99.99	124.79	WM 345-2	112.99	Eveersen	133.56	Baconi	125.00	121.38	126.21	23.45	115.12	129.00

A B C

- **A** **Top N competitor prices** (up to 10; 3 shown). You can add up to six columns for each competitor (Date, ID, Name, Price, Price Amount, Price Multiple).
- **B** **Competitor Unit Price**. The aggregated competitive price used in optimization, based on the priority and weight given to each competitor price and the aggregation method in your CP configuration.
- **C** **CP Price Outputs from Optimization**. **CP Unit Price** (target price from CP module), **CP Minimum/Maximum Unit Prices** (optional prices when using CP min/max thresholds), **CP Unit Price Impact** (amount impact, target price relative to current price), and **CP Weighting** (not shown).

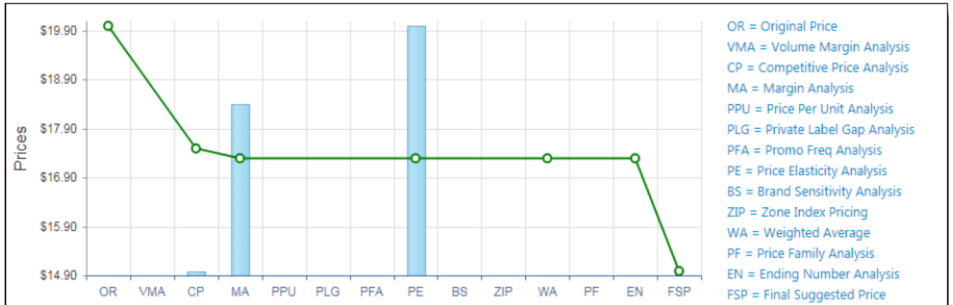
Top “n” Competitor View

Key Points

- Will only include data that is within the configured Price Life Days
- “View only” Competitors will be included in Top 10 only after all Optimized Competitors are used

Link to Competitor Group Details

- Within Item Details and the Optimization tab
  - Price Review and Scenario Planning are inclusive
- Security rights have to be enabled for
  - Viewing Competitor Group
  - Editing Competitor Group
- Optimization must be run after rights are enabled to adequately use View and Edit



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	19.99		14.99	18.39				19.99			17.29		17.29	14.99
Weights	0.25		1.00	0.25				0.50						
Impact	0.00		-2.50	-0.20				0.00						

Product Relationships
Private Label Gap (PLG)
Price Per Unit (PPU)

PLG - Overview

Private Label Group (PLG) functionality within Revionics can be utilized within Revionics to address two similar Strategic initiatives:

- **Private Label Pricing**: Private label pricing can be set up in Revionics by creating pricing tiers within a unique, common data element
  - Can be used to manage private label vs. national brands
  - Can also be used to manage private label vs. other private labels
- **Good-Better-Best Pricing:** PLG functionality does not only have to apply to private label pricing. It is also how Good-Better-Best relationships can be established in Revionics

PLG Approach Overview

- Traditional PLG Weighting Approach
  - Best for enforcing exact price gap between tiers
  - Best when numerous or flexible pricing tiers are required
  - Is more rule constrained and therefore produces less science based pricing than the PLG Constraint Approach
  - More labor intensive to setup and maintain in Revionics
- PLG Constraint Approach
  - Best for enforcing a range of possible price gaps between tiers (e.g., Brand A has a 5% to 30% premium over Brand B)
  - By allowing a broader range of prices it produces more scientifically valid price recommendations than the traditional PLG weighting approach
  - More likely to enforce a PLG gap as system ensures that a gap occurs later in the optimization process (as a final constraint rather than a pricing engine input)
  - Less labor intensive to setup and maintain in Revionics

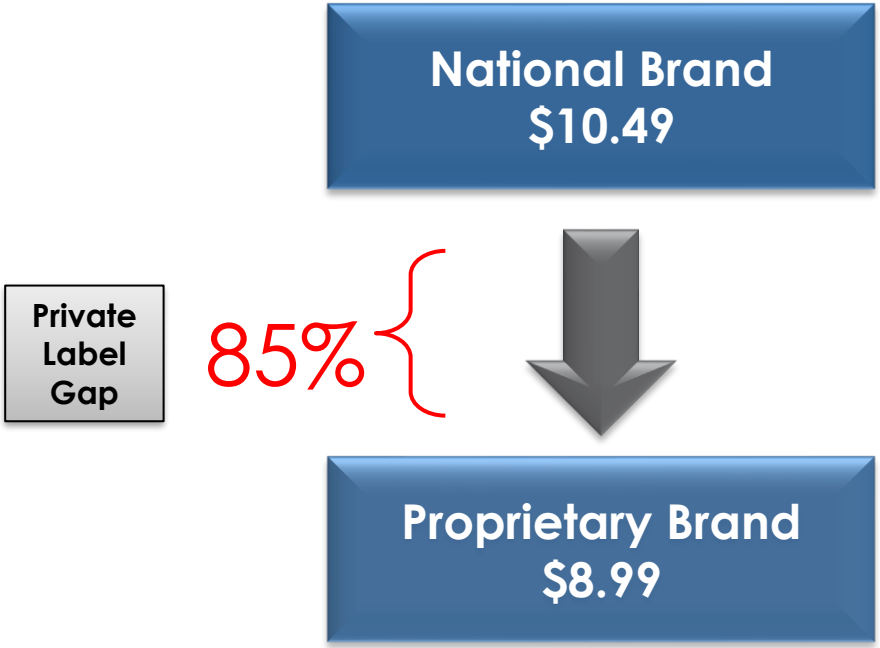
PLG Approach Overview

- Regardless of approach (range or index), PLGs gaps can be enforced using one of the following:
  - $ amount (i.e. Brand B is $2 less than Brand A)
  - % amount (i.e. Brand B is 5% less than Brand A)
  - Penny Profit (i.e. Brand B will make 5% more profit than Brand A)
  - (above examples with a single index, ranges may also apply)

PLG - Traditional Weighting Overview

Goal: Increase market share and improve profitability by driving customers to buy proprietary brands

- Relationships can be managed via back office feeds or within the application
- Unlimited tiers
- Flexible tier references
- Gaps can be % or $ based



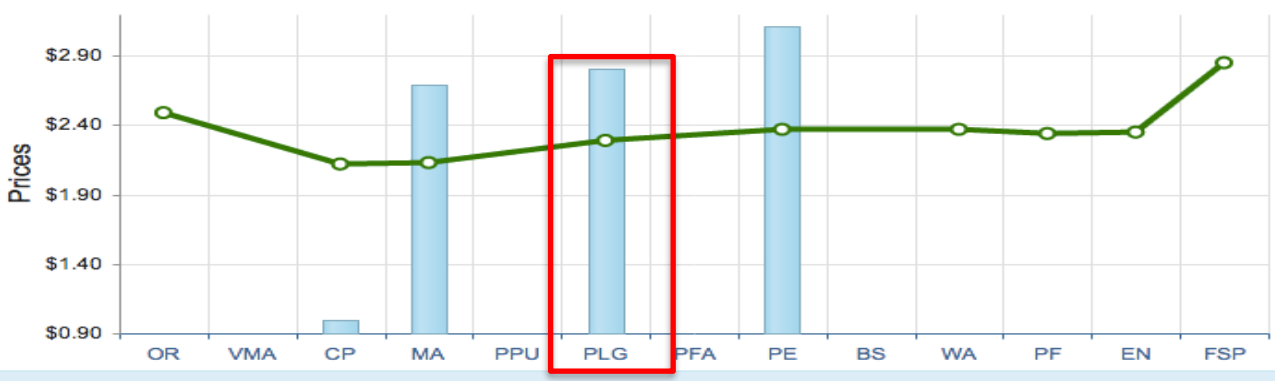
PLG – Traditional Weighting Overview

- The same data elements exists whether you are creating a Private Label relationship or a Good-Better-Best relationship
- Indexes can be expressed with a $ amount, or % amount:
  - **Percentage (%)**: % of the reference tier price, not the percentage above or under
  - **Dollars ($)**: The $ more/less than the referenced tier.

SKU	PLG / GBB Group Code	PL Tier	Parent	PL Index	Price
Premium Proprietary Brand	15	1	2	+1.00 ($)	$10.99
National Brand	15	2	N/A	-	$9.99
Value Proprietary Brand	15	3	2	0.85 (%)	$8.49

PLG - Traditional Weighting Optimization

- PLG enforcement is based on its weighting in the system



OR = Original Price
VMA = Volume Margin Analysis
CP = Competitive Price Analysis
MA = Margin Analysis
PPU = Price Per Unit Analysis
PLG = Private Label Gap Analysis
PFA = Promo Freq Analysis
PE = Price Elasticity Analysis
BS = Brand Sensitivity Analysis
WA = Weighted Average
PF = Price Family Analysis
EN = Ending Number Analysis
FSP = Final Suggested Price

Strategy: Traffic Driver

	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	WA	PF	EN	FSP
Target Prices	2.49		1.00	2.69		2.81		3.11		2.37	2.34	2.35	2.85
Weights			1.00	0.25		2.00		0.50					
Impact			-0.37	0.01		0.16		0.08					

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PLG – Traditional Weighting Exercise

- The following strategy has been decided upon (fictional) and needs to be setup in the system:
  - Brand (A) needs to be priced 5% above Wal-Mart's Brand
  - Brand (B) needs to be 10% higher than Brand (A)
  - Brand (C) needs to be $15 higher than Brand (B)

PLG – Traditional Weighting Exercise

- The solution (and key data elements involved):

PLG Group #	Item	PLG Tier	Reference Tier	$ / %	Index
115	Brand C	3	2	$	15.00
115	Brand B	2	1	%	1.10
115	Brand A	1	None	None	None

STEP 1: Brand A shopped against WMT and competitive strategy applied

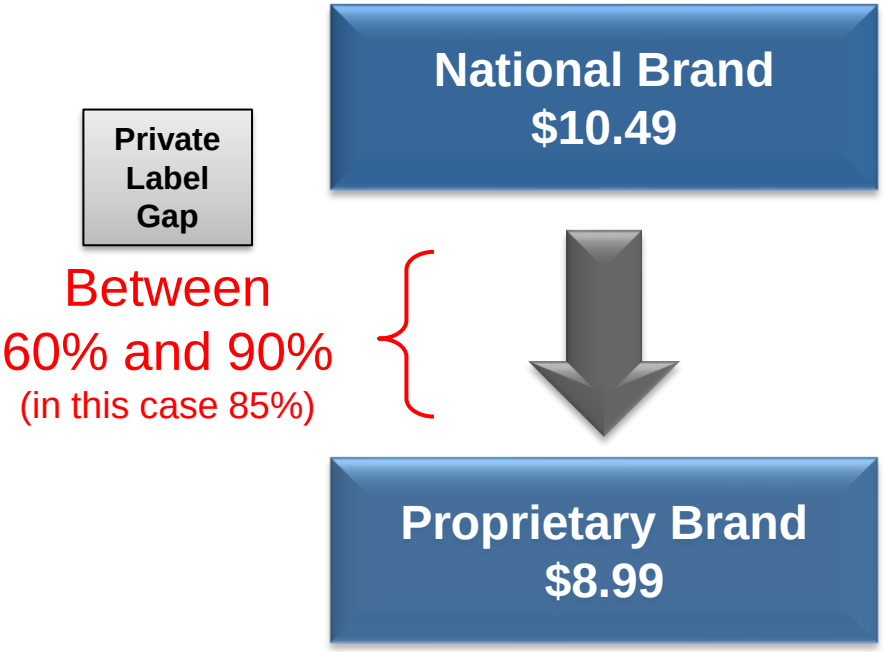
STEP 2: Now that Brand A pricing is determined, Brand B is priced at 10% above it

STEP 3: Now that Brand B is priced, Brand C is priced at $15 above it

STEP 4: All PLG pricing is determined; final price will be based on how heavily PLG is weighted

PLG – Constraint Overview

- Goal: Increase market share and improve profitability by driving customers to buy proprietary brands
  - Relationships can be managed via back office feeds or within the application
  - Unlimited tiers
  - Allows for a range of acceptable PLG gaps
  - Gaps can be % or $ based



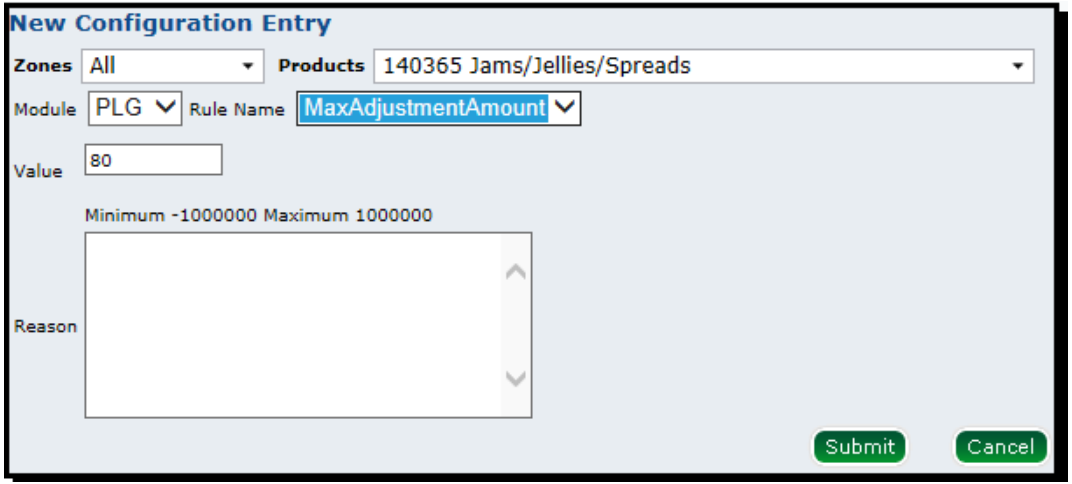
PLG – Constraint Overview

- Gap ranges are defined and applied evenly across all tiers that are setup; Tier 1 is always more premium priced than Tier 2, etc.
- Gaps are setup as a configuration in the system and are therefore applied to a product/zone combination like other strategies or configurations
- Gaps can be expressed with a $ amount, or % amount
  - **Minimum/Maximum Adjustment Percent (%)**: range of acceptable % gaps between tiers (e.g., lower tier is between 70% and 90% of higher tier price)
  - **Minimum/Maximum Adjustment Amount ($)**: range of acceptable $ gaps between tiers (e.g., lower tier is between $1 and $2 lower than higher tier price)

SKU	PLG / GBB Group Code	PL Tier	Minimum Adjustment	Maximum Adjustment	Price
Premium Proprietary Brand	15	1	N/A	N/A	$10.99
National Brand	15	2	70% $1	90% $3	$7.69-$9.89 $7.99-$9.99
Value Proprietary Brand	15	3	70% $1	90% $3	$5.39-$8.89* $4.99-$8.99*

* Tier 3 pricing uses same adjustment rates but based off of where Tier 2 is priced

Product Relationships Min and Max PLG Constraints



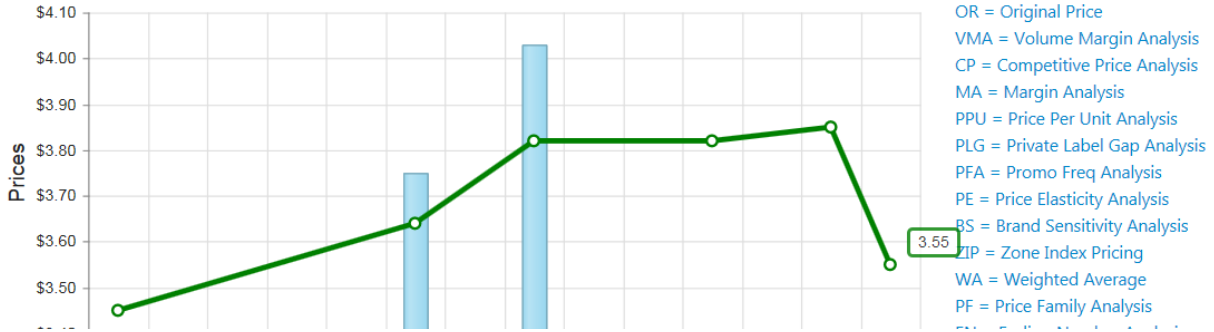
Max PLG constraint on Item Detail

Screen example

Zones Zone 1 Vendor 001600 Go

Constraint(s)

- The price recommendation has been decreased in order to satisfy the maximum PLG limit.



	OR	VMA	CP	MA	PPU	PLG	PFA	PE	BS	ZIP	WA	PF	EN	FSP
Target Prices	3.45					3.75		4.03			3.82		3.85	3.55
Weights						2.00		1.00						
Impact						0.19		0.18						

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PLG Min/Max

- The min/max rules do not directly affect the PLG price recommendation (that is always the optimal price)
- Rather, the min/max prices are applied via the Finalizer logic as price constraints, forcing the final suggested price back to the minimum or maximum price if optimization has moved it outside this range
- The final suggested price may vary from the PLG recommendation, depending on the relative weight given to the PLG module compared to other modules.

SKU	PLG / GBB Group Code	PL Tier	Minimum Adjustment	Maximum Adjustment	Price
Premium Proprietary Brand	15	1	N/A	N/A	$10.99
National Brand	15	2	70% $1	90% $3	$7.69-$9.89 $7.99-$9.99
Value Proprietary Brand	15	3	70% $1	90% $3	$5.39-$8.89* $4.99-$8.99*

PLG – By Price Per Unit Or Total Price?

- PLG can be configured to enforce an index or a range by total price or by price per unit
- In the example to the left:
  - 24 oz bottle is $9.99
  - 12 oz bottle is set to index at 85%
- Size Adjust On (per unit): 12 oz bottle will be $5.29
- Size Adjust Off (per unit): 12 oz bottle will be $8.49

It's important to use the same Unit of Measure when using SizeAdjust for PLG; unlike PPU, the system WILL NOT convert measures

Key PLG Strategy Decisions

- Do we want to enforce PLGs based on Current or Suggested Prices?
- Do we want to enforce PLGs based on TOTAL price or Price Per Unit?
- Do we want to enforce an exact PLG index or do we want to enforce a PLG range?
- If we enforce a PLG range, do we want it done at the Category level or would we prefer to have every SKU have its own range?

Pricing Strategies / Advanced Scenario Planning

Revionics Pricing Process

Price Changes

Approve Prices

Establish Business Goals

Align Strategies with Goals

Model Demand

Optimize Prices

Review Price Recommendation

Simulate Price & Strategy Adjustments

Export Price Changes

Measure Value

Data

Historical master data & weekly sales

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Pricing Strategies

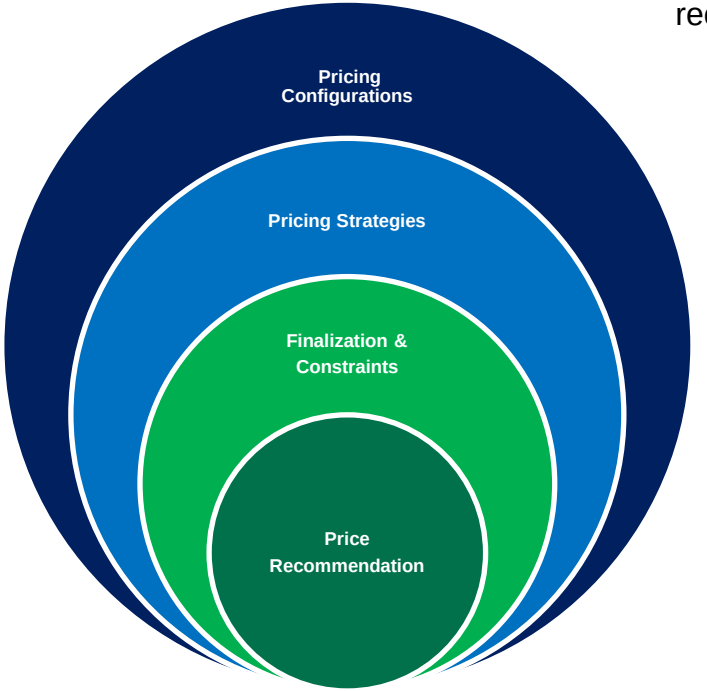
Pricing Configuration and Strategies

Pricing Configurations

Pricing Strategies

Pricing Rules

Finalization and Constraints



How many days of no sales before we stop recommending prices?

Is this category Market Share or Turf Protector?

Do you have .99 ending rules?

Is the price recommendation hitting the max price change % constraint?

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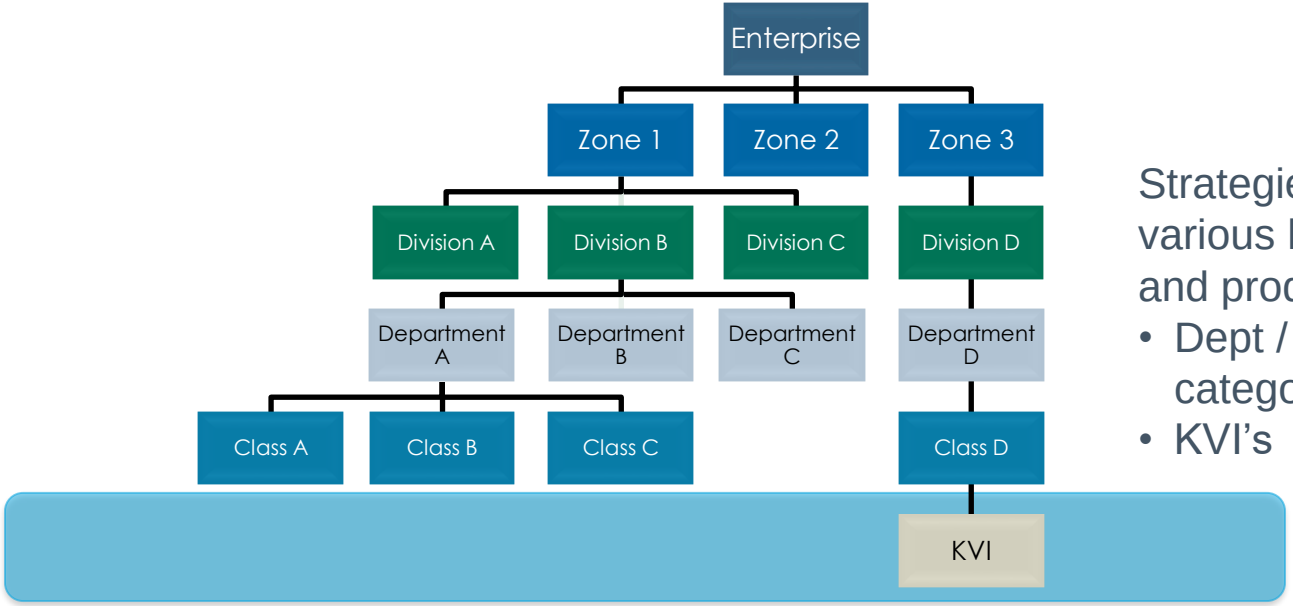
Pricing Strategies



Strategies can be set at various levels of the store and product hierarchy

- Dept / category / sub category
- KVI's

Pricing Strategies

Traffic Driver Strategy

- Strategy designed to drive store traffic while improving image against competition

Turf Protector Strategy

- Drive volume and remain competitive while protecting margin

Maintain Strategy

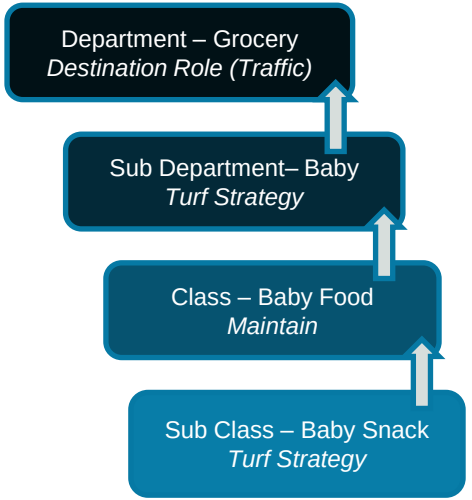
- Drive profit and sales dollars while maintaining current margins and competitive position

Convenience Strategy

- Pick up profit without sacrificing volume on less sensitive, non-destination items

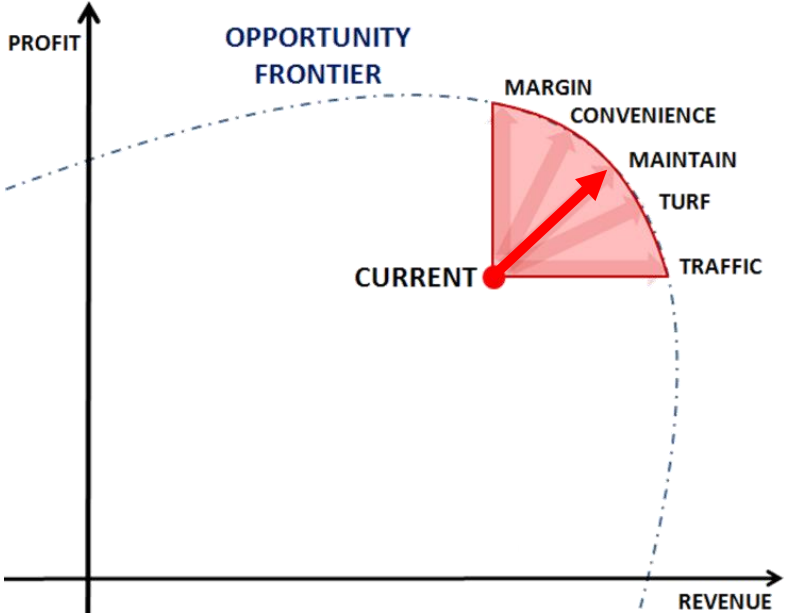
Margin Enhancer

- Drive strong profit increases without sacrificing sales dollars.



