

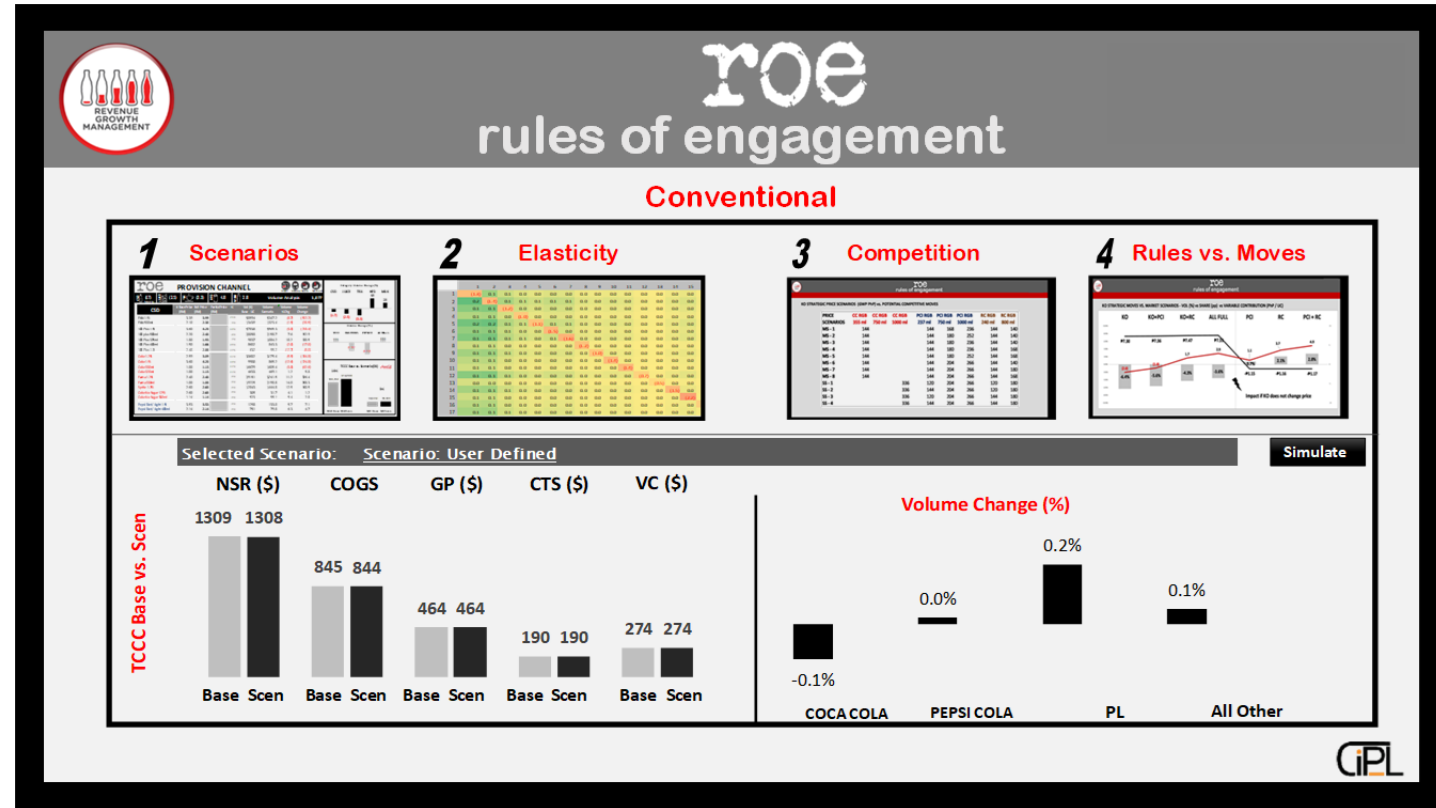
roe RULES OF ENGAGEMENT

REGRESSION MODELING

- Integrated elasticity-based system to optimize pricing strategy
- Calculates competitors' elasticity
- Nielsen Dynamic Analysis

RULES-OF-ENGAGEMENT

- Decision-making pricing rules vs competitors
- Pricing Scenario Planning, Elasticity Simulation & Optimization



WHY IT IS IMPORTANT

REGRESSION MODELING / RULES-OF-ENGAGEMENT

- Calculates competitive marketing direct / cross-elasticities
- Nielsen-Based Dynamic Analysis: Brand / Pack

HOW TO APPLY

OBPPC ARCHITECTURE

- Integrated price / share elasticity system
- Competitive pricing strategy optimization

