Unlocking Profitable Growth

BACKGROUND PROBLEM

The client needed to protect profitability under inflation, supply chain disruption, and margin compression without pricing out core consumers in a price-sensitive category.

APPROACH PROCESS

- Built a three-part pricing framework combining elasticity, competitive thresholds, and product economics.
- Measured demand sensitivity and cross-price behavior across product types.
- Simulated pricing scenarios to quantify trade-offs between margin expansion and volume risk.

KEY FINDINGS / OUTCOME

- Created an optimized price architecture across the portfolio.
- Identified a key-product price move from $18.99 to $20.88 with projected ~$82K profit lift and low demand-loss risk.
- Moved the client from reactive cost-driven pricing to a data-driven pricing system.