Pricing Strategies

Each category has its own curve



- Non-optimized prices are within the “Opportunity Frontier”
- Optimal outcomes are points along the frontier
- Optimization Strategy determines which direction to approach the frontier

Pricing Strategies

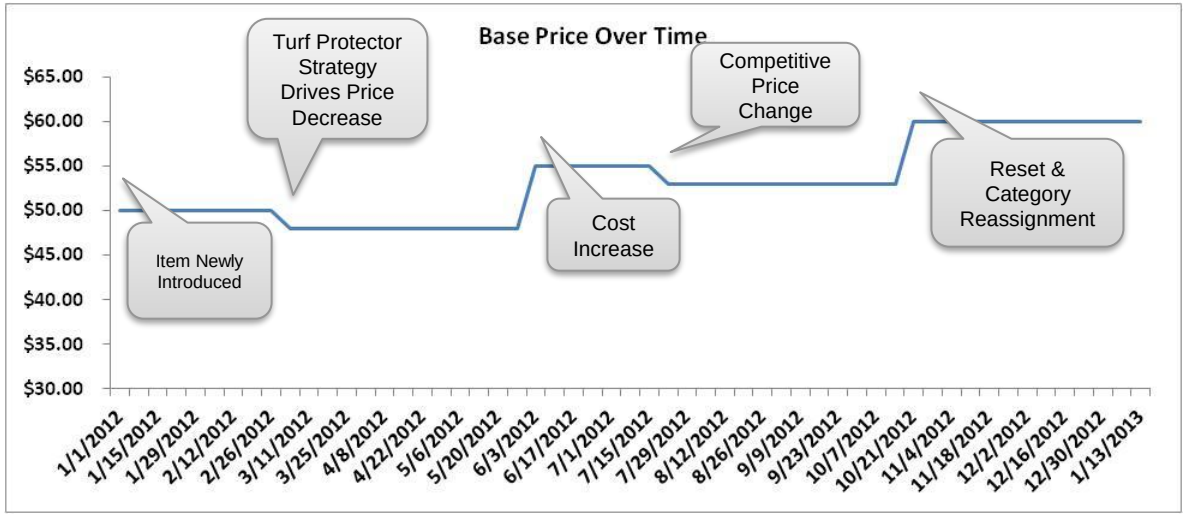
Price Elasticity (PE) Strategy

- PE will maximize the profit subject to the constraint dictated by the strategy:
  - 0 = Maintain Current Margin, Drive profit – Drive sales and profit while maintaining current margin (profit increases, sales increase, units may increase, margin maintained).
  - 1 = Margin Target, Maximize profit subject to hitting a global margin target (effects will vary depending on the margin target selected relative to the current margin). When using this strategy option, PE will make use of the margin target associated with the MA module (target margin %).
  - 2 = Maximize Sales, Drive Sales – Aggressively drive for dollar sales volume while maintaining profit dollars (profit flat, sales increase, units likely to increase, margin may decline)
  - 3 = Maintain Sales, Drive profit – Aggressively drive for profit while maintaining sales dollars (profit increases, sales flat, units may decrease, margin may increase).
  - 4 = Maintain Units, Drive Profit – Drive for profit but maintain unit volume (profit increases, sales may increase, units flat, margin may increase).

Pricing Strategies

Regular Price Optimization Lifecycle

- Optimization is an ongoing process using changes in business conditions as inputs
- Changes is desired outcome can drive changes in strategy and configuration



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Pricing Strategies

Developing a Strategy Perspective

Initial strategy assignments can be made based on category performance and organizational role

Growing categories may be candidates for traffic driver or turf protector—large stable categories may be candidates for maintain based strategies

Quantitative

- Is the category growing or declining?
- Has assortment diversified or consolidated?
- Is the category a significant contributor to cash flow?
- Does the category have a significant impact on GMROI?

Qualitative

- Does the category support the overall brand image?
- Does the category differentiate you from your competitors?
- Is the category fundamental to your merchandising strategy?
- Are there promotional strategies built around the category?

Pricing Strategies

Drive Units

Higher Elasticity

Lower Elasticity

Inelastic

Drive Profit

Price elasticity and strategy are related:

- High elasticity products tend to respond well to price decreases
- Low elasticity or inelastic products can tolerate price increases

Traffic Driver
Turf Protector

Maintain Margin

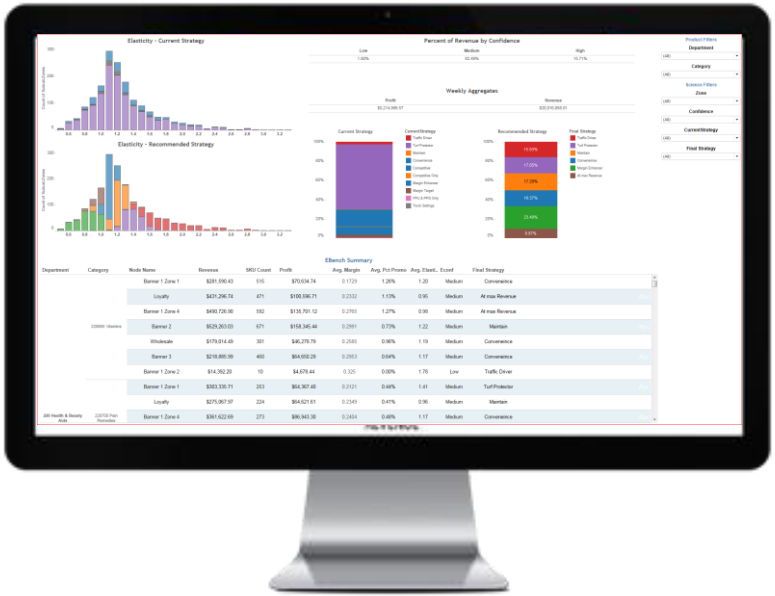
Convenience
Margin Enhancer

Pricing Strategies Ebench

Science-Based Evaluation of Optimal Price Strategies

- Insights/Deliverables
  - Identify and assess price elasticities
  - Analyze and compare current and optimal pricing strategies
  - Dynamically navigate through data

- Take Action!
  - Price more effectively knowing the optimal pricing strategy
  - Support or refute “gut-feel” strategies with science-based analysis



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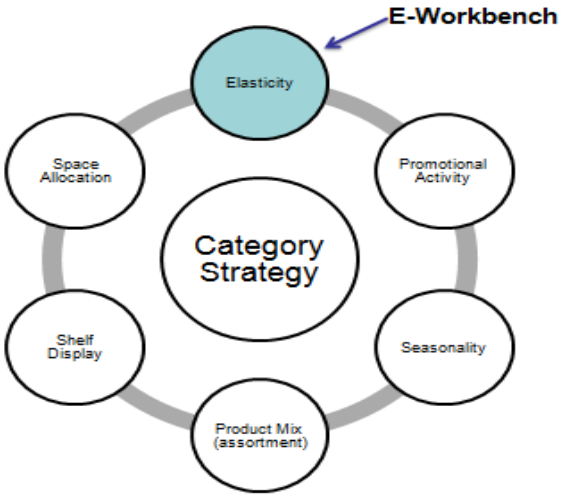
Pricing Strategies Ebench

- Education
  - Complete understanding of price sensitivity across and within all areas of your business
  - Quickly find and share answers to questions such as…
    - Which categories or subcategories are elastic or inelastic?
    - Are category elasticities similar or different across zones?
    - What percentage of subcategories are characterized by high confidence elasticity information?

One of many data points..



Where is there opportunity to drive revenue? Harvest Margin?

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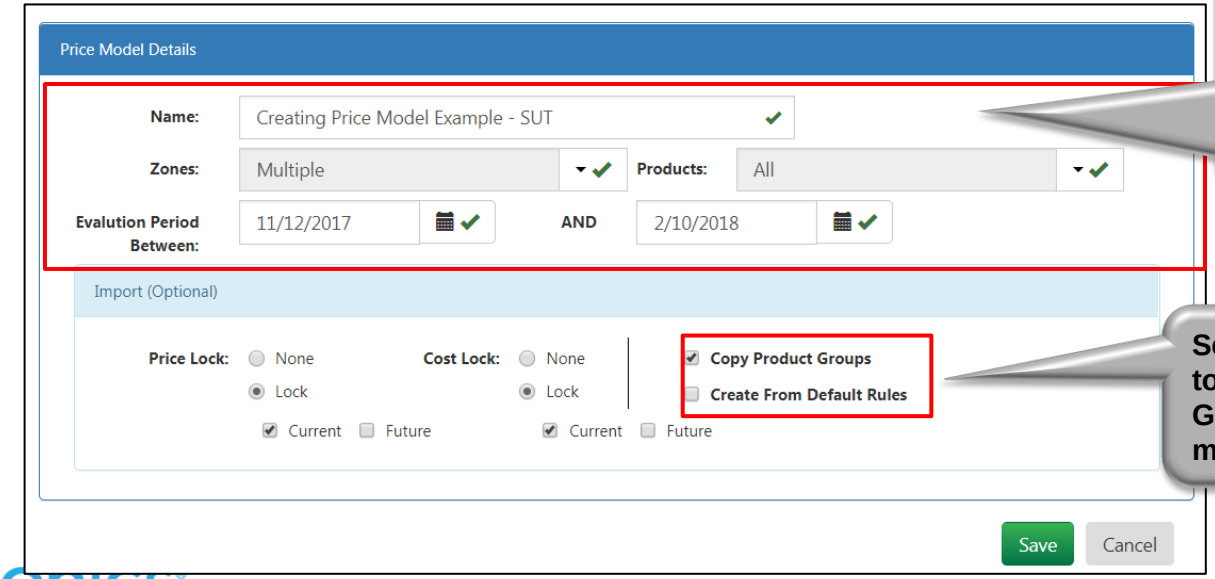
Pricing Strategies Best Practices

- Review strategies at least annually.
- Simulate different strategy changes to identify which results drive towards the desired goals.
- Identifying the right strategy takes a qualitative and quantitative analysis.
- Leverage the e-bench as an additional point of analysis.

Advanced Scenario Planning

Advanced Scenario Planning

- Step #1: A new Price Model can be created by selecting Planning>Price Model
- Step #2: Click Add to create new Price Model

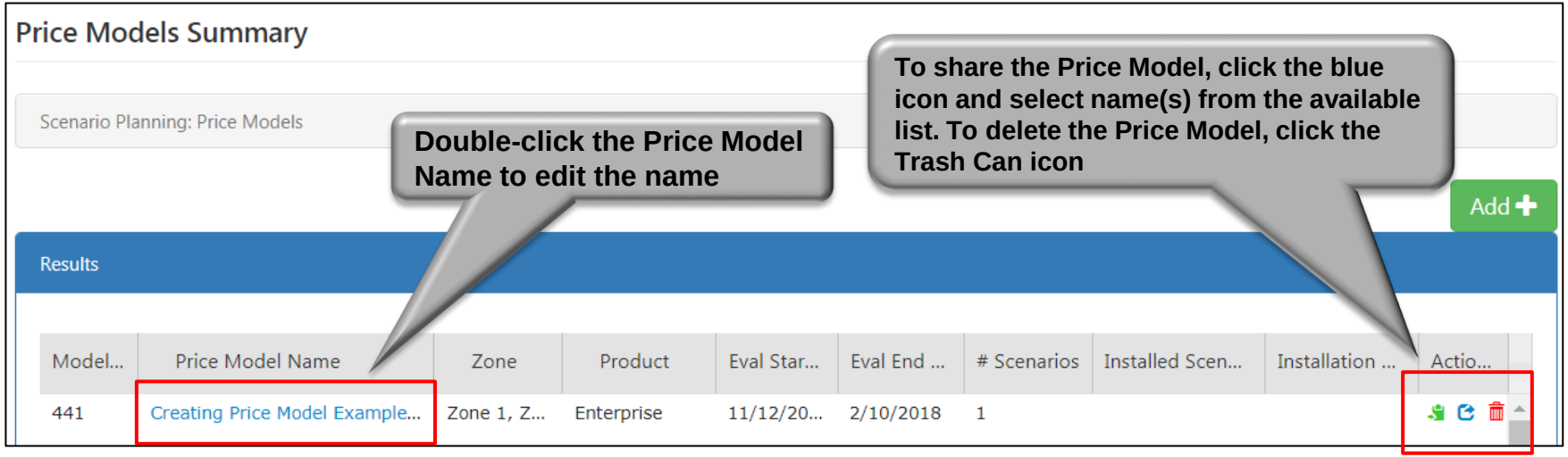


In this example, a Price Model is created for multiple zones (Zones displays 'Multiple' if more than one zone selected); for all products to take effect on 11/12/2017

Select the Copy Product Groups to ensure all Product Groups/KVIs are included in the model

Advanced Scenario Planning

- Price Models are user specific, but can be shared with other users by clicking on the Share button after selecting the model with radio button
- Price Models can be renamed using the Edit button
- Price Models can also be deleted by clicking on the Trash can



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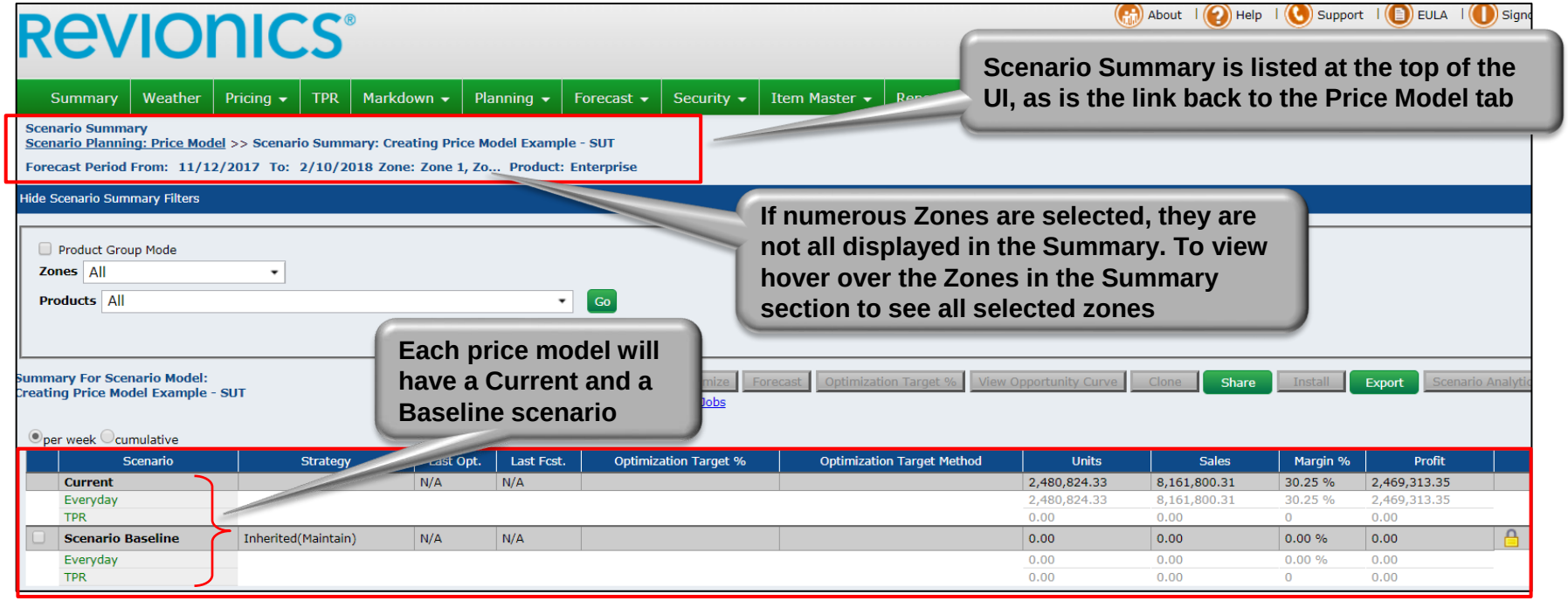
Advanced Scenario Planning

- The page below opens up when a Price Model is opened



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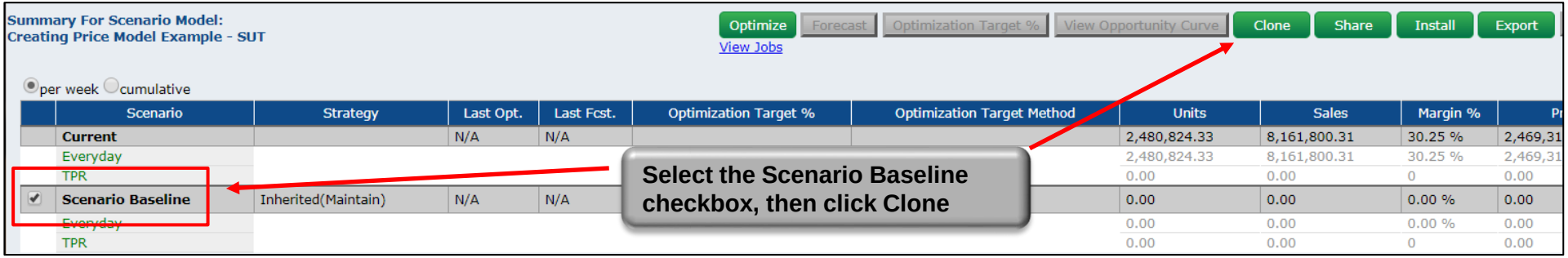
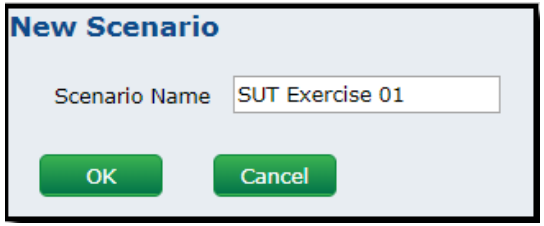
Advanced Scenario Planning

- Step #2: Create a new Pricing Scenario by selecting the Scenario Baseline's checkbox and then clicking Clone



- Step #3: Name the new Pricing Model; assign it a name that is relevant to the scenario that you are trying to create (e.g., the business objectives)



Advanced Scenario Planning

- Step #4: Click the Strategy link under newly Scenario to see configurations for that scenario. Because it was just cloned from the Scenario Baseline, it will have the same configurations as the Scenario Baseline

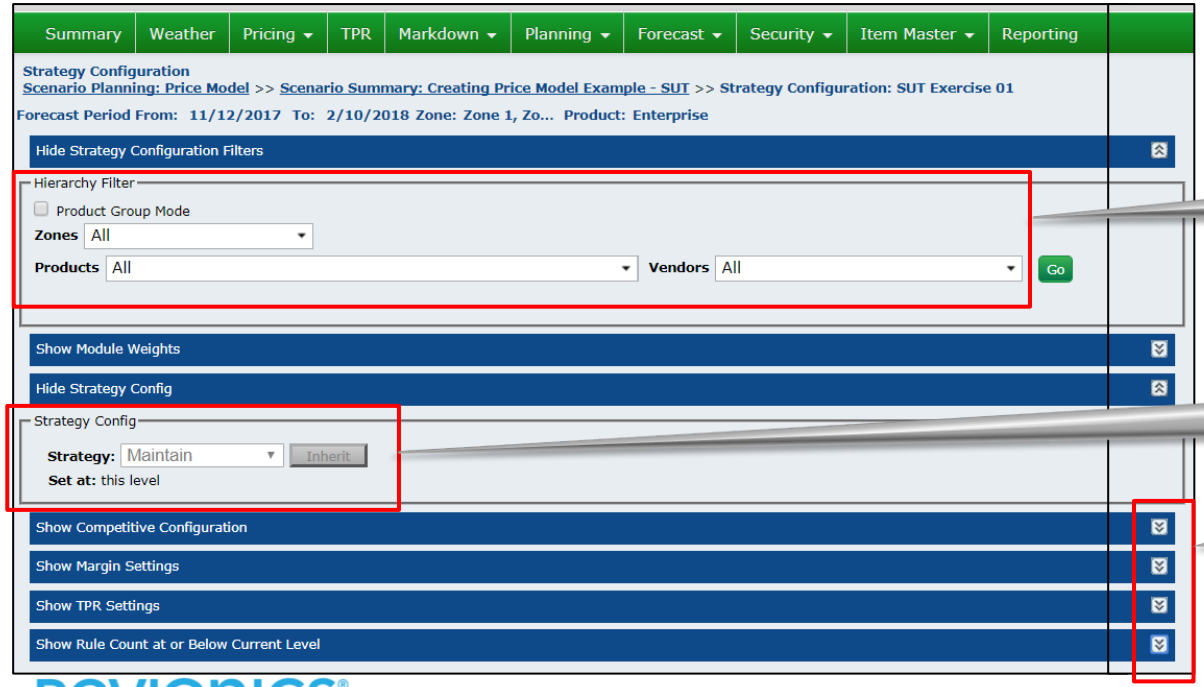
per week cumulative

	Scenario	Strategy
	Current	
	Everyday	
	TPR	
	Scenario Baseline	Inherited(Maintain)
	Everyday	
	TPR	
	SUT Exercise 01	Inherited(Maintain)
	Everyday	
	TPR	

Click the Strategy link to configure the Scenario Strategy

Advanced Scenario Planning

- The Scenario Configurations Page displays



Scenario information listed at the top of the UI

You can change Strategies for subsets of the selected Zones or Products with this filter

