

COMPARISON CHART

Software/ Criteria	Regular Price Elasticity™	Promotional Demand Forecaster™	Markdown Price Optimization™	Clearance Price Elasticity™
Purpose	Everyday pricing optimization	Demand Forecasting for promotional events	Optimizing markdown strategies for maximum profitability	End-of-season clearance goals
Key Focus	Balancing profitability and competitiveness	Optimize promotional strategies	Timing and depth of discounts to maximize revenue	Clearing stock or minimizing cost-related losses
Timeframe	Long-term (steady-state pricing)	Medium-term (promotion duration)	Short-term to end-of-life (days to weeks)	Short-term (weeks)
Application Context	Everyday, non-seasonal items	Items with expected promotional spikes	Products at risk of obsolescence or spoilage	End of season goods, expiring items
Technological Differentiation	Elasticity models for single and multi-item scenarios	Machine learning models for real-time demand forecasting	Dynamic pricing algorithms for staged markdowns	Specialized algorithms for depleted inventory profiles
Output	Base price recommendations	Recommended pricing scenarios tailored to promotional goals	Optimized markdown schedules	Discount recommendations
Benefits	Sustainable pricing strategies, market competitiveness	Improved promotional ROI, better stock planning	Increased profitability, inventory turnover efficiency	Waste reduction, labor cost savings, maximized clearance revenue