Numerous additional sections display by clicking the chevrons

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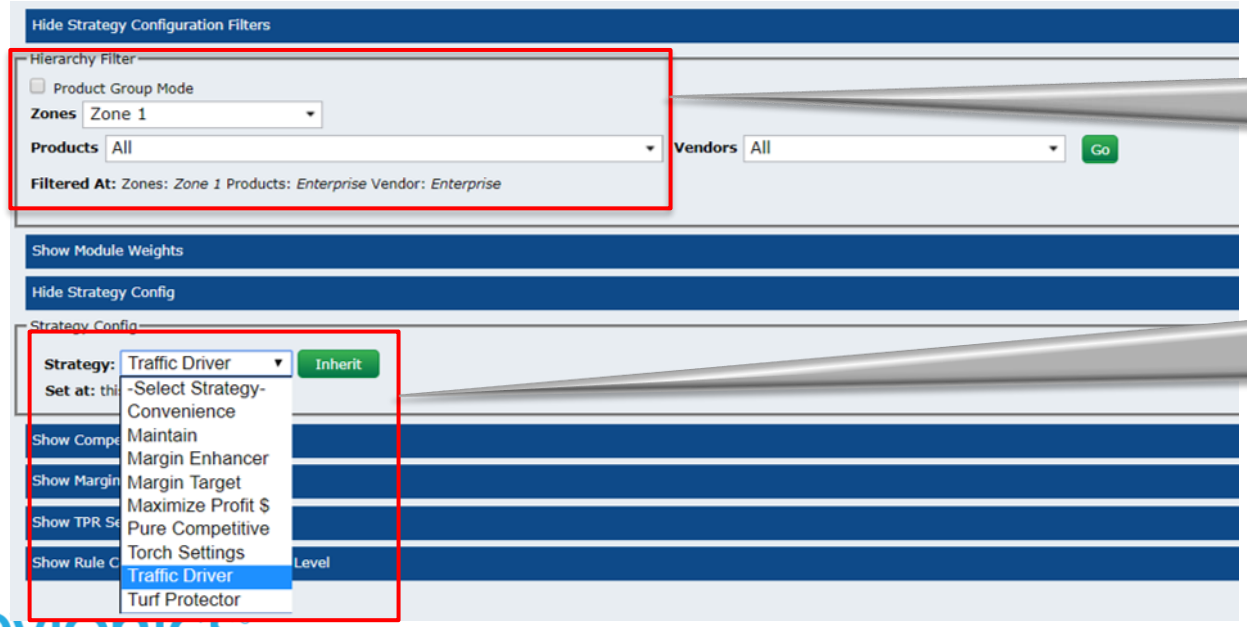
Advanced Scenario Planning

- To modify the strategy for all or any subset of the scenario, select the correct Zone/Products and click Go
- From the Strategy Config drop down, select the desired strategy



In this example, Zone 1 will have a different strategy than the other zones

Select desired strategy or click Inherit if you want to inherit the strategy from the hierarchy above it

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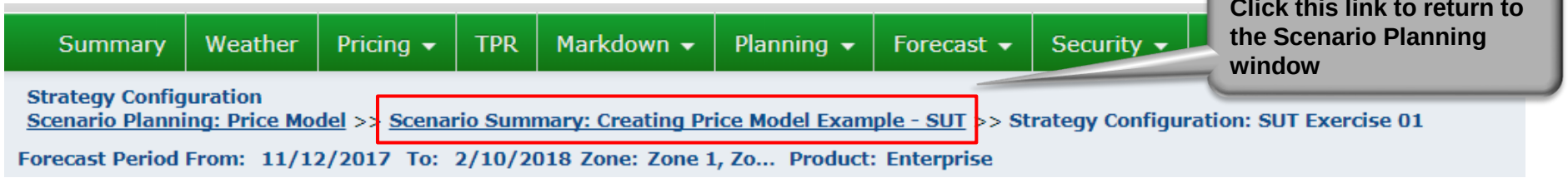
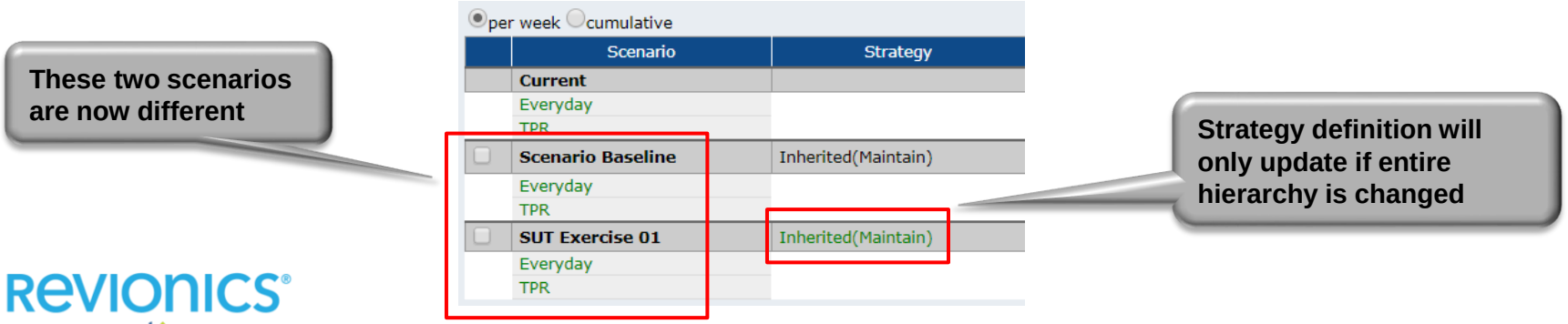
Advanced Scenario Planning

- After changing the strategy, exit the Scenario Configurations page by clicking on the Link at the top of the page. The new strategy setting will change



- Now the two scenarios (Baseline and SUT Exercise 01) are different due to the changes that were made. When optimized, they will produce different results



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Advanced Scenario Planning

- Users can create as many scenarios as needed within a Price Model
- Scenarios can be deleted by clicking the Trash Can icon
- The Current and Baseline scenarios cannot be deleted

Summary For Scenario Model:
Creating Price Model Example - SUT

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics

View Jobs Job has been submitted. Clear

per week cumulative

	Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit	
	Current		N/A	N/A			2,480,824.33	8,161,800.31	30.25 %	2,469,313.35	
	Everyday						2,480,824.33	8,161,800.31	30.25 %	2,469,313.35	
	TPR						0.00	0.00	0	0.00	
☐	**Scenario Baseline**	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00	🔒
	Everyday						0.00	0.00	0.00 %	0.00	
	TPR						0.00	0.00	0	0.00	
☐	**SUT Exercise 01**	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00	🗑
	Everyday						0.00	0.00	0.00 %	0.00	
	TPR						0.00	0.00	0	0.00	

Show Scenario Summary Chart

Click the Trash Can icon to delete a scenario

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Advanced Scenario Planning

- Once scenarios are created, they need to be optimized on demand in order to review the pricing recommendations
- Step #1: Select the check boxes on the left of scenario(s) to be optimized and then click the Optimize button

Click Optimize to run on-demand optimization, then click View Jobs to observe optimization progress

Summary For Scenario Model:
Creating Price Model Example - SUT

Optimize | Forecast | Optimization Target % | View Opportunity Curve | Clone | Share | Install | Export | Scenario Analytics

View Jobs Job has been submitted. Clear

per week cumulative

	Scenario	Strategy	Last Opt.	Last Fcst.	Optimization Target %	Optimization Target Method	Units	Sales	Margin %	Profit	
	Current		N/A	N/A			2,480,824.33	8,161,800.31	30.25 %	2,469,313.35	
	Everyday						2,480,824.33	8,161,800.31	30.25 %	2,469,313.35	
	TPR						0.00	0.00	0	0.00	
☑	**Scenario Baseline**	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00	
	Everyday						0.00	0.00	0.00 %	0.00	
	TPR						0.00	0.00	0	0.00	
☑	**SUT Exercise 01**	Inherited(Maintain)	N/A	N/A			0.00	0.00	0.00 %	0.00	
	Everyday						0.00	0.00	0.00 %	0.00	
	TPR						0.00	0.00	0	0.00	

Select the check box(es) for scenarios to be optimized

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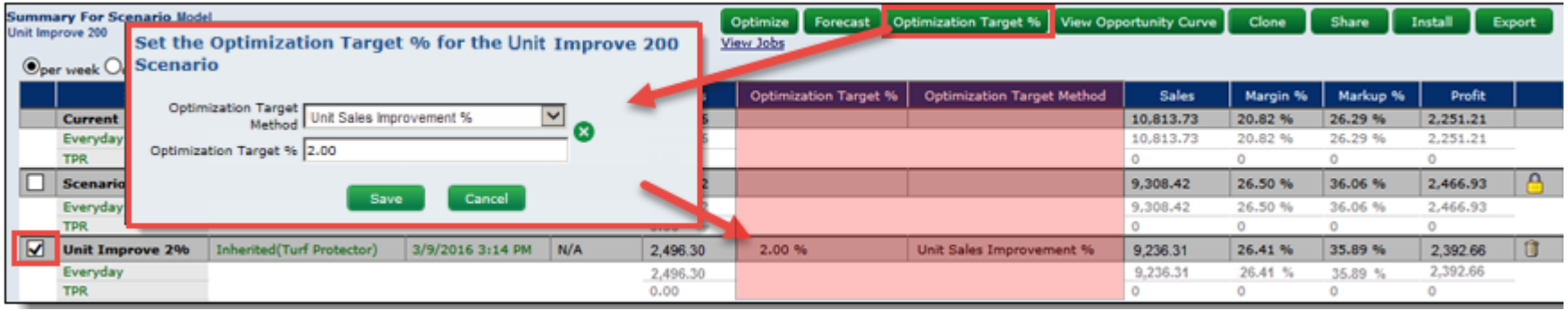
Advanced Scenario Planning

Global optimization

- If optimization frequently fails to achieve your margin goals, your current pricing strategy may be too restrictive and you may have to adjust the strategy to allow optimization more freedom to reach the margin improvement goal. The most likely rules that would constrain a margin improvement goal are:
  - Margin Analysis (MA) weighting relative to Price Elasticity (PE) weighting is too high; set to zero if you mainly use margin improvement goals over absolute margin targets)
  - Num Sigma Elasticity (in PE; set too high)
  - Price Rank Threshold (in FIN; set too high)
  - Competitive Price influence (CP; too restrictive)
  - Minimum/maximum price change limits (in FIN; too restrictive)

Advanced Scenario Planning

Global optimization



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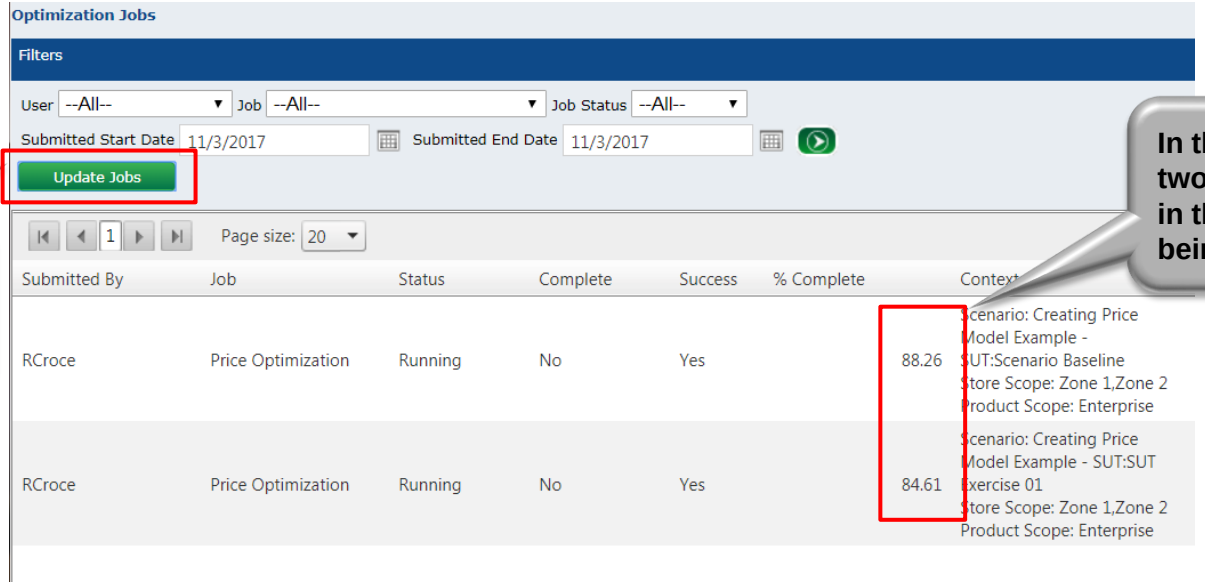
Advanced Scenario Planning

- Step #2: Selecting View Jobs displays the Optimization Jobs UI, providing insight into the progress of the on-demand optimization
- Step #3: Click update jobs to see progress of optimizations



Click Update Jobs to see the progress of the jobs

In this example, two scenarios are in the process of being optimized

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Advanced Scenario Planning

- For the Cyclic process, high level financial predictions can be reviewed to the right of a scenario as soon as it is done being optimized

Summary For Scenario Model:
Scenario Planning Example

Optimize | Forecast | Clone | Share | Install | Export

View Jobs

per week / cumulative

Scenario	Strategy	Last Opt.	Last Fcst.	Units	Sales $	Margin %	Profit $
Current		N/A	N/A	425,382.30	3,841,641.59	53.94 %	2,072,022.94
Everyday					3,841,641.59	53.94 %	2,072,022.94
TPR					0	0	0
Scenario Baseline	Inherited(none defined)	12/28/2014 9:39 AM	N/A	0.00	0.00	0.00 %	0.00
Everyday					0.00	0.00 %	0.00
TPR					0	0	0
Super User Training Ex.	Inherited(none defined)	12/28/2014 9:39 AM	N/A	435,188.02	3,901,960.26	53.62 %	2,092,355.26
Everyday					3,901,960.26	53.62 %	2,092,355.26
TPR					0	0	0

Units, Sales $, Margin % and Profit $ can be compared for all optimized scenarios

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Advanced Scenario Planning

- Once the Everyday tab is opened for the Cyclic process or the Price Review tab is opened for the Daily process (and filters applied), the summary of results appears as shown below

Summary

Suggested Export Candidates	
Total:	9
On Promo:	1
Excluded:	0
Remaining:	8
Selected:	0

Price Change Overrides	
Total:	0
Selected:	0

Items Selected for Export	
Total:	0

	Units	Profit	Revenue	Margin
Current	807.83	$1,717.45	$4,140.37	41.48 %
Recommended	822.56	$1,732.15	$4,189.40	41.35 %
Selected	807.83	$1,717.45	$4,140.37	41.48 %

Summary Impact Refresh

In this example, nine items received price recommendations. One is on promo, so is not eligible for export. None of the eight that are eligible have been selected for export

This displays the results that will occur if all recommendations are exported. It also shows the results that will occur based on how many recommendations are currently selected for export

Advanced Scenario Planning

- Once the high-level summary has been reviewed, users can begin reviewing individual pricing recommendations in the screen below
- The Price Review screen can display large amounts of information in addition to the price recommendations based on Managed View configurations

Users can review Current prices, Suggested prices & Price Status. A Green/Red Arrow indicates price movement against current price

Export	Zone Name	Article				Current$	Marg%	Suggest$	Price Status	Lock	New Marg%	New Profit$	New Sales$	New Wkly Unt
	Zone 1	1221444				$3.99	37.34 %	$4.09	↑		38.87 %	$1.59	$307.83	75.26
	Zone 1	5021518				$3.99	57.39 %	$3.99			57.39 %	$2.29	$39.70	9.95
	Zone 1	5062477	17800020			$3.19	32.60 %	$3.49	↑		38.39 %	$1.34	$45.31	12.98
	Zone 1	5115489	58496723		$2.26	$3.89	41.90 %	$3.59	↓		37.04 %	$1.33	$52.25	14.55
	Zone 1	5115510	58496723		$2.26	$3.89	41.90 %	$3.59	↓		37.04 %	$1.33	$44.75	12.47
	Zone 1	5123643	11985072		$4.35	$6.99	37.76 %	$6.99			37.76 %	$2.64	$481.29	68.85

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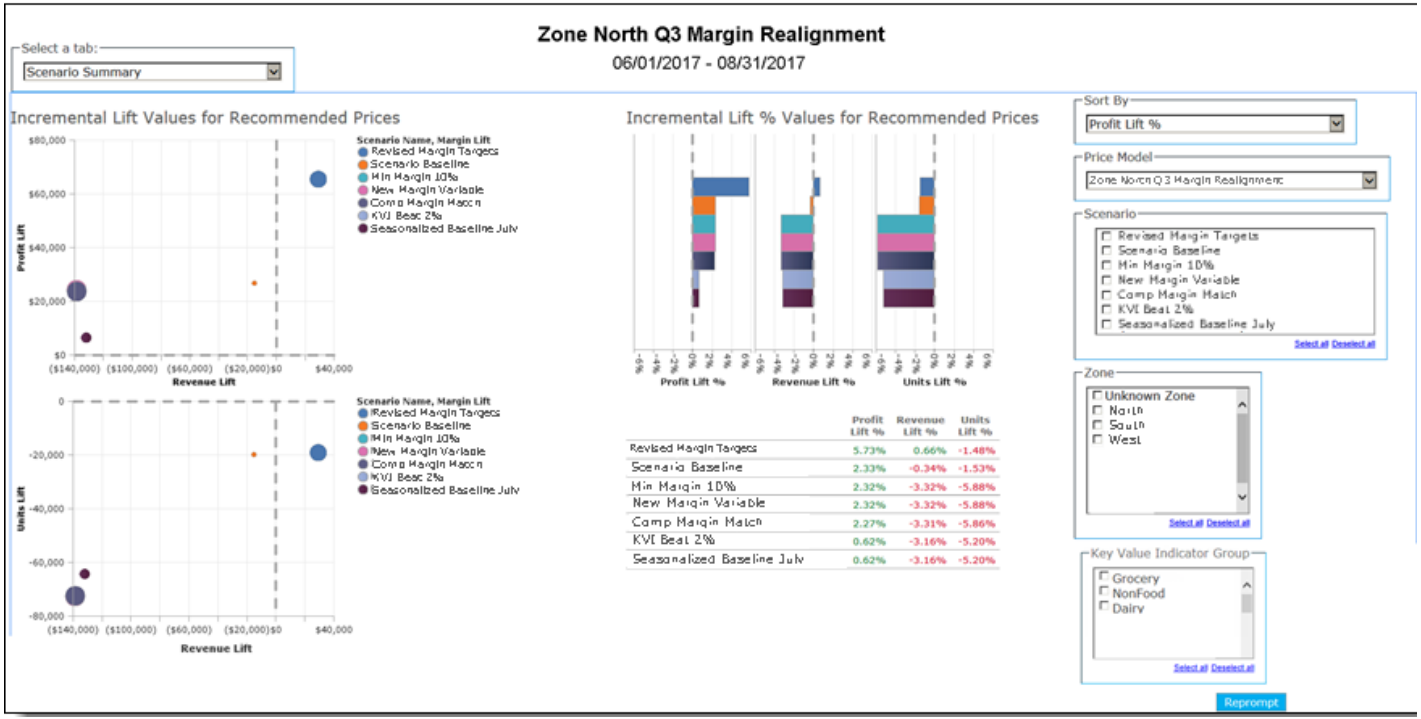
Advanced Scenario Planning

Scenario analytics

- This functionality allows user to evaluate scenarios within a price model to determine which option is best aligned with goals and objectives.

Advanced Scenario Planning

Scenario analytics



	Profit Lift %	Revenue Lift %	Units Lift %
Revised Margin Targets	5.73%	0.66%	-1.48%
Scenario Baseline	2.33%	-0.34%	-1.53%
Min Margin 10%	2.32%	-3.32%	-5.88%
New Margin Variable	2.32%	-3.32%	-5.88%
Comp Margin Match	2.27%	-3.31%	-5.86%
KVI Beat 2%	0.62%	-3.16%	-5.20%
Seasonalized Baseline July	0.62%	-3.16%	-5.20%

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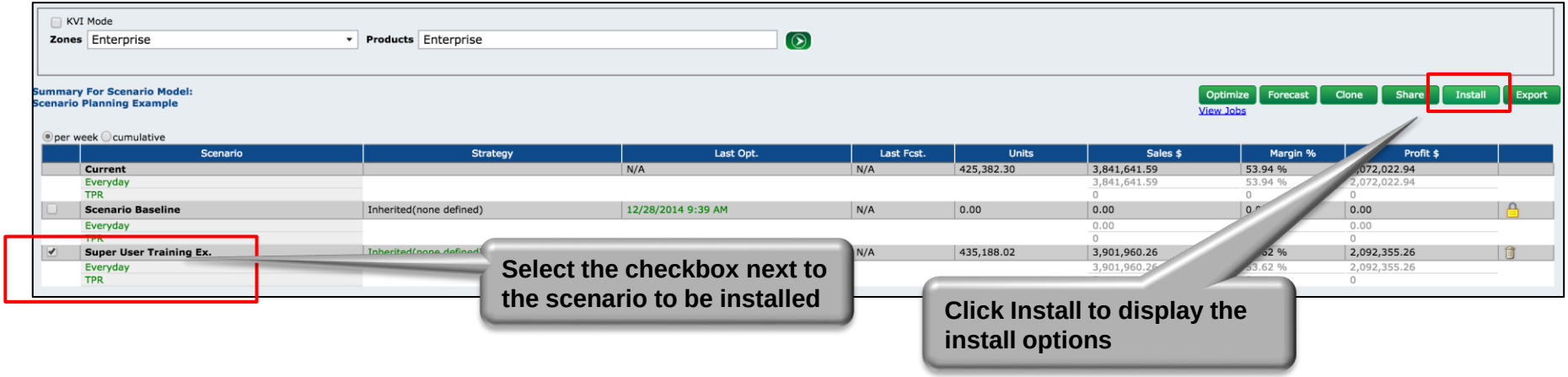
Advanced Scenario Planning

- If the client's process is to export prices from price review (not in scenario planning) then the changes to the price strategy are installed and the next processing date would use the new strategy when making price recommendations.
- If the client is cycle based then new strategy can be installed and prices can be exported directly from the price model



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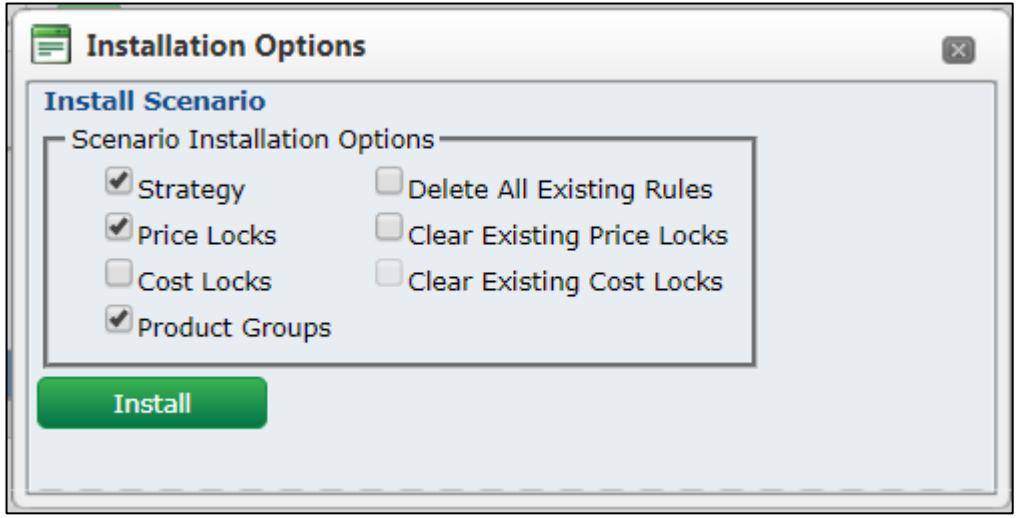
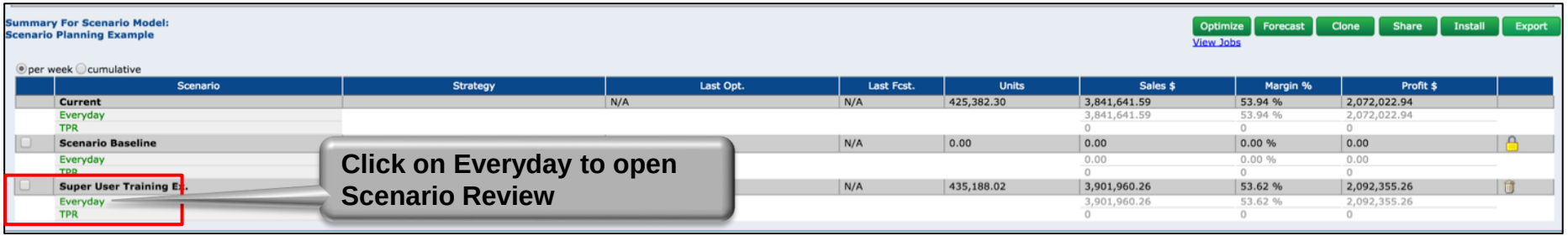
Advanced Scenario Planning

- Many different elements of a scenario may be installed. In most cases, the Pricing Analyst will select Strategy, Price Locks, and Product Groups and then click Install



Advanced Scenario Planning

- When exporting prices from a price model the effective dates will are defined by the start and end date of the price model



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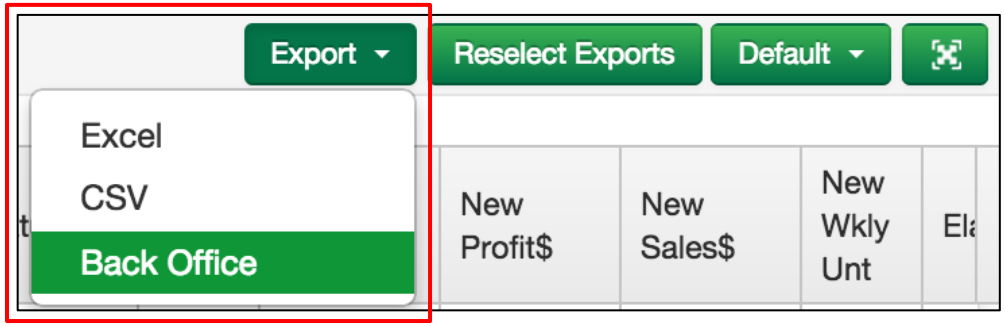
Advanced Scenario Planning

- Once all items have been selected for exports, the user can now push prices to Supply Chain Software by selecting the Export>Back Office tab in Price Review

Click Export and then Back Office to open the Export tab. At this point, ensure that all of the correct items are selected for Export before proceeding!



Advanced Scenario Planning

- Once exported, the prices will take effect on their effective date – it is absolutely critical that all necessary diligence occurs in the Review / Approval phase to ensure that the correct pricing makes it to stores at the correct date

- Prices may still be changed in Supply Chain Software if critical to correct an exporting error – this is not considered best practice as all pricing should occur via Revionics (there can be impacts to our ability to measure value if Revionics “thinks” that prices where exported but which were not)

Advanced Scenario Planning

Best Practices

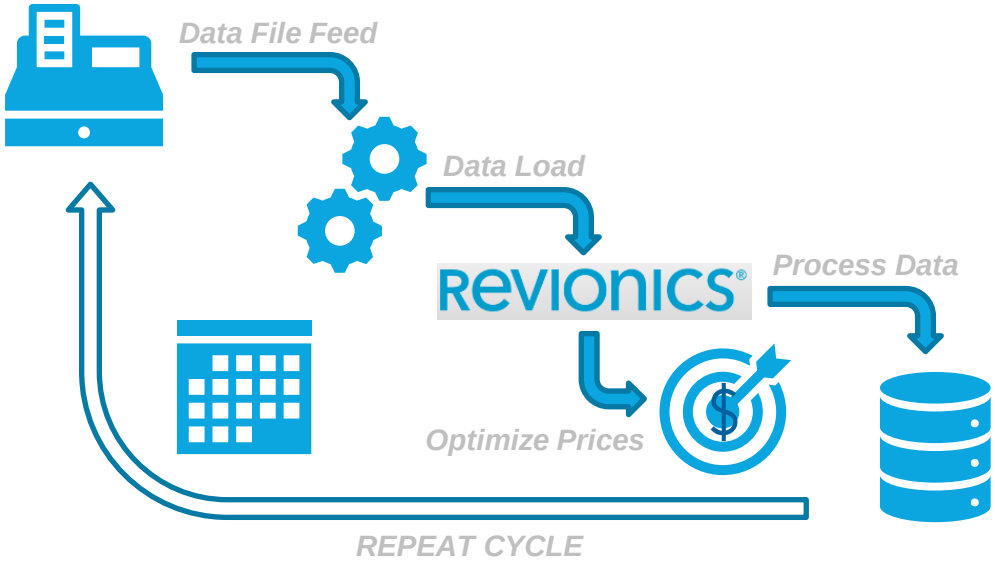
- Understand the price strategies and key constraints that shape price recommendations
- Build various scenarios with different strategies until you get results that best align with category goals and objectives
- Leverage the ebench and KVI analysis to help build and validate your price strategy

Performance Intelligence Reporting

Reports

PI – Performance Intelligence

- Revionics® Performance Intelligence data is updated on the same schedule as the other data we receive



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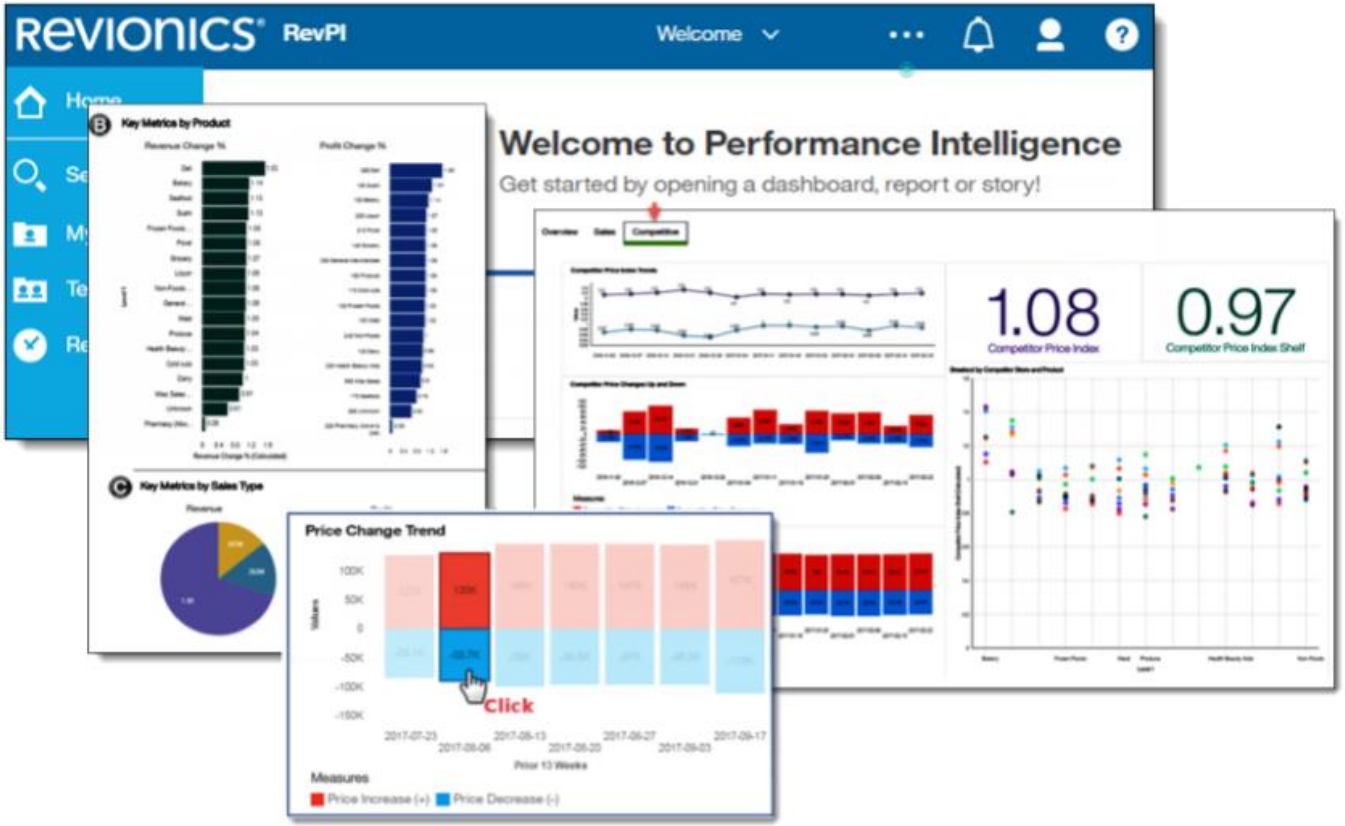

REVIONICS RevPI
Welcome
Home
Welcome to Performance Intelligence
Get started by opening a dashboard, report or story!
Key Metrics by Product
Key Metrics by Sales Type
Overview
Sales
Competitive
1.08
Competitor Price Index
0.97
Competitor Price Index Shelf
Price Change Trend
Click
Measures
Price Increase (+)
Price Decrease (-)

Navigation

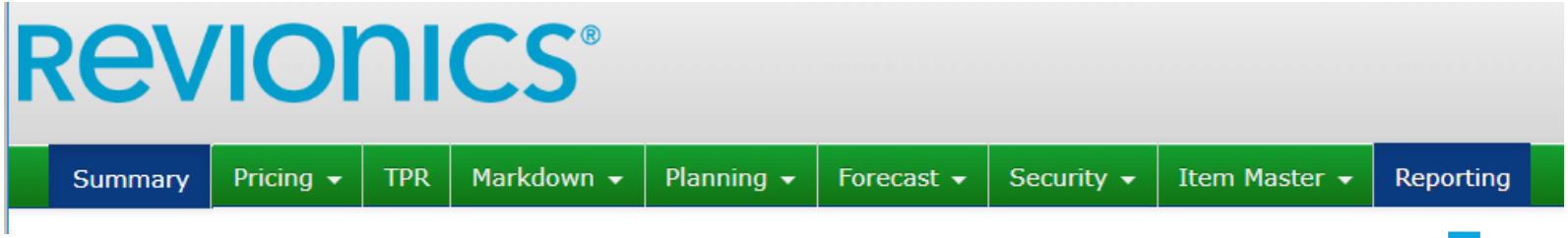
Accessing reports

Navigating folders

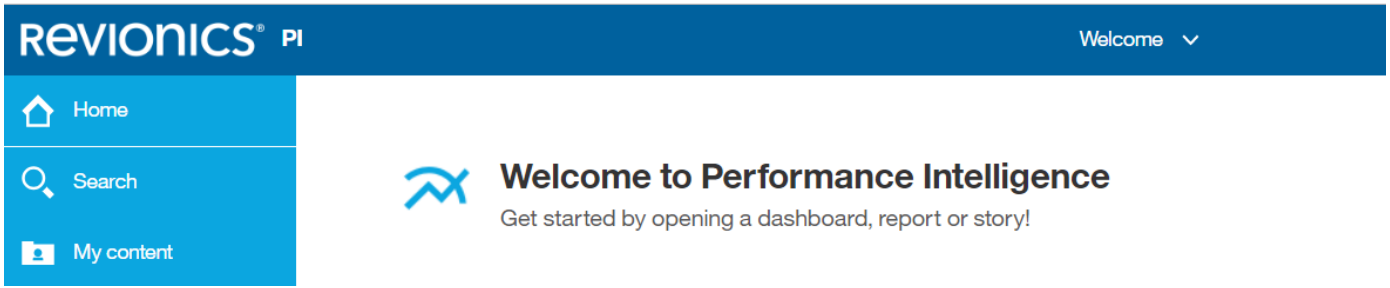
Running a report

Accessing Reporting

All users can open reporting from portal header tabs



Open reporting in a new tab



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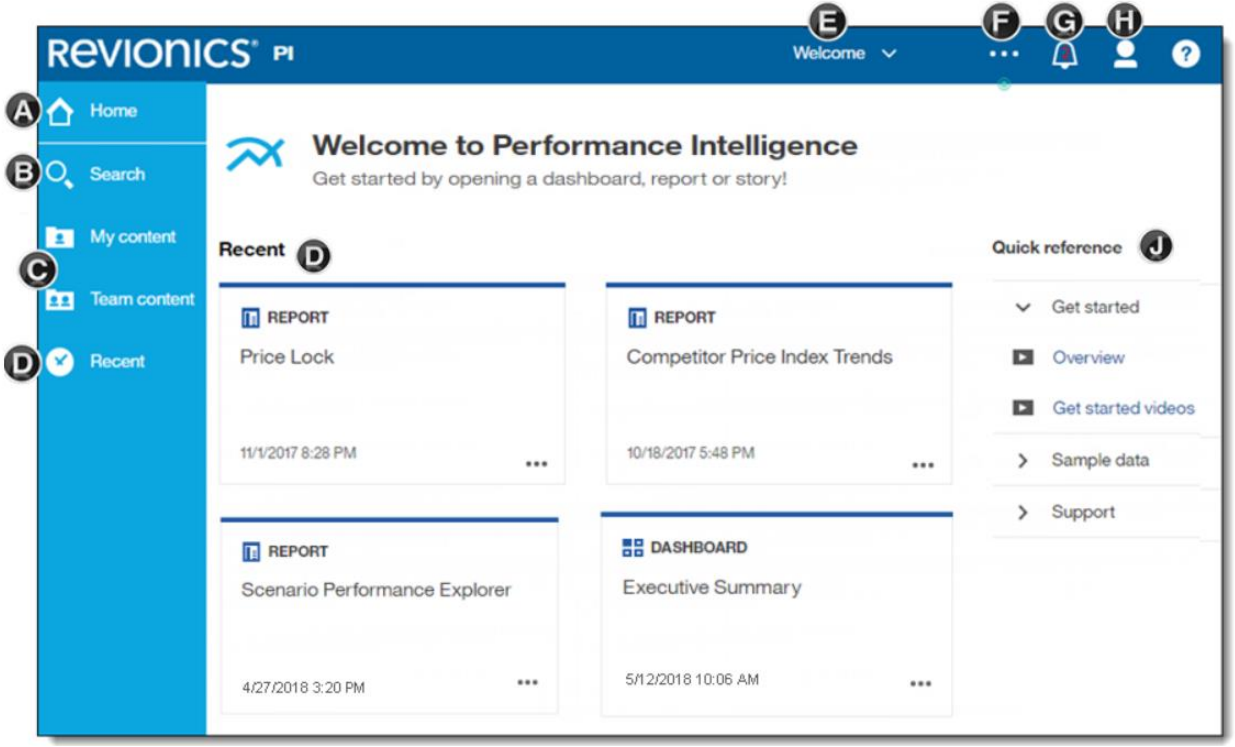
Welcome Page

Ref	Resource
A	Home
B	Search
C	My Content/Team Content
D	Recent
E	Welcome (Quick Access)
F	More Menu
G	Notifications
H	User Menu
J	Cognos Quick Reference



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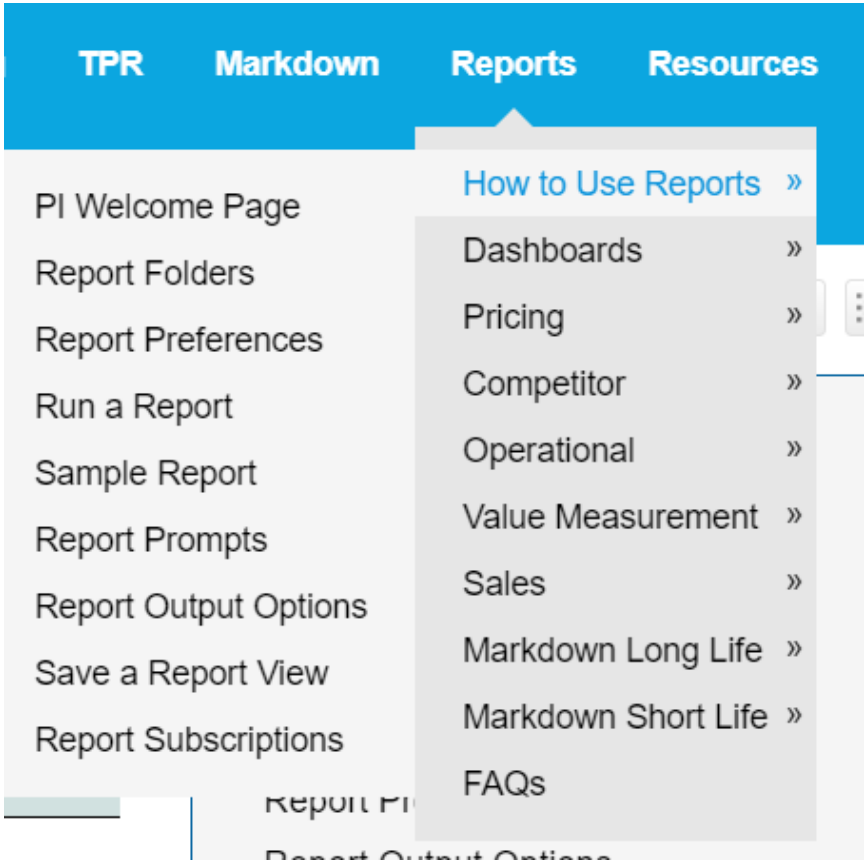
Help Guide

Library of Information Available

- Detailed user guide and explanation of reports and methodology



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Report Folders

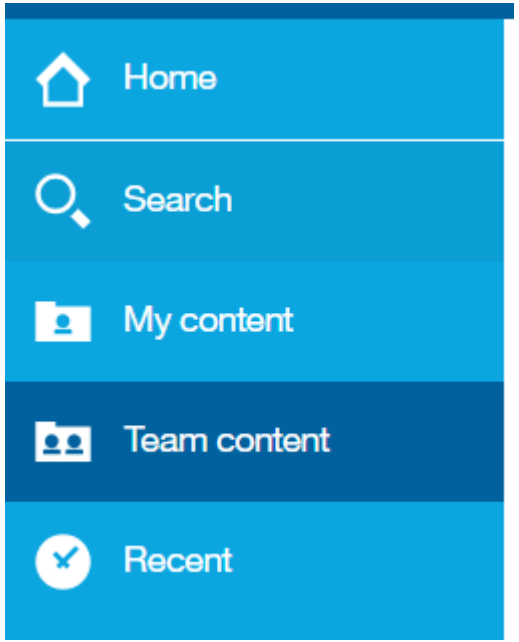
Default Reports Content

- Standard reports are in

Team Content> Performance Intelligence

- My content is for user saved views

- Team content>Custom views for shared views



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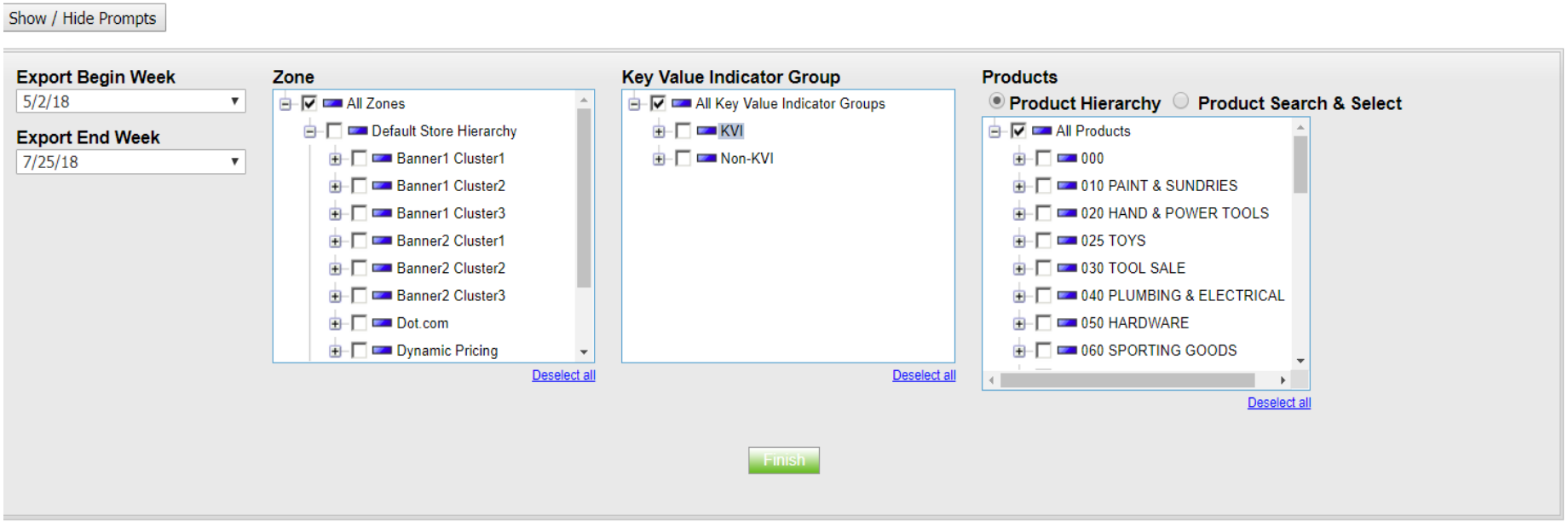
Running a report navigations

Prompts for criteria and filter selection



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Hints & Tips

Signing out correctly

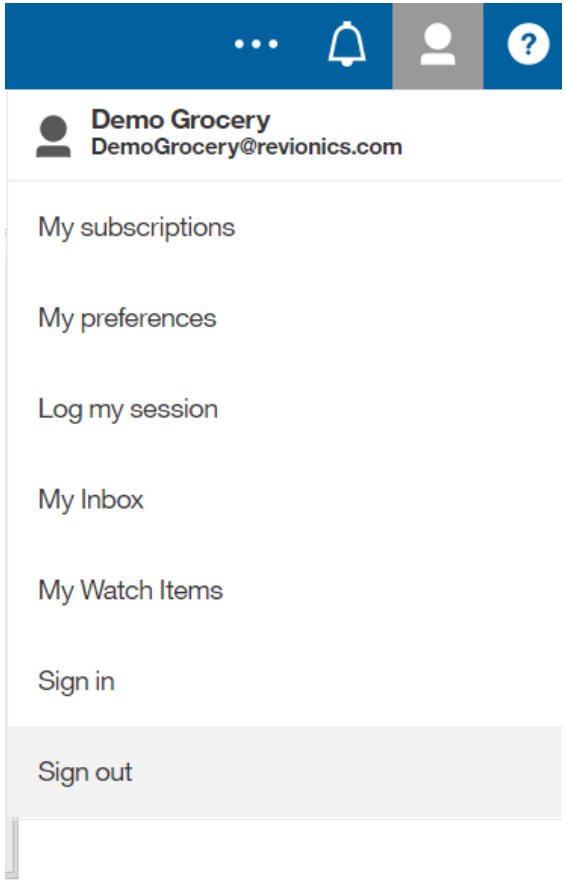
Pop ups required

Customize Language

Hints & Tips

Signing out correctly

- Always sign out of a session rather than close window
- Prevents account cache errors on next sign in



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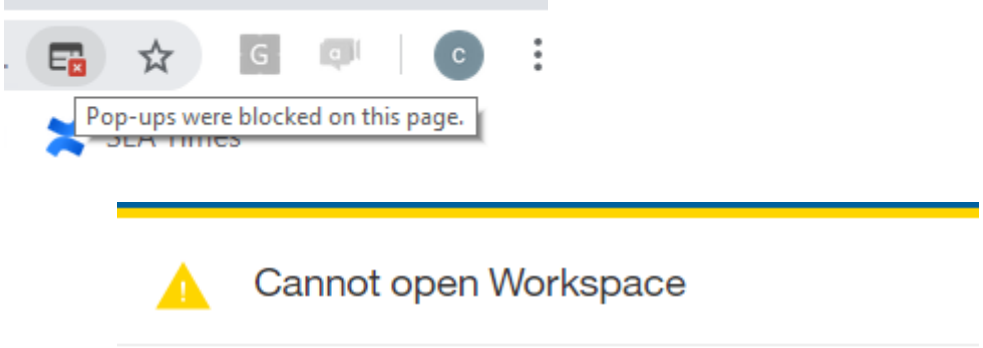
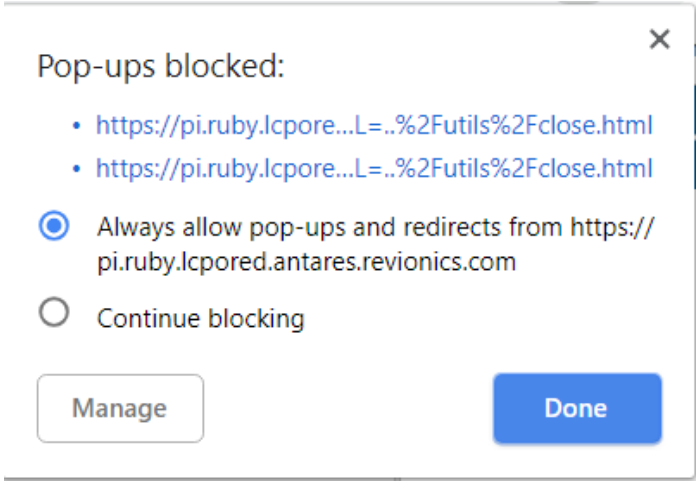
Hints & Tips

Main point

- Dashboards open in a new window
- This requires pop ups to be ‘always allowed’ for this site





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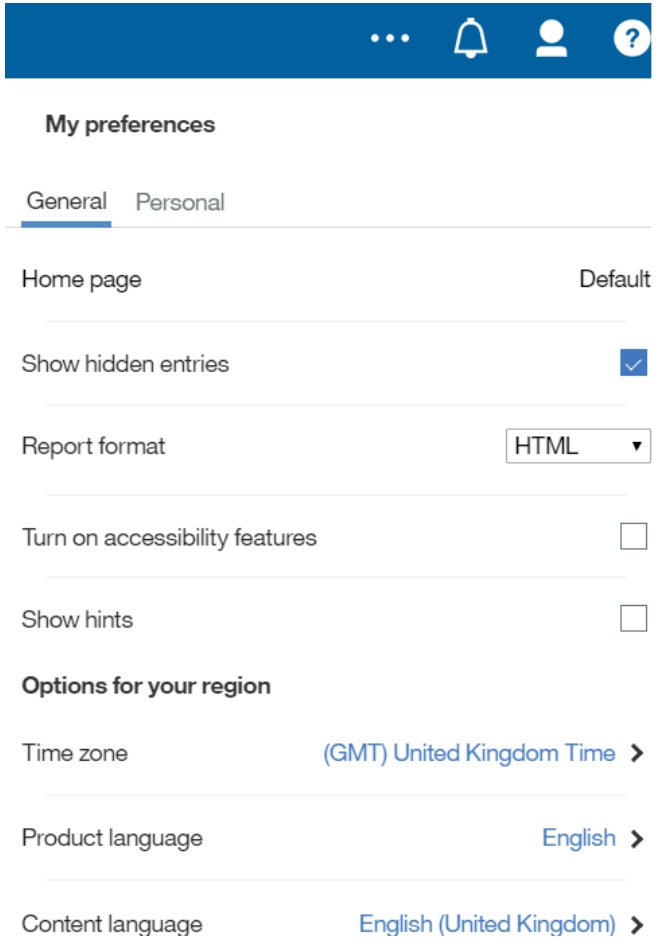
Hints & Tips

Customize content

- Content of language and currency symbols can be customized within preferences

- This includes the Price change history tab and Units tab (PI Reports in base pricing)



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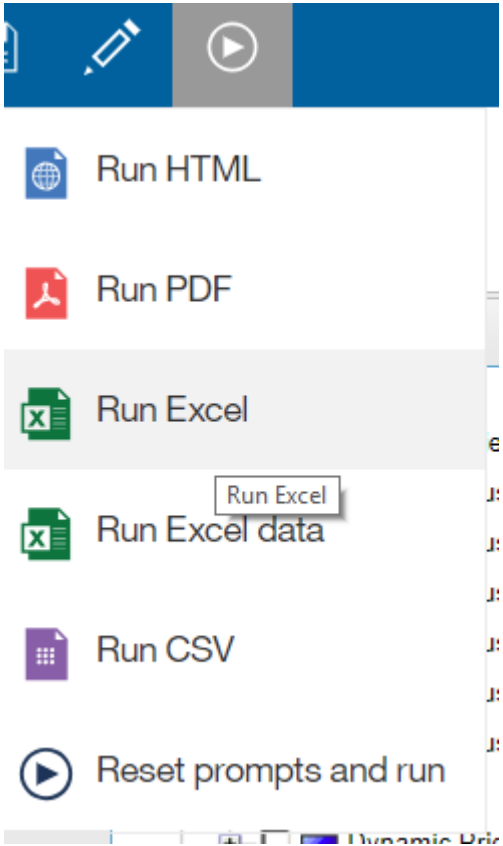
Hints & Tips

Main point

- Export data and graphs to excel
- Unhide tabs to see raw data behind graphs



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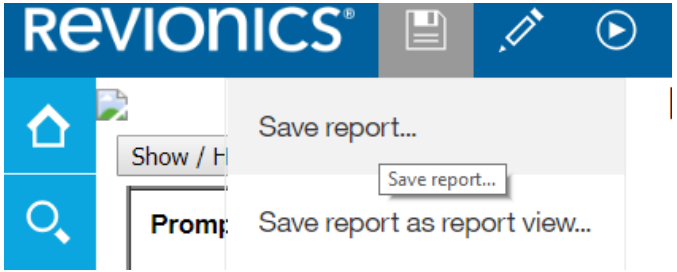
Saving & Subscribing

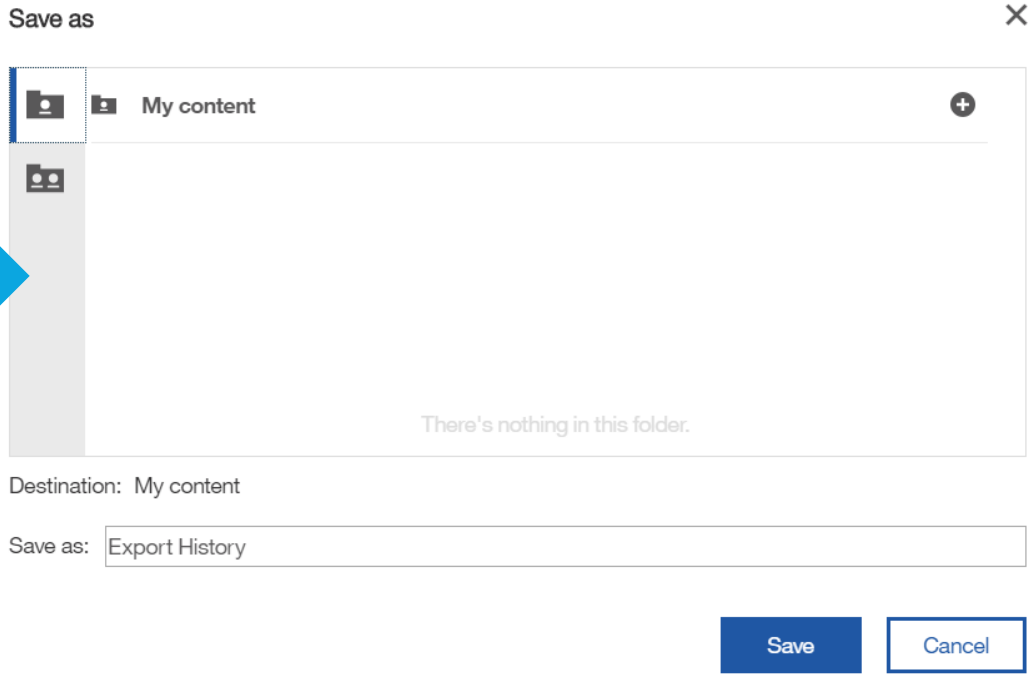
Save a view

Subscribe to reports

Save a report view

Save to My content or Team content folders





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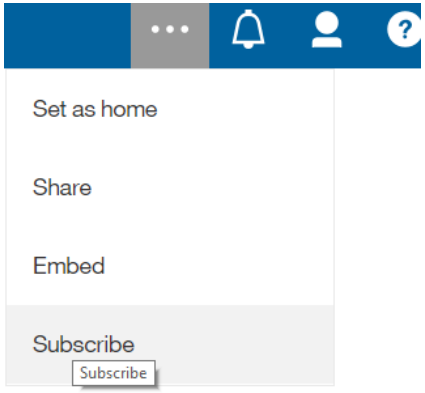
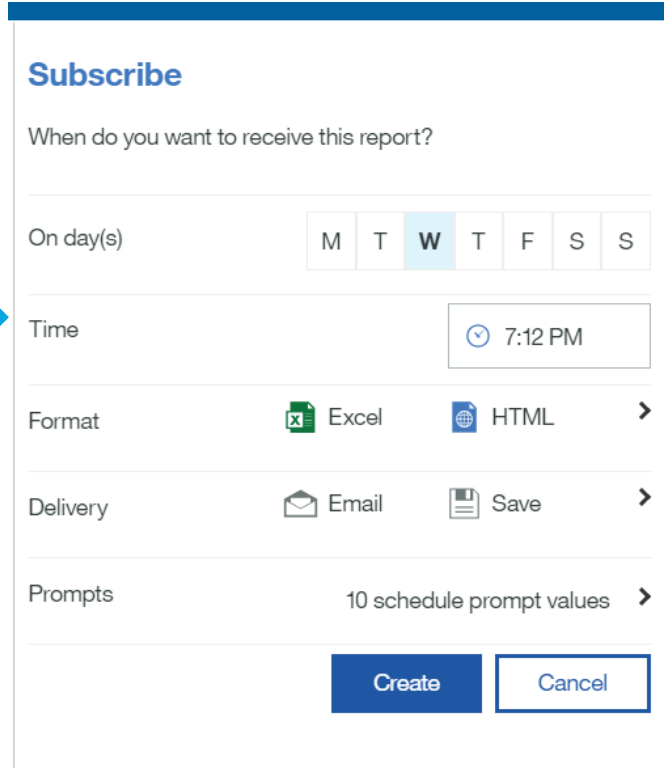
Subscribe to report alerts

Subscriptions to update reports

- Sign up to receive an updated report at chosen cadence





REVIONICS® an aptos company

- Performance Intelligence
- Dashboards

Executive Summary Dashboard

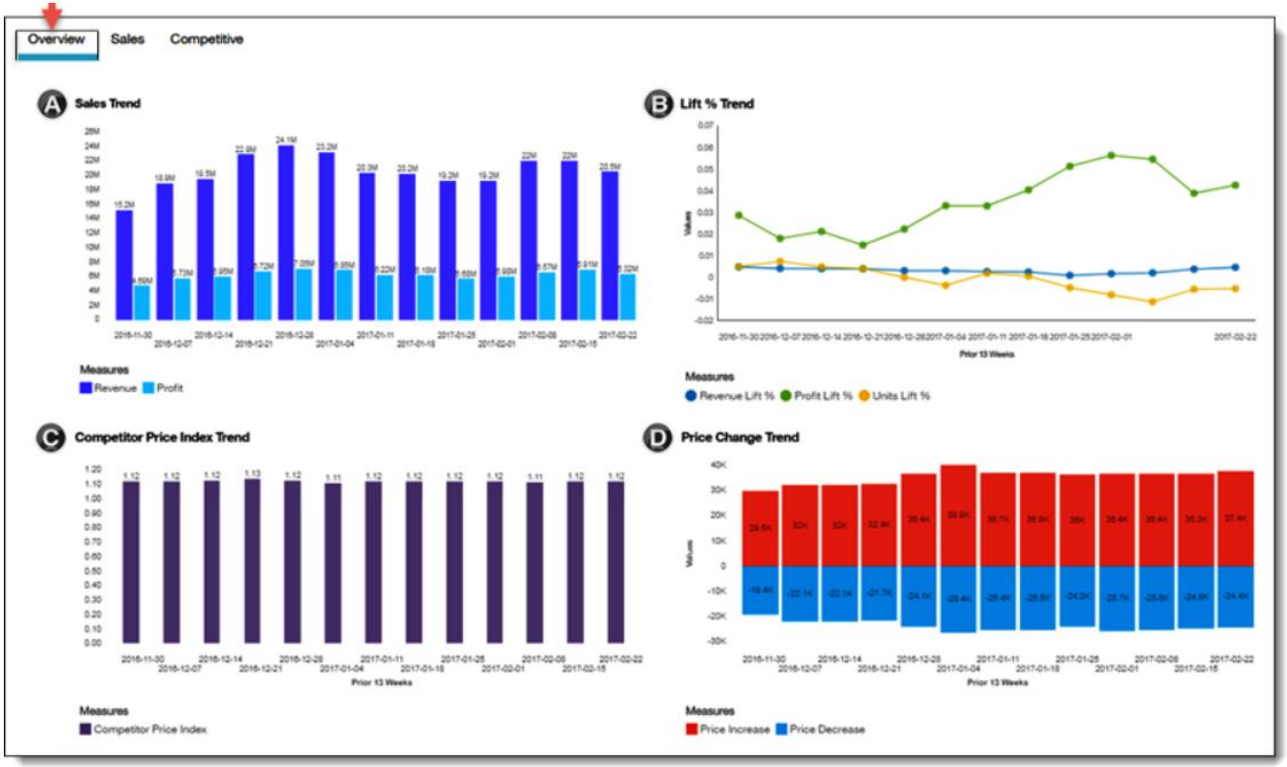
Overview Dashboard

A - Weekly trends of sales metrics comparing revenue and profit.

B - Weekly pricing lift trends for revenue, profit and units in percentage values.

C - Weekly trends of CPI values.

D - Weekly trends of price changes, up and down.



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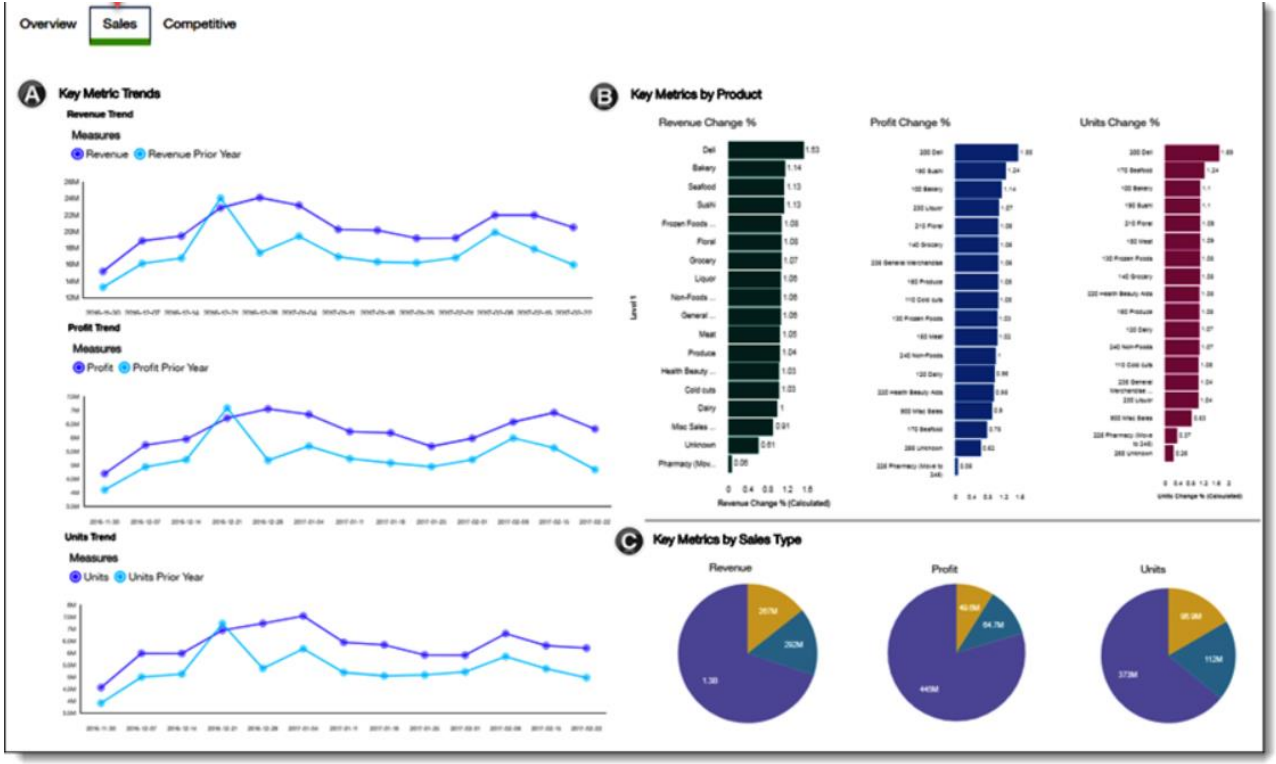
Executive Summary Dashboard

Sales Dashboard

A - Weekly trends of sales metrics comparing revenue and profit.

B - Revenue, profit, and units change percent by product hierarchy.

C - Revenue, profit, and units contribution by sales type.



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Executive Summary Dashboard

Competitor Dashboard

A – Competitive Index Trends

B – Competitive Index Value for period filtered

C – Competitor price changes up and down

D – Price change trend

E – CPI value by each division (Level 1)

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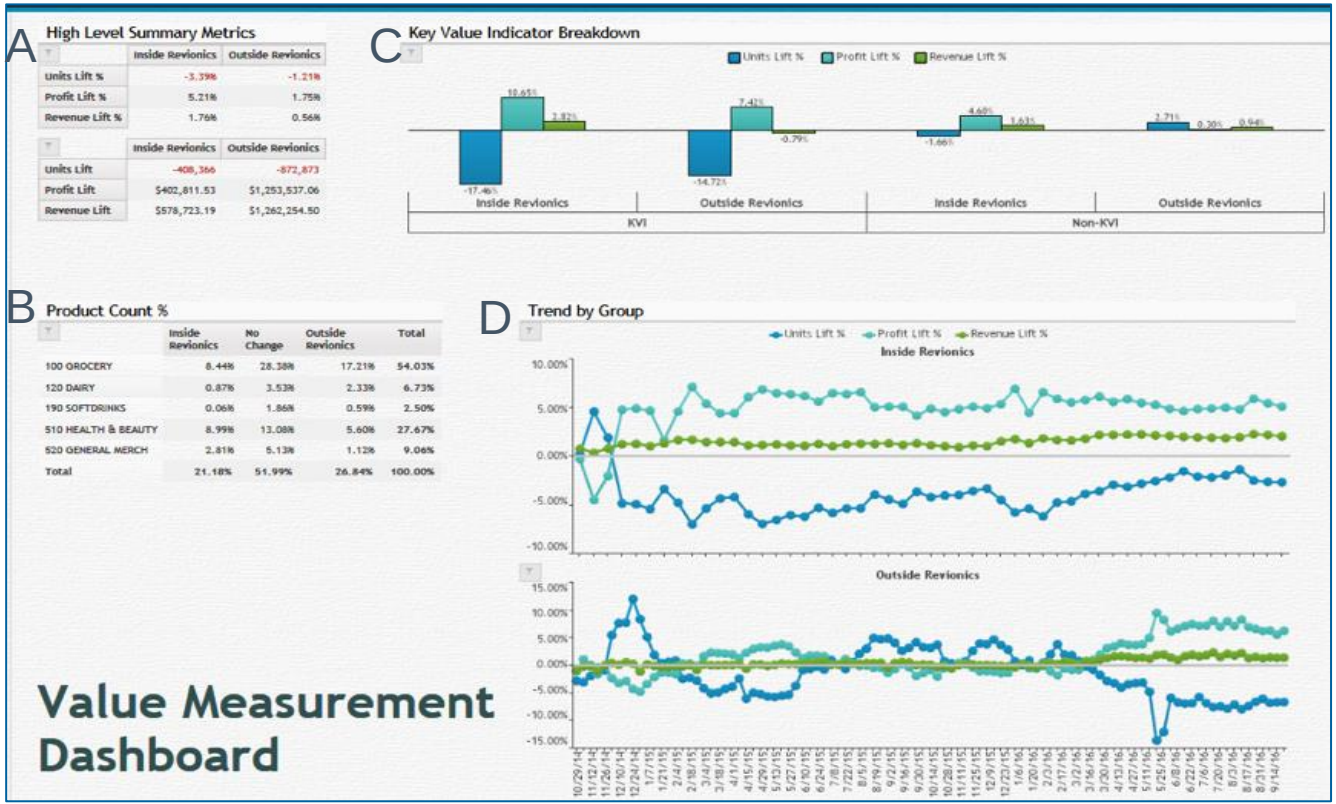
Value Measurement Dashboard

Build using filter prompts

- A – Metrics Summary
- B – Product Count % (Inside vs Outside Revionics)
- C – Metric performance by KVI non KVI
- D – Trend over time (Inside vs Outside Revionics)



	Inside Revionics	Outside Revionics
Units Lift %	-3.39%	-1.21%
Profit Lift %	5.21%	1.75%
Revenue Lift %	1.76%	0.56%

	Inside Revionics	Outside Revionics
Units Lift	-408,366	-872,873
Profit Lift	$402,811.53	$1,253,537.06
Revenue Lift	$578,723.19	$1,262,254.50

	Inside Revionics	No Change	Outside Revionics	Total
100 GROCERY	8.44%	28.38%	17.21%	54.03%
120 DAIRY	0.87%	3.53%	2.33%	6.73%
190 SOFTDRINKS	0.06%	1.86%	0.59%	2.50%
510 HEALTH & BEAUTY	8.99%	13.08%	5.60%	27.67%
520 GENERAL MERCH	2.81%	5.13%	1.12%	9.06%
Total	21.18%	51.99%	26.84%	100.00%

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- Performance Intelligence
- Pricing Reports

Units Report

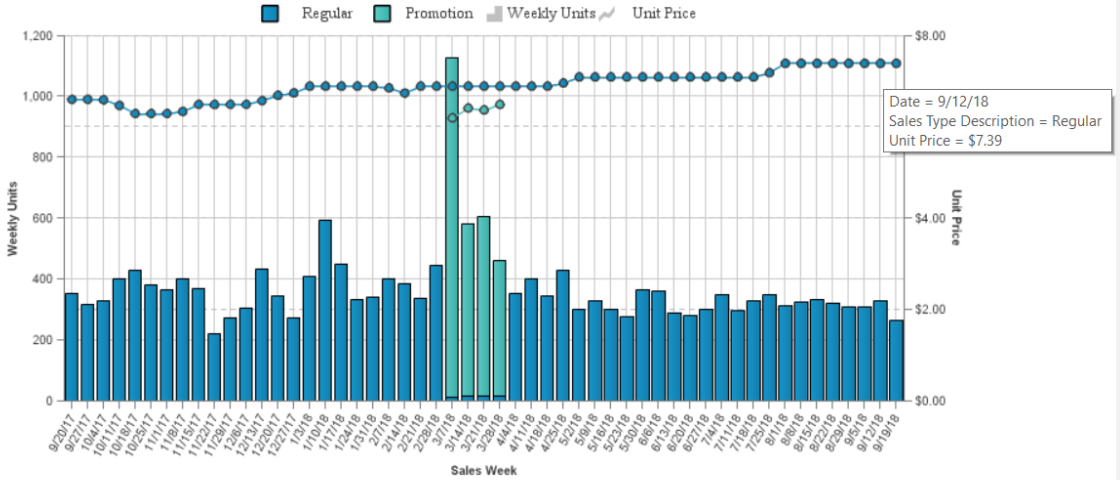
Quantity over time

Units

Promotion Calendar

Chart Selection *

- Weekly Units to Price
- Year over Year



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Price Change History Report

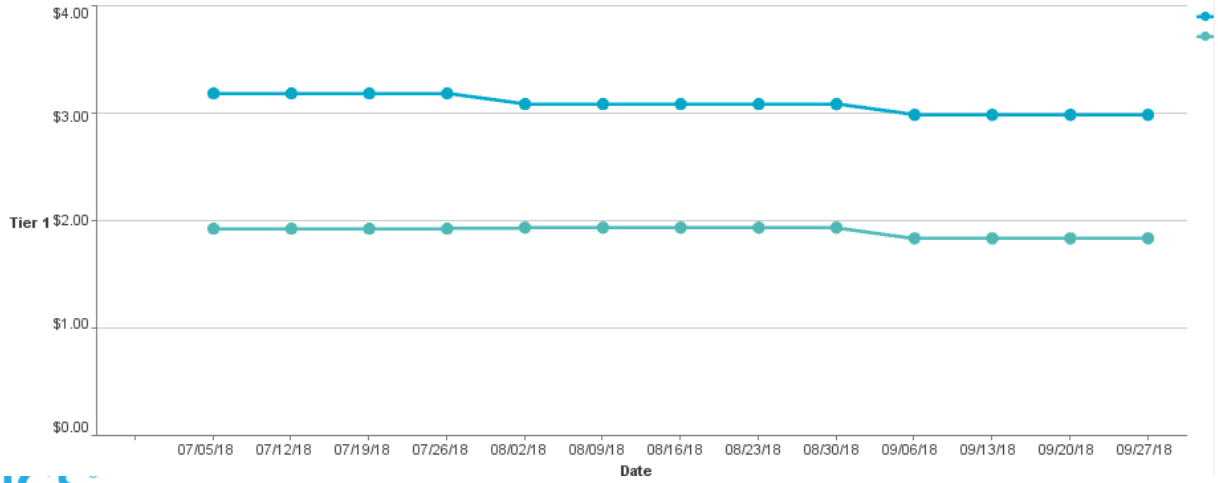
Price, Cost and Competitor Prices over time

UPC Code	Tier Number	History Date	Zone 2							
			Price Change Amount	Prior Price Multiple	Prior Price	Price Multiple	Current Price	Cost Change Amount	Prior Cost	Current Cost
0000502177400	Tier Number 1	08/02/18		1		1	$3.09	$0.01	$1.93	$1.94
		09/06/18	($0.10)	1	$3.09	1	$2.99	($0.10)	$1.94	$1.84

Competitor Group Name	Store Count
Rev Stores	3

Scenario Name
Base: Default Scenario

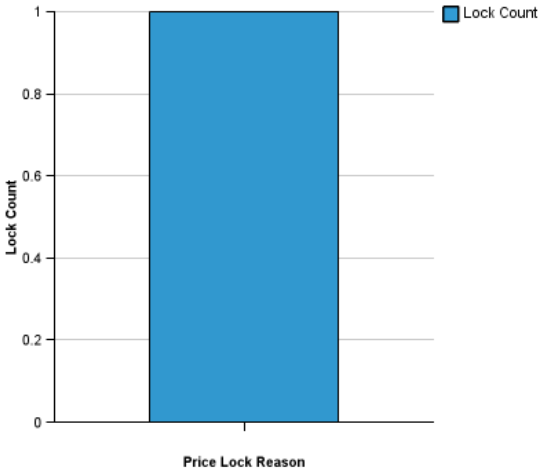
Aggregate Method
Minimum

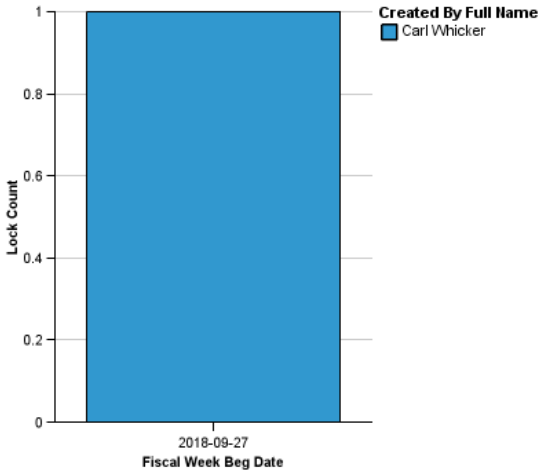


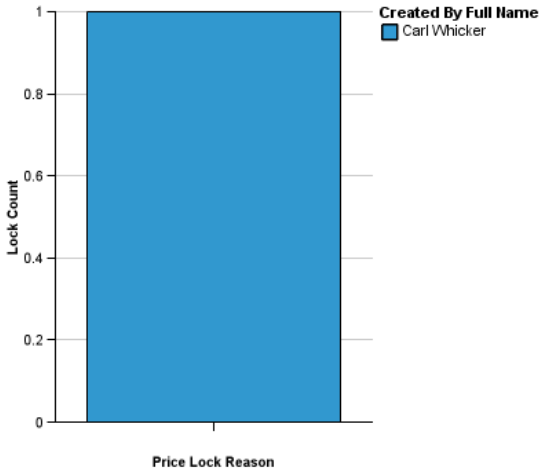
Revionics an aptos company

Price Locks

Review frequency and amount of Price Locks







Created Date Time	Created By Full Name	Zone Name	Price Family Name	Item Number	UPC Code	Product Description	Lock Start Date	Lock End Date	Price Lock Reason	Cost	Original Price Multiple	Original Price	Suggested Price Multiple	Suggested Price	Locked Price Multiple	Locked Price	Tier Number	Original Unit Price	Suggested Unit Price	Locked Unit Price
/27/18	Carl Whicker	Zone 1	Unknown	0040052	0074164345042	REVIONICS FOODS BUTTER SALTED	Sep 27, 2018 12:00:00 AM	Oct 27, 2018 12:00:00 AM		$2.04	1	$3.35	1	$3.15	1	$3.15	0	$3.35	$3.15	$0.00

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Product Relationship Reports

Analyse Price Families & PLG relationships

Private Label Group Id	Zone Name	Private Label Gap Tier	Reference Tier	UPC	Item Description	Sold Pack Size	Cost	Price Multiple	Current Price	Profit	Current Index	Private Label Gap Index	Index Delta	Current Adjustment	Private Label Gap Adjustment	Adjustment Delta	Private Label Gap Profit Index	Current Profit Index	Profit Index Delta	Target Price	Target Price Difference	Target Price Difference%
2	Zone 1	1		0003400000312	HERSHEYS SYRUP GENUINE CHOCOLATE	24	$1.80	1	$2.09	$0.29												
2	Zone 1	2	1	0074164302286	REVIONICS CHOCOLATE SYRUP	24	$1.62	1	$1.89	$0.27	90.43	89	-1.43%							$1.86	$0.03	1.61%
2	Zone 1	3	2	0007980199097	REVIONICS SYURP CHOCOLATE	24	$1.25	1	$1.79	$0.54	94.7	95	0.30%							$1.80	($0.01)	-0.31%
19	Zone 1	1		0005100002549	PREGO PLAIN SPAG SCE	24	$1.91	2	$2.50	$0.59												
19	Zone 1	1		0003620000250	RAGU OLD WORLD TRADITIONAL SCE	24	$2.01	1	$2.29	$0.28												
19	Zone 1	2	1	0074164302252	REVIONICS SPAGHETTI SAUCE PLAIN	26	$1.12	1	$1.95	$0.83	85.15	85	-0.15%							$1.95	$0.00	0.18%
20	Zone 1	1		0005100002794	PREGO MEAT SPAG SCE	24	$2.04	2	$2.50	$0.46												
20	Zone 1	1		0003620000300	RAGU OLD WORLD MEAT SAUCE	23.9	$1.91	1	$2.29	$0.38												
20	Zone 1	2	1	0074164302253	REVIONICS SPAGHETTI SAUCE W/MEAT	26	$1.14	1	$1.95	$0.81	85.15	85	-0.15%							$1.95	$0.00	0.18%
21	Zone 1	1		0005100002796	PREGO MUSHROOM SPAG SCE	24	$2.09	2	$2.50	$0.41												
21	Zone 1	1		0003620000445	RAGU CHKY G/S SUPER M/ROOM	24	$2.07	1	$2.29	$0.22												
21	Zone 1	2	1	0074164302255	REVIONICS MUSHROOM SPAG SAUCE	26	$1.13	1	$1.95	$0.82	85.15	85	-0.15%							$1.95	$0.00	0.18%
74	Zone 1	1		0003800031110	KELL PT CINN FRST	14.7	$2.17	1	$2.59	$0.42												
74	Zone 1	2	1	0074164302110	REVIONICS TST/PSTRY BRN SGR CINN	11	$1.05	1	$1.69	$0.64	65.25	65	-0.25%							$1.68	$0.01	0.39%
75	Zone 1	1		0003800031310	KELL PT CHOC FDG FRST	14.7	$2.01	1	$2.59	$0.58												
75	Zone 1	2	1	0074164302111	REVIONICS TST PSTRY CHOC FDGE	11	$0.94	1	$1.69	$0.75	65.25	65	-0.25%							$1.68	$0.01	0.39%
76	Zone 1	1		0003800031710	KELL PT STRW FRST	14.7	$2.03	1	$2.59	$0.56												
76	Zone 1	2	1	0074164302107	REVIONICS TSTR PSTRY STRAW/FRST	11	$0.95	1	$1.69	$0.74	65.25	65	-0.25%							$1.68	$0.01	0.39%
77	Zone 1	1		0003800031720	KELL PT FMLY FRST STRW	22	$2.63	1	$3.49	$0.86												
77	Zone 1	2	1	0074164301114	REVIONICS TST PSTRY STRAW/FRST	22	$1.65	1	$2.75	$1.10	78.79	80	1.21%							$2.79	($0.04)	-1.50%

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Price Per Unit (PPU)

Analyse Up Purchase Incentive Rates

PPU Group Number	Zone Name	UPC Code	Product Description	Driver Item	Size	UOM	Cost	Current Price	Current Price Per UOM	Current Profit	Target Price	Target Price Per UOM	Target Profit	Target Price Per UOM Difference	Target Price Per UOM Difference %
7	Zone 1	0003800031836	KELL FR FLAKES 10.5 OZ	✔	10.5	Ounce	$3.42	$3.99	$0.3800	$0.57	$3.99	$0.3800	$0.57	$0.0000	0.00%
7	Zone 1	0003800031838	KELL FR FLAKES		15	Ounce	$3.77	$4.35	$0.2900	$0.58	$5.48	$0.3651	$1.71	$0.0751	0.26%
7	Zone 1	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$5.79	$0.3047	$1.74	$6.75	$0.3555	$2.70	$0.0507	0.17%
7	Zone 2	0003800031836	KELL FR FLAKES 10.5 OZ	✔	10.5	Ounce	$3.42	$3.65	$0.3476	$0.23	$3.65	$0.3476	$0.23	$0.0000	0.00%
7	Zone 2	0003800031838	KELL FR FLAKES		15	Ounce	$3.77	$4.35	$0.2900	$0.58	$5.01	$0.3339	$1.24	$0.0439	0.15%
7	Zone 2	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$5.55	$0.2921	$1.50	$6.18	$0.3252	$2.13	$0.0331	0.11%
7	Zone 4	0003800031836	KELL FR FLAKES 10.5 OZ		10.5	Ounce	$3.42	$4.09	$0.3895	$0.67	$3.27	$0.3116	($0.15)	($0.0779)	-0.20%
7	Zone 4	0003800031838	KELL FR FLAKES	✔	15	Ounce	$3.77	$4.49	$0.2993	$0.72	$4.49	$0.2993	$0.72	$0.0000	0.00%
7	Zone 4	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$5.89	$0.3100	$1.84	$5.54	$0.2915	$1.49	($0.0185)	-0.06%
7	Zone 5	0003800031836	KELL FR FLAKES 10.5 OZ		10.5	Ounce	$3.42	$3.79	$0.3610	$0.37	$2.95	$0.2808	($0.47)	($0.0801)	-0.22%
7	Zone 5	0003800031838	KELL FR FLAKES	✔	15	Ounce	$3.77	$3.89	$0.2593	$0.12	$3.89	$0.2593	$0.12	$0.0000	0.00%
7	Zone 5	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$4.99	$0.2626	$0.94	$4.88	$0.2566	$0.83	($0.0060)	-0.02%
7	Zone 6	0003800031836	KELL FR FLAKES 10.5 OZ		10.5	Ounce	$3.42	$3.65	$0.3476	$0.23	$2.91	$0.2769	($0.51)	($0.0707)	-0.20%
7	Zone 6	0003800031838	KELL FR FLAKES	✔	15	Ounce	$3.77	$3.99	$0.2660	$0.22	$3.99	$0.2660	$0.22	$0.0000	0.00%
7	Zone 6	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$4.99	$0.2626	$0.94	$4.92	$0.2590	$0.87	($0.0036)	-0.01%
7	Zone 7	0003800031836	KELL FR FLAKES 10.5 OZ	✔	10.5	Ounce	$3.42	$3.65	$0.3476	$0.23	$3.65	$0.3476	$0.23	$0.0000	0.00%
7	Zone 7	0003800031838	KELL FR FLAKES		15	Ounce	$3.77	$3.99	$0.2660	$0.22	$4.25	$0.2836	$0.48	$0.0176	0.07%
7	Zone 7	0003800031841	KELL FR FLAKES 23Z		19	Ounce	$4.05	$4.99	$0.2626	$0.94	$5.25	$0.2762	$1.20	$0.0136	0.05%
12	Zone 1	0074164302059	REVIONICS FOODS PORK N BEANS	✔	16	Ounce	$0.55	$0.89	$0.0556	$0.34	$0.89	$0.0556	$0.34	$0.0000	0.00%
12	Zone 1	0074164302317	REVIONICS FOODS PORK N BEANS		31	Ounce	$1.05	$1.69	$0.0545	$0.64	$1.42	$0.0458	$0.37	($0.0087)	-0.16%

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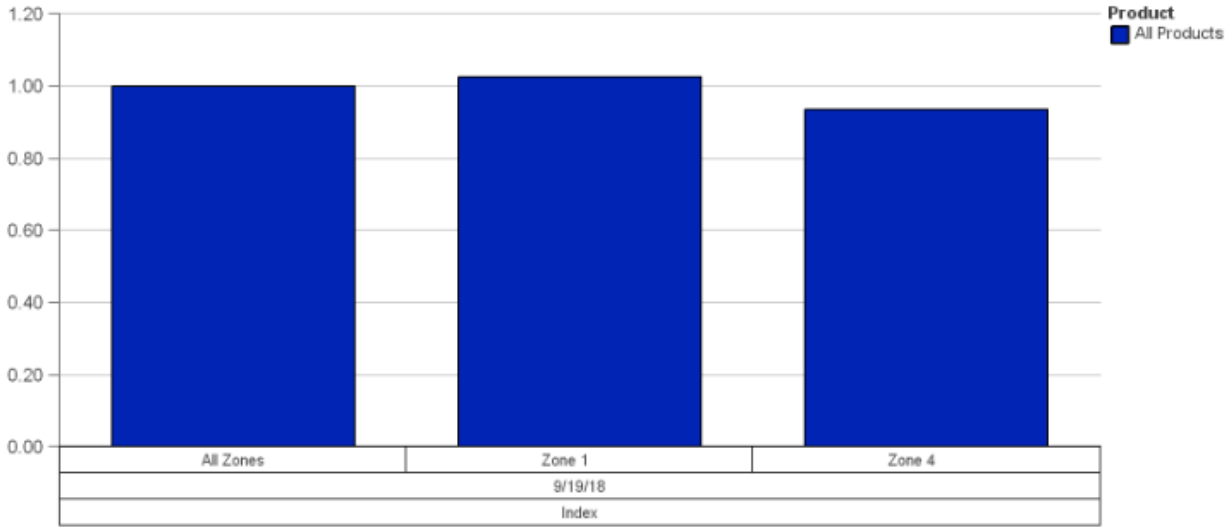
Average Price by Zone

Compare weekly averages by Zone



		All Zones	All Zones			Zone 1			Zone 4		
		Average Unit Price	Average Unit Price	Average Unit Cost	*Index*	Average Unit Price	Average Unit Cost	*Index*	Average Unit Price	Average Unit Cost	*Index*
All Products	9/19/18	$3.81	$3.81	$2.86	*1.00*	$3.90	$2.91	*1.02*	$3.57	$2.67	*0.94*

Revionics an aptos company

Performance Intelligence

Export Compliance

Export Classification

Classification Based on Implementation of Prices

Inside Revionics

Suggested Implemented

Revionics recommended a price and it was exported and implemented

Price Lock Implemented

A price was locked within Revionics using insights from optimization

No Change

A Price may have been recommended but was not exported and was not changed

Outside Revionics

Not Implemented

Revionics recommended a price and it was exported but never implemented

Export Overridden

Revionics recommended a price and it was exported but changed prior to implementing

REVIONICS® an aptos company

Export Compliance

Methodology: Export Segments

Groups

Segments

Inside Revionics

Suggested Implemented

Item price change matches suggested price by Revionics (3 week period)

Price lock Implemented

Item last export record was “price lock implemented” and price matches the exported locked price

Segments

Outside Revionics

Export Overridden

Item has a PLA record and was exported at one time but the price does not match the last exported price

Not Exported

Item has a PLA record but has never been exported from Revionics

No Change

Price did not change

REVIONICS® an aptos company

Export History

Summary of items exported every week

		Export Count	Locked Price Count	Suggested Price Count
2018-06-27 >>	All Products	885	289	596
2018-07-04 >>	All Products	548	91	457
2018-07-11 >>	All Products	600	170	430
2018-07-18 >>	All Products	976	153	823
2018-07-25 >>	All Products	470	153	317
2018-08-01 >>	All Products	584	153	431
2018-08-08 >>	All Products	639	137	502
2018-08-15 >>	All Products	462	78	384
2018-08-22 >>	All Products	421	81	340
2018-08-29 >>	All Products	598	131	467
2018-09-05 >>	All Products	555	138	417
2018-09-12 >>	All Products	374	110	264
2018-09-19 >>	All Products	896	215	681
Total >>		**8,008**	**1,899**	**6,109**

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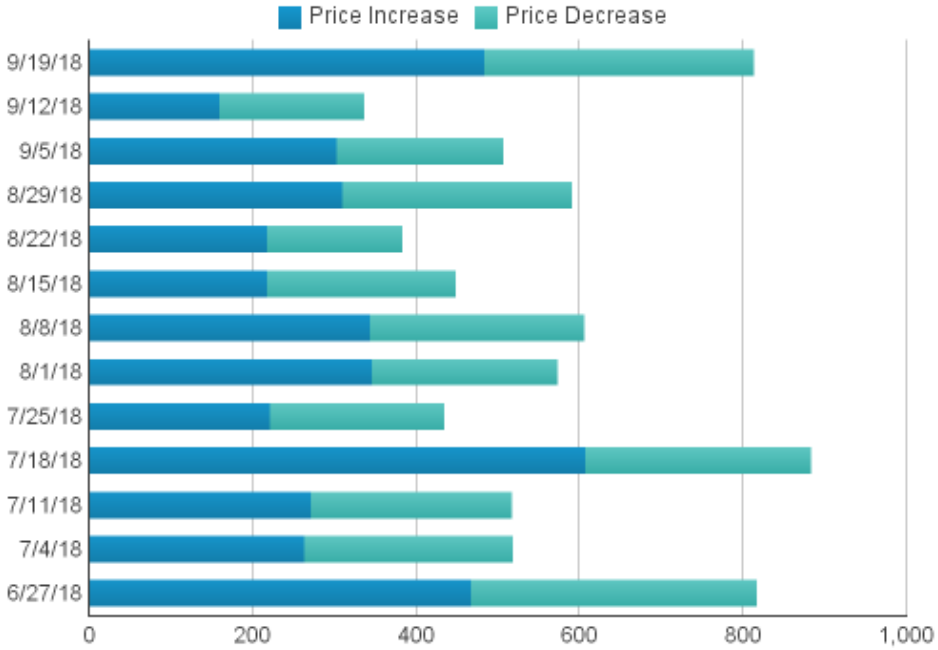
Export Compliance by Acceptance

Trends by Week



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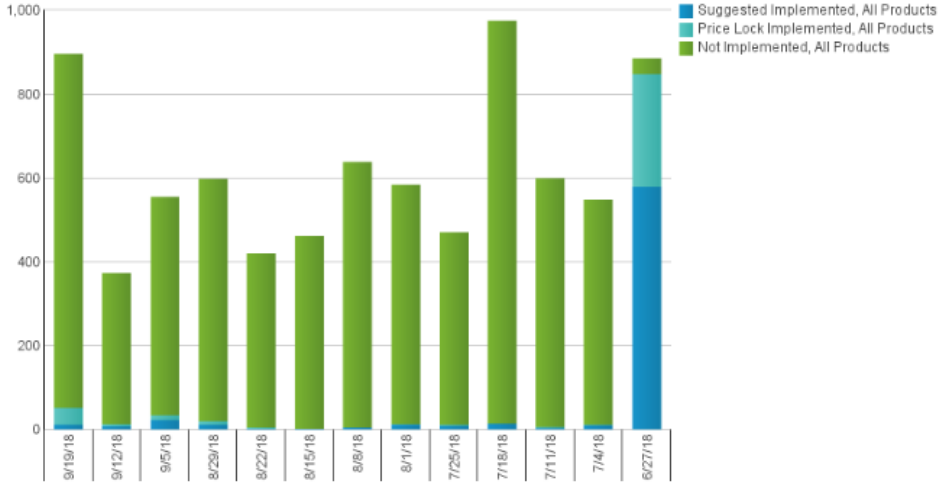
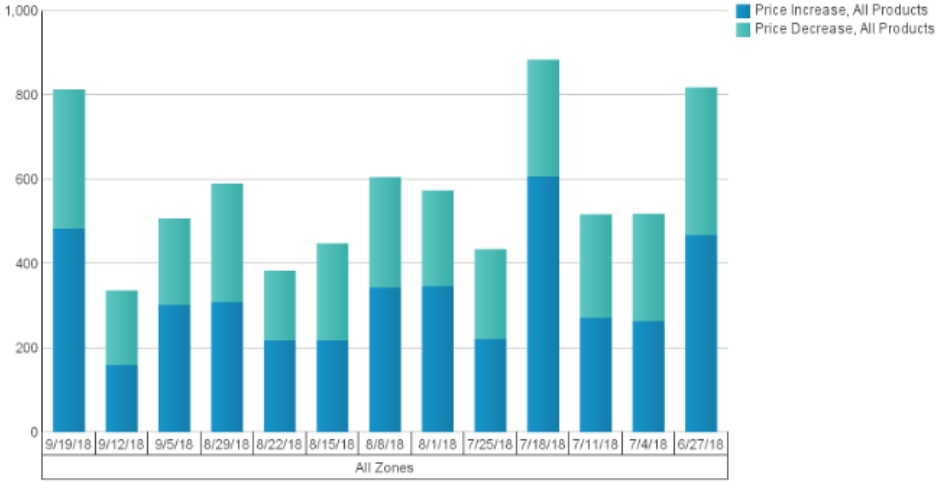
Export Compliance by Zone

Can spilt the and show the compliance for different zones





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Performance Intelligence

Scenario Explorer

Scenario Explorer

Overview

- Compare individual scenarios from a number of different perspectives, evaluate various metrics across these scenarios, and understand how the constituent factors contribute to a scenario's forecast.

- Collection of dashboards that allow evaluation of scenarios within a price model based on:
    - Financial Impact
    - Price Change Impact
    - Pricing Module Impact
    - Constraint Impacts

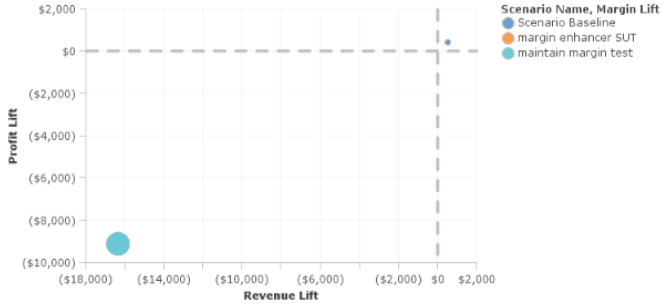
- Reports help choose the best scenario to maximize your objectives.

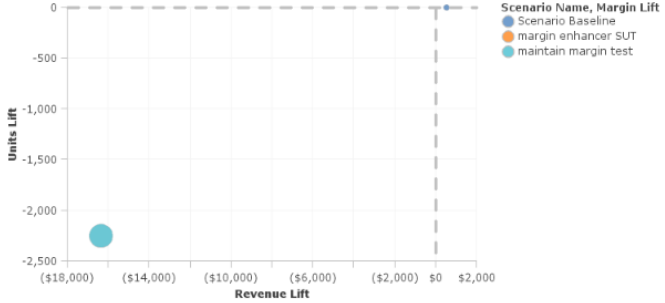
Scenario Summary Tab

Super User Training
6/3/18 - 9/1/18

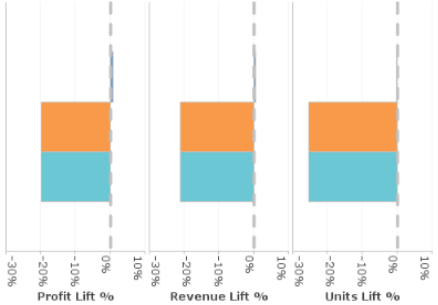
Select a tab:
Scenario Summary

Incremental Lift Values for Recommended Prices





Incremental Lift % Values for Recommended Prices



	Profit Lift %	Revenue Lift %	Units Lift %
Scenario Baseline	0.91%	0.67%	-0.03%
margin enhancer SUT	-19.64%	-21.00%	-25.31%
maintain margin test	-19.64%	-20.99%	-25.29%

Sort By
Profit Lift %

Price Model
Super User Training

Scenario
- Scenario Baseline
- maintain margin test
- margin enhancer SUT

Select all Deselect all

Zone
- Unknown Zone
- SHP_Catalog
- SHP_Digital_Channels_No_MP

Select all Deselect all

Key Value Indicator Group
- Basket Builder
- KVI
- Convenience Item
- Not a KVI
- Unknown

Select all Deselect all

Reprompt

REVIONICS®
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Price Change Impact Tab

Super User Training
6/3/18 - 9/1/18

Select a tab:
Price Change Impacts

Pricing Direction - Decreases, No Change, Increases

Average Unit Retail

	Average Original Unit Retail	Average Suggested Unit Retail	Average Unit Retail Change
Scenario Baseline	$8.76	$8.82	$0.06
maintain margin test	$9.18	$9.26	$0.08
margin enhancer SUT	$9.18	$9.26	$0.08

Sort by Price Direction
Decreases

Price Model
Super User Training

Scenario
- Scenario Baseline
- maintain margin test
- margin enhancer SUT

Select all Deselect all

Zone
- Unknown Zone
- SHP_Catalog
- SHP_Digital_Channels_No_MP

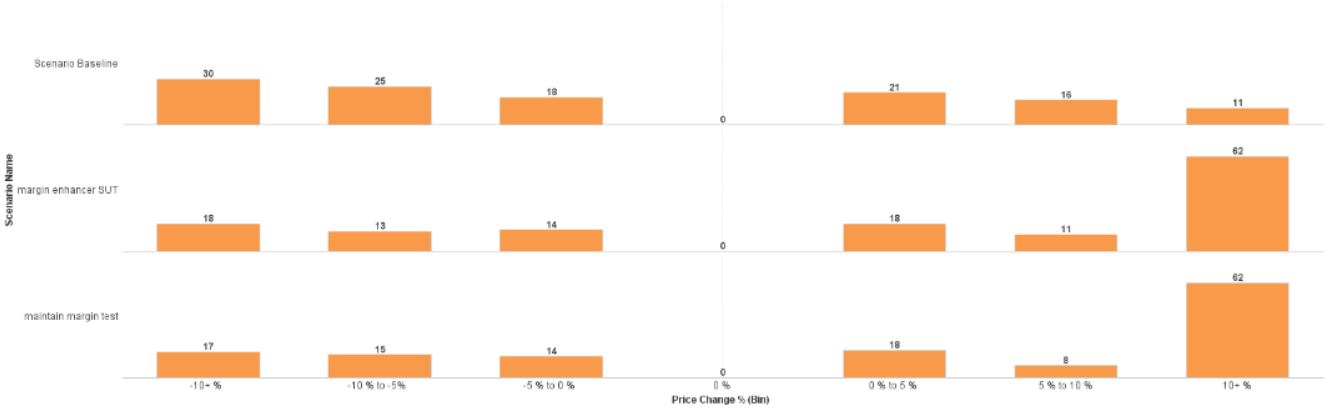
Select all Deselect all

Key Value Indicator Group
- Basket Builder
- KVI
- Convenience Item
- Not a KVI
- Unknown

Select all Deselect all

Reprompt

Recommended Price Change Histogram - % Change from Current Price



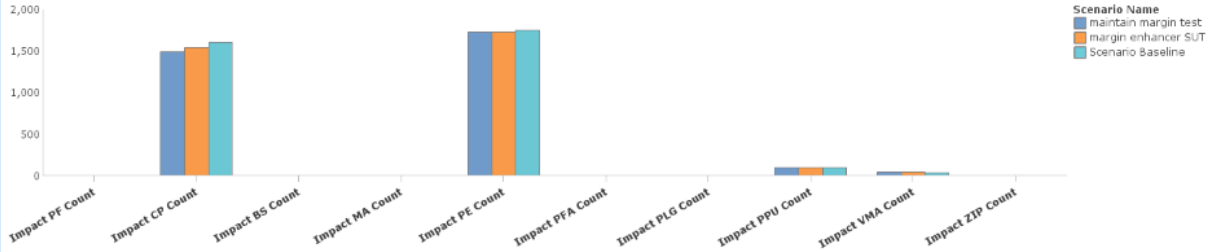
Pricing Module Impact Tab

Super User Training
6/3/18 - 9/1/18

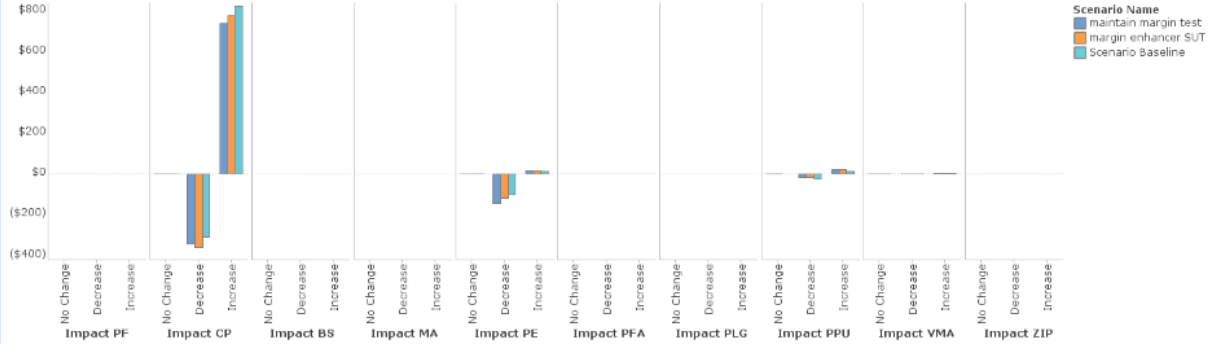
Select a tab:
Pricing Module Impacts

Price Families | Competitive Pricing | Brand Sensitivity | Margin Analysis | Price Elasticity | Promotional Pricing | Private Label Group | Price Per Unit | Volume Margin Analysis | Zone-Indexed Pricing

Number of Price Recommendations Impacted



Values of Price Recommendations Impacted



Price Model
Super User Training

Scenario
- Scenario Baseline
- maintain margin test
- margin enhancer SUT

Select all Deselect all

Zone
- Unknown Zone
- SHP_Catalog
- SHP_Digital_Channels_No_MP

Select all Deselect all

Key Value Indicator Group
- Basket Builder
- KVI
- Convenience Item
- Not a KVI
- Unknown

Select all Deselect all

Reprompt

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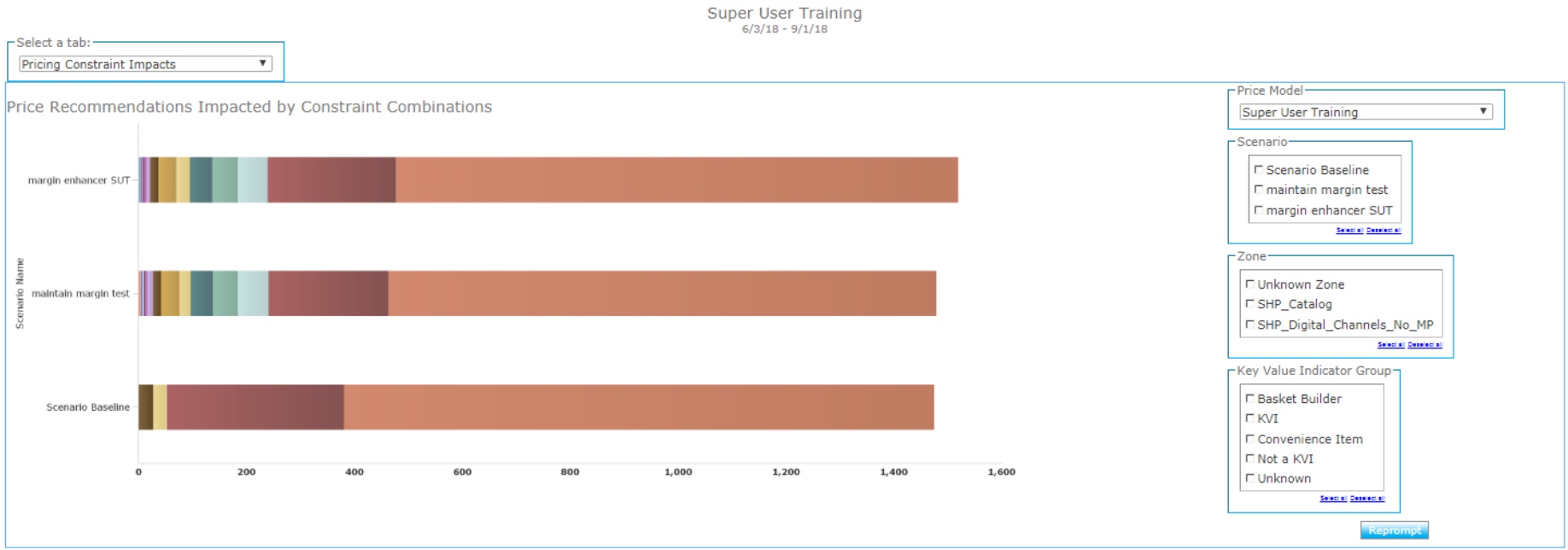
Price Constraint Impact Tab



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Performance Intelligence

Operational Reports

Data Exceptions

Data Exception Reason	Competitor Price Exception Count	Deal Exception Count	Disabled Items Exception Count	Price Cost Exception Count	Price Family Exception Count	Private Label Exception Count	Product Exception Count	Sales Exception Count	Transactional Sales Exception Count	Vendor Exception Count
Duplicate Record								27,544		
Exception record has been inserted into sales.								7		
Orphaned Price Family					593					
ProductID could not be found	12,900		102					228		
UPC Code Zero	1									
	12,901		102		593			27,779		

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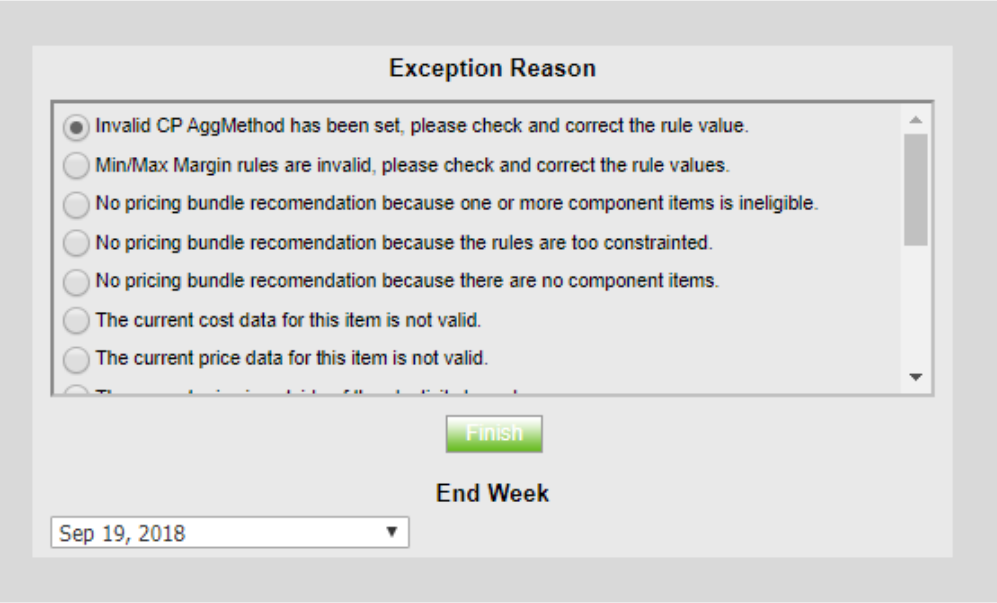
Pricing Exceptions

Items excluded from the portal



Product	Zone	Vendor	Original Price	Original Price Multiple	Unit Cost

Pricing Exception Reason	Pricing Exceptions Count

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Performance Intelligence

Sales Reports

Sales by Type

Review sales by Regular, Promo, Markdown, Other…

Mix of promo vs regular. Drill down / filter by hierarchy

			Regular					Feature					Markdown				
			Revenue	Units	Cost	Profit	Revenue % of Type	Revenue	Units	Cost	Profit	Revenue % of Type	Revenue	Units	Cost	Profit	Revenue % of Type
All Products	All Zones	31/07/2018	£15,986,243	1,008,768	£9,956,972	£6,029,271	54.7%	£1,915,955	52,161	£1,528,014	£387,940	6.6%	£251,708	15,338	£181,892	£69,816	0.9%
		24/07/2018	£17,602,183	860,681	£11,154,948	£6,447,234	49.7%	£1,868,852	56,361	£1,466,498	£402,354	5.3%	£957,559	81,590	£995,562	-£38,003	2.7%
		17/07/2018	£16,072,076	985,303	£9,723,826	£6,348,250	50.4%	£3,301,431	63,030	£2,821,065	£480,366	10.3%	£239,025	55,815	£247,466	-£8,441	0.7%
		10/07/2018	£19,773,719	1,113,230	£12,498,690	£7,275,028	56.6%	£2,558,581	68,074	£2,184,102	£374,479	7.3%	£1,070,634	117,488	£969,550	£101,084	3.1%
		03/07/2018	£19,072,002	1,141,007	£12,042,562	£7,029,440	64.7%	£2,295,305	53,578	£2,076,085	£219,220	7.8%	£250,265	91,126	£264,486	-£14,221	0.8%
		26/06/2018	£24,252,844	1,245,583	£15,651,443	£8,601,400	65.2%	£1,352,738	42,555	£1,243,058	£109,679	3.6%	£1,101,376	160,633	£991,190	£110,186	3.0%
		19/06/2018	£9,876,905	777,968	£5,917,059	£3,959,846	43.2%	£4,737,211	99,246	£4,525,816	£211,396	20.7%	£620,860	278,763	£611,522	£9,337	2.7%
		12/06/2018	£62,640,041	2,471,671	£35,872,267	£26,767,774	61.7%	£4,238,100	97,812	£3,878,888	£359,213	4.2%	£10,586,254	610,556	£8,406,027	£2,180,227	10.4%
		05/06/2018	£11,588,295	748,550	£7,041,721	£4,546,574	45.4%	£3,548,843	79,869	£3,300,175	£248,668	13.9%	£1,563,757	381,036	£1,254,369	£309,388	6.1%
		29/05/2018	£64,095,520	2,338,262	£37,943,430	£26,152,090	58.6%	£5,075,369	122,779	£4,955,287	£120,081	4.6%	£11,672,872	893,688	£9,210,779	£2,462,093	10.7%
		22/05/2018	£60,180,787	3,137,049	£35,411,540	£24,769,247	36.0%	£2,840,069	73,714	£2,638,029	£202,039	1.7%	£65,004,953	2,863,581	£46,214,082	£18,790,871	38.9%
		15/05/2018	£73,121,838	3,027,023	£42,421,151	£30,700,687	66.4%	£3,418,441	89,078	£3,032,806	£385,635	3.1%	£6,881,260	315,617	£5,342,787	£1,538,473	6.3%
		08/05/2018	£56,508,246	2,197,609	£32,961,257	£23,546,988	60.1%	£2,524,243	57,901	£2,198,810	£325,433	2.7%	£6,053,190	294,086	£4,506,278	£1,546,911	6.4%

Sales and Margin - Totals

Compare metrics YoY, filter and drill down by hierarchy

Sales and Margin

Show / Hide Prompts

Prompt Selections

End Week	31/07/2018
KVI Group	All Key Value Indicator Groups
Products	All Products
Store	All Stores
Zone	All Zones
Sales Type	All Sales Types

		Revenue			Units			Cost			Profit			Margin		
		Amount	Prior Year	Prior Year Chg %	Amount	Prior Year	Prior Year Chg %	Amount	Prior Year	Prior Year Chg %	Amount	Prior Year	Prior Year Chg %	Amount	Prior Year	Prior Year Chg %
010 PAINT & SUNDRIES	All Zones		£257,280			21,646			£166,645			£90,635			35.23%	
020 HAND & POWER TOOLS	All Zones		£3,859,913			151,106			£2,665,608			£1,194,305			30.94%	
025 TOYS	All Zones	£7,131,869	£23,463,671	-69.6%	421,778	1,185,969	-64.4%	£4,171,257	£13,865,317	-69.9%	£2,960,612	£9,598,354	-69.2%	41.51%	40.91%	1.479%
030 TOOL SALE	All Zones		£171,966			14,313			£116,067			£55,899			32.51%	
040 PLUMBING & ELECTRICAL	All Zones		£1,694,019			119,676			£1,035,056			£658,962			38.90%	
050 HARDWARE	All Zones		£694,394			86,304			£328,942			£365,452			52.63%	
060 SPORTING GOODS	All Zones		£743,273			15,230			£480,062			£263,210			35.41%	
065 HOUSEWARES/SNACKS/TOYS	All Zones	£385,716	£681,025	-43.4%	85,042	136,674	-37.8%	£267,897	£433,733	-38.2%	£117,819	£247,292	-52.4%	30.55%	36.31%	-15.880%
070 LAWN & GARDEN	All Zones	£149,594	£6,641,248	-97.7%	10,316	226,696	-95.4%	£95,365	£4,121,013	-97.7%	£54,229	£2,520,235	-97.8%	36.25%	37.95%	-4.473%

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Weekly Sales Trends

YoY and WoW Sales Comparisons - 2 Years

See weekly trends and optionally YoY

		31/07/2018	24/07/2018	17/07/2018	10/07/2018	03/07/2018	26/06/2018	19/06/2018	12/06/2018	05/06/2018	29/05/2018	22/05/2018	15/05/2018	08/05/2018
All Products	Revenue	£29,199,915	£35,391,658	£31,901,191	£34,929,387	£29,478,702	£37,199,027	£22,875,443	£101,597,741	£25,524,417	£109,407,422	£166,938,226	£110,060,745	£94,047,277
	Revenue Prior Year	£116,908,115	£344,780,723	£106,340,287	£135,080,785	£18,176,564	£19,337,263	£19,222,382	£17,603,848	£18,727,354	£17,719,868	£17,097,373	£15,130,970	£16,820,739
	Revenue Change %	-75.02%	-89.74%	-70.00%	-74.14%	62.18%	92.37%	19.00%	477.13%	36.29%	517.43%	876.40%	627.39%	459.11%
	Units	3,082,104	3,623,839	2,946,421	2,580,980	2,066,254	2,295,306	1,865,881	4,286,363	1,644,166	4,304,653	8,785,654	4,548,550	3,878,010
	Units Prior Year	6,150,330	15,968,288	5,189,065	7,008,679	1,382,698	1,221,074	1,370,691	1,045,663	1,082,014	1,135,528	1,074,387	981,309	1,145,720
	Units Change %	-49.89%	-77.31%	-43.22%	-63.17%	49.44%	87.97%	36.13%	309.92%	51.95%	279.09%	717.74%	363.52%	238.48%
	Profit	£11,167,407	£11,577,207	£11,221,519	£11,212,926	£9,503,602	£10,855,305	£6,153,557	£33,936,148	£6,359,249	£33,354,207	£51,007,905	£37,943,994	£32,047,240
	Profit Prior Year	£45,041,751	£138,633,399	£40,222,344	£49,965,531	£5,225,991	£4,914,945	£4,569,797	£4,095,122	£3,851,307	£4,093,487	£3,840,387	£3,722,410	£3,989,324
	Profit Change %	-75.21%	-91.65%	-72.10%	-77.56%	81.85%	120.86%	34.66%	728.70%	65.12%	714.81%	1,228.20%	919.34%	703.33%
	Margin	38.24%	32.71%	35.18%	32.10%	32.24%	29.18%	26.90%	33.40%	24.91%	30.49%	30.55%	34.48%	34.08%
	Margin Prior Year	38.53%	40.21%	37.82%	36.99%	28.75%	25.42%	23.77%	23.26%	20.57%	23.10%	22.46%	24.60%	23.72%

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Report Source: Weekly Trends Comparison Summary and Expanded

Performance Intelligence

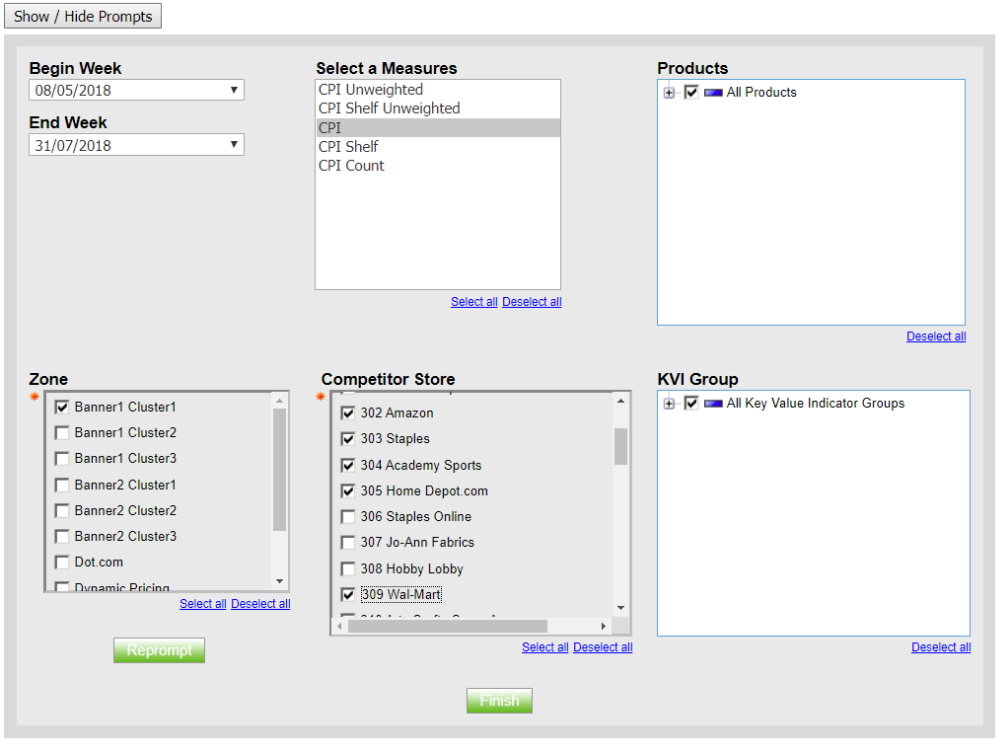
Competitor Price Reports

Competitor Price Index

Prompts and filters

- Prompts for date range
- Zone, product, KVI, hierarchy
- Select competitor stores

Shows CPI as value



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Competitor Price Index

Index of your price position relative to competitors

- 1.01 Index = 1% above competition
- Weighted by sales or un-weighted
- CPI Shelf price or CPI till price (if data supplied)

	GB220						GB250						GB
	North			South			North			South			No
	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Com Price Inde Shel
All Products	1.15	1.23	196,477	1.14	1.22	172,125	1.39	1.40	39,641	1.16	1.25	229,704	

	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count	Competitor Price Index Shelf	Competitor Price Index	Competitor Price Index Count
M Acc Lthr	1.27	1.27	6	1.27	1.27	4	1.27	1.27	2	1.27	1.27	7			
M Acc Head Wear	1.49	1.50	73	1.50	1.50	73	1.50	1.50	73	1.49	1.50	73			
M Acc foot	1.09	1.17	13,639	1.09	1.16	12,642	1.33	1.33	3,114	1.11	1.18	14,251	1.15	1.15	43
W Acc Lthr Outerwear	1.11	1.20	16,987	1.11	1.20	15,829	1.40	1.40	3,388	1.12	1.22	18,004	1.26	1.26	11

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Competitor Price Changes

View price changes for by competitor by day across a specified date range

GreatPlace to Shop

Daily Competitor Price Changes

Prompt Selections

Start Date	Jul 2, 2014
End Date	Oct 2, 2014
Zone	
Competitor Store	-100
Product Hierarchy	Non-Foods
Product Search & Select	

* The sorting only applies to the HTML output and only within current page.

Upc Code Description	Zone Name	Competitive Price Effective Date	Date of Previous Change	Store Name	Sales Type Description	New Competitive Price	Previous Competitive Price	Competitive Price % Change
98327497 Item A	Z24	7/10/14	6/10/14	90HJ	Regular	$3.38	$3.48	-2.9%
98327496 Item B	Z24	7/10/14	6/10/14	90JH	Regular	$3.38	$3.48	-2.9%
98327495 Item C	Z24	7/10/14	6/10/14	90JH	Regular	$3.38	$3.48	-2.9%
98327494 Item D	Z24	7/10/14	6/10/14	90HJ	Regular	$3.38	$3.48	-2.9%

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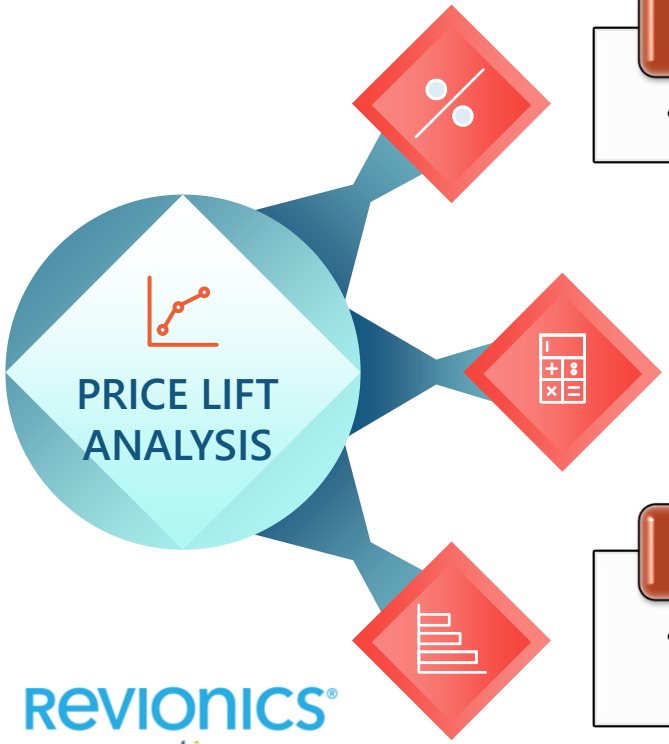
Performance Intelligence

Value Measurement

Value Measurement Methodology

Building Blocks for the Analyses



Pricing Compliance

- Classification of Pricing decisions made

Price Lift Analysis

- Measuring ‘lift’ and what impact the price change had

Price Lift & Compliance

- Classification of ‘lift’ into the Compliance buckets

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Segments for PLA

Segmented PLA will take the price lift records and divide them into reportable financials based on the logic below

- This will only work for customers using the back office export
- Prices will be reported in four ways using

Groups

Segments

Inside Revionics

Suggested Implemented

Item price change matches suggested price by Revionics (3 week period)

Price lock Implemented

Item last export record was “price lock implemented” and price matches the exported locked price

Segments

Outside Revionics

Export Overridden

Item has a PLA record and was exported at one time but the price does not match the last exported price

Not Exported

Item has a PLA record but has never been exported from Revionics

No Change

Price did not change

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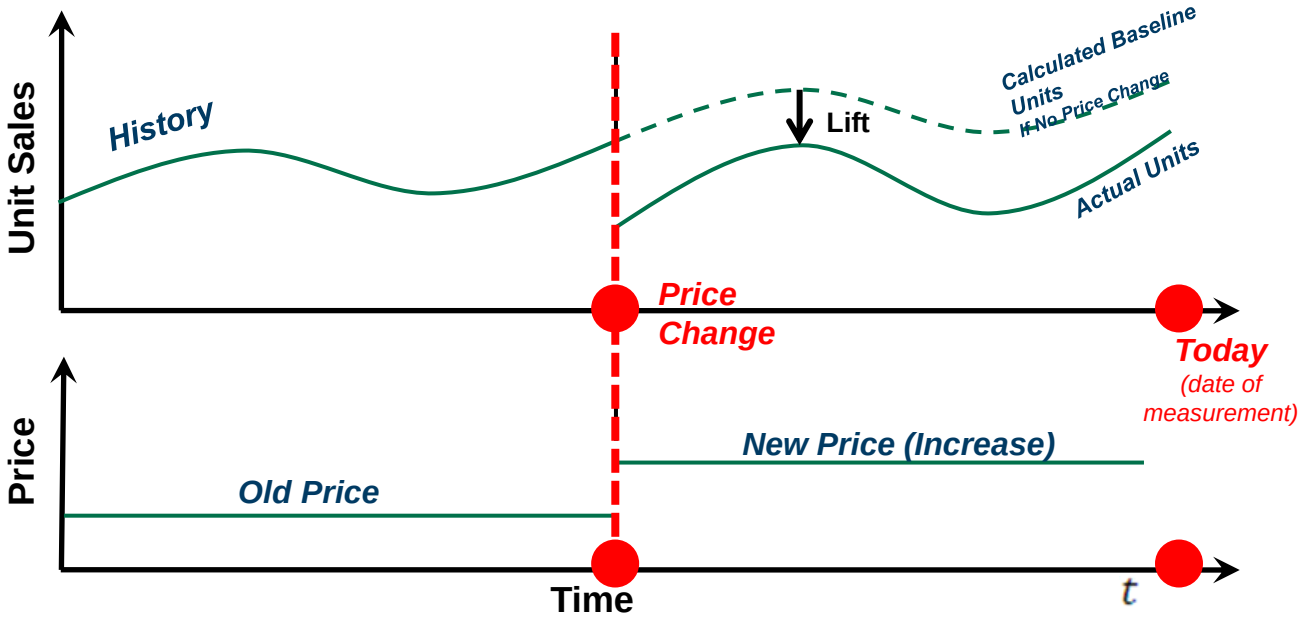
The PLA: How Does This Work?



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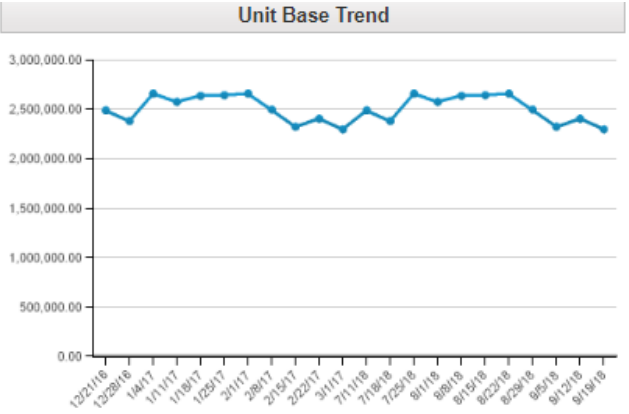
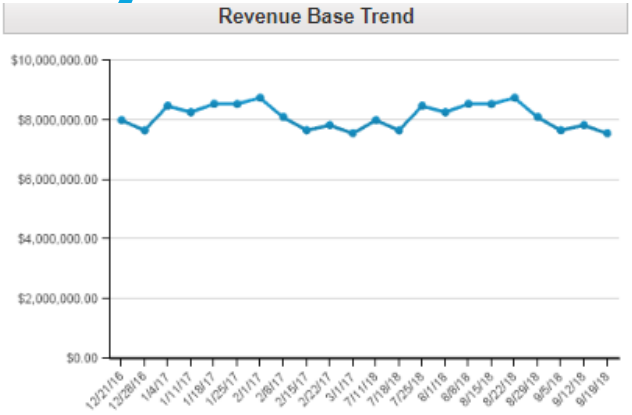
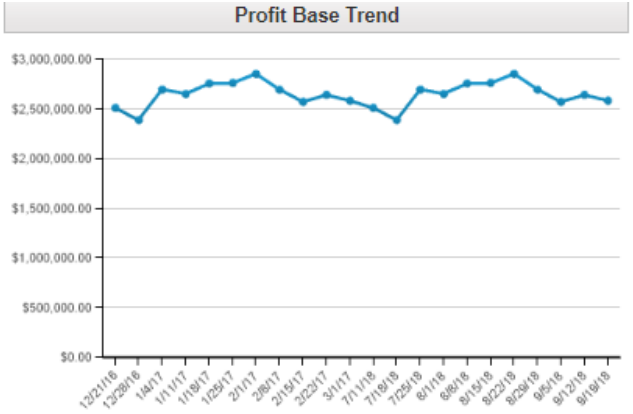
Price Lift Analysis







		Units Base	Units Lift	Units Lift %	Revenue Base	Revenue Lift	Revenue Lift %	Profit Base	Profit Lift	Profit Lift %
All Products	12/21/16	2,490,871.48	0.00	0.00%	$8,002,818.86	$0.00	0.00%	$2,512,961.46	$0.00	0.00%
	12/28/16	2,382,968.61	30,632.91	1.29%	$7,657,715.56	$51,400.05	0.67%	$2,390,987.14	($3,646.25)	-0.15%
	1/04/17	2,660,810.90	68,623.11	2.58%	$8,482,737.63	$111,739.80	1.32%	$2,698,333.62	($10,004.18)	-0.37%
	1/11/17	2,576,791.31	111,397.49	4.32%	$8,264,413.33	$188,631.72	2.28%	$2,654,076.55	($17,946.99)	-0.68%
	1/18/17	2,638,205.16	165,650.29	6.28%	$8,542,642.90	$283,690.51	3.32%	$2,759,677.54	($25,239.45)	-0.91%
	1/25/17	2,644,213.26	204,518.88	7.73%	$8,539,729.94	$349,073.94	4.09%	$2,765,382.50	($27,134.06)	-0.98%
	2/01/17	2,660,961.63	242,076.96	9.10%	$8,749,419.65	$389,526.87	4.45%	$2,856,176.10	($54,338.31)	-1.90%
	2/08/17	2,498,017.36	273,134.33	10.93%	$8,102,621.61	$394,499.80	4.87%	$2,696,807.88	($67,807.46)	-2.51%
	2/15/17	2,325,471.09	300,363.91	12.92%	$7,659,776.01	$433,839.25	5.66%	$2,574,386.84	($81,894.79)	-3.18%
	2/22/17	2,406,918.80	345,099.34	14.34%	$7,835,073.51	$492,217.36	6.28%	$2,645,904.57	($81,457.33)	-3.08%
	3/01/17	2,298,818.60	361,116.05	15.71%	$7,561,305.92	$512,018.42	6.77%	$2,588,692.69	($98,330.27)	-3.80%
	7/11/18	2,490,871.48	0.00	0.00%	$8,002,818.86	$0.00	0.00%	$2,512,961.46	$0.00	0.00%
	7/18/18	2,382,968.61	30,632.91	1.29%	$7,657,715.56	$51,400.05	0.67%	$2,390,987.14	($3,646.25)	-0.15%
	7/25/18	2,660,810.90	68,623.11	2.58%	$8,482,737.63	$111,739.80	1.32%	$2,698,333.62	($10,004.18)	-0.37%
	8/01/18	2,576,791.31	111,397.49	4.32%	$8,264,413.33	$188,631.72	2.28%	$2,654,076.55	($17,946.99)	-0.68%
	8/08/18	2,638,205.16	165,650.29	6.28%	$8,542,642.90	$283,690.51	3.32%	$2,759,677.54	($25,239.45)	-0.91%
	8/15/18	2,644,213.26	204,518.88	7.73%	$8,539,729.94	$349,073.94	4.09%	$2,765,382.50	($27,134.06)	-0.98%
	8/22/18	2,660,961.63	242,076.96	9.10%	$8,749,419.65	$389,526.87	4.45%	$2,856,176.10	($54,338.31)	-1.90%
	8/29/18	2,498,017.36	273,134.33	10.93%	$8,102,621.61	$394,499.80	4.87%	$2,696,807.88	($67,807.46)	-2.51%
	9/05/18	2,325,471.09	300,363.91	12.92%	$7,659,776.01	$433,839.25	5.66%	$2,574,386.84	($81,894.79)	-3.18%
	9/12/18	2,406,918.80	345,099.34	14.34%	$7,835,073.51	$492,217.36	6.28%	$2,645,904.57	($81,457.33)	-3.08%
	9/19/18	2,298,818.60	361,116.05	15.71%	$7,561,305.92	$512,018.42	6.77%	$2,588,692.69	($98,330.27)	-3.80%
	Totals	**55,168,096.37**	**4,205,226.55**	**7.62%**	**$178,796,509.86**	**$6,413,275.42**	**3.59%**	**$58,282,773.75**	**($935,598.17)**	**-1.61%**
Totals		55,168,096.37	4,205,226.55	7.62%	$178,796,509.86	$6,413,275.42	3.59%	$58,282,773.75	($935,598.17)	-1.61%

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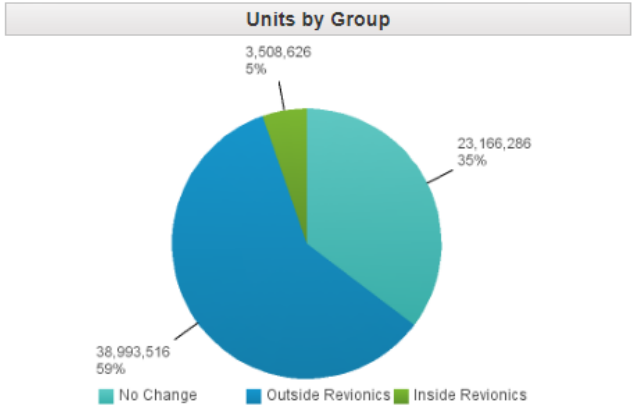
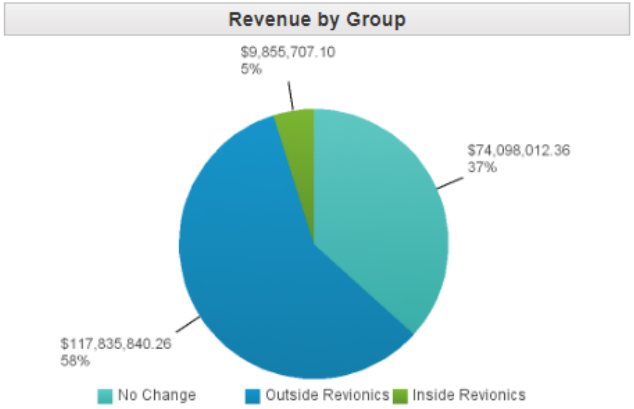
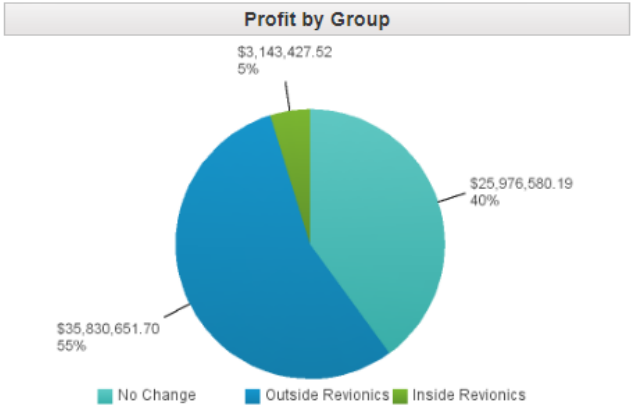
Segmented Price Lift Analysis







Unit Lift by Group

Revenue Lift by Group

Profit Lift by Group

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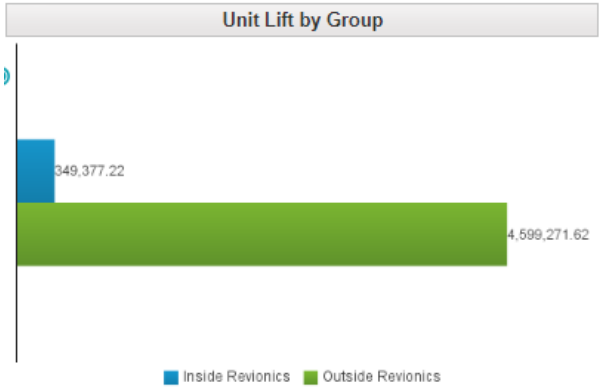
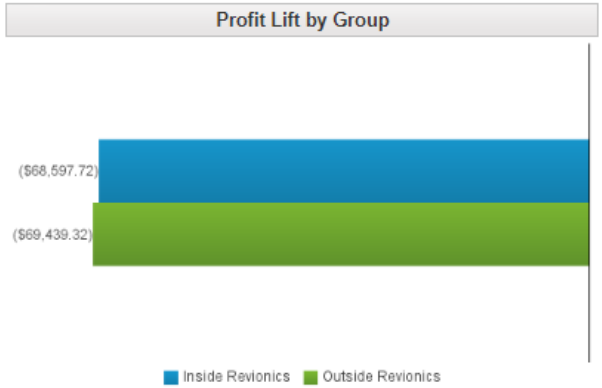
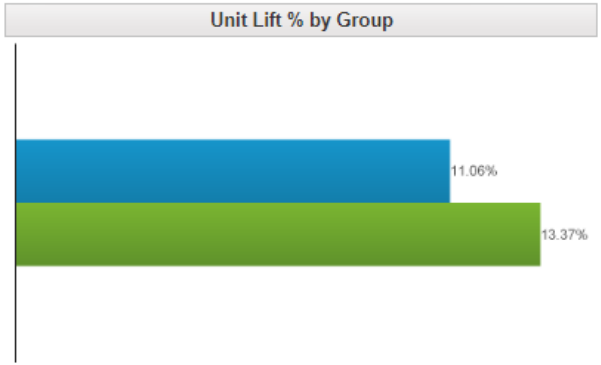
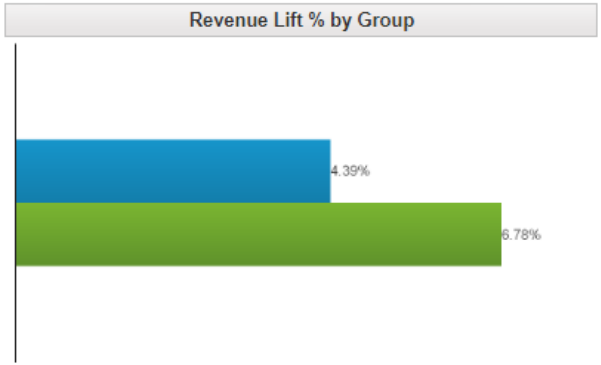
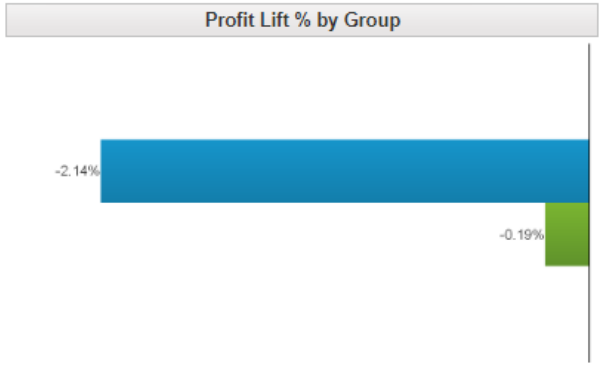
Segmented Price Lift Analysis











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Thank you!