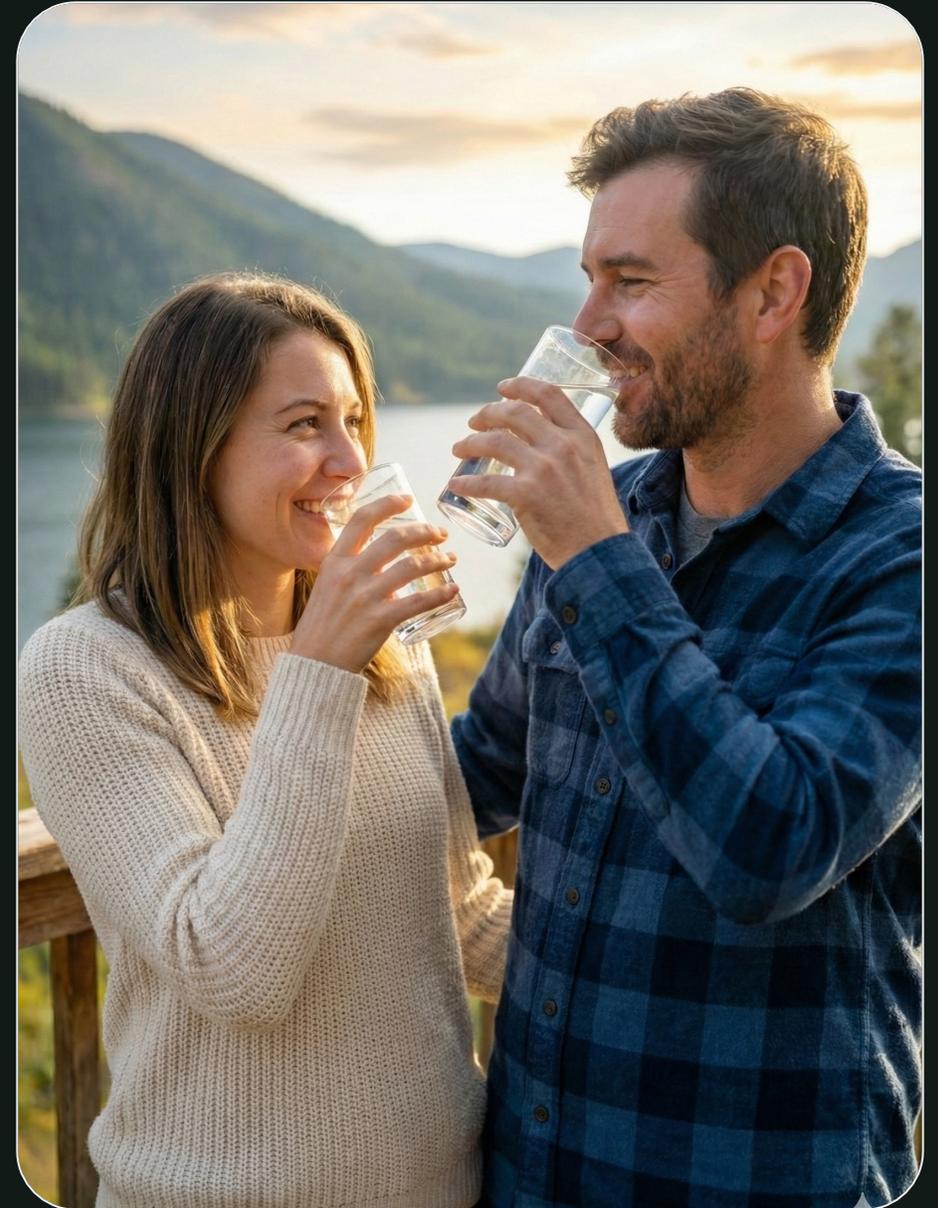


## Case Study

# The Sell-In Challenge: Price Change Modelling Without Point-of-Sale (POS) Data



01

**Background**

02

**Challenge**

03

**Chosen strategy**

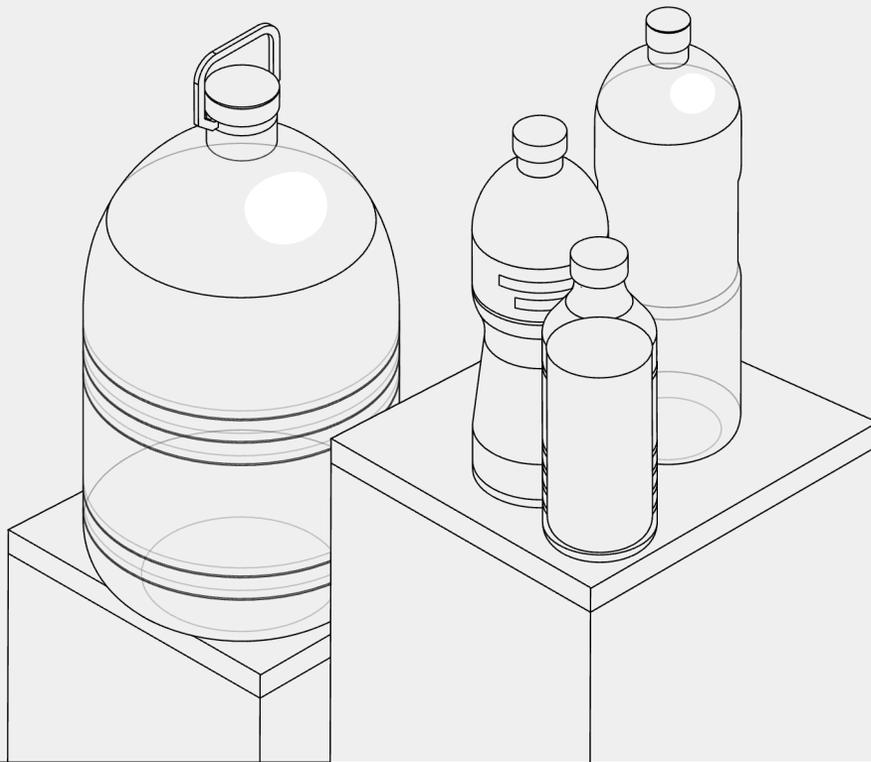
04

**Results**

05

**About Buynomics**

# 01. Background



**The Client:** A multi-regional manufacturer known for its diverse food and beverage portfolios.

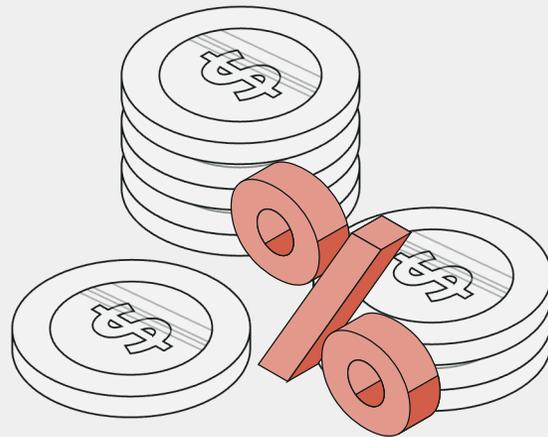
**The Challenge:** The Revenue Growth Management (RGM) team needed to optimize the pricing of their premium beverage line which is also the largest product line in the portfolio without sell-out visibility.

**The Approach:** To model different price change scenarios, the manufacturer provided sell-in data, segmented by hospitality (hotels, restaurants, cafes, bars) and non hospitality buyers, to the Buynomics team to train its proprietary Virtual Shoppers AI.

# 02. Challenge

## Challenge – Finding the right portfolio pricing

The manufacturer aimed to determine how far it could raise prices across its premium beverage line using differentiated, item-level price increases, while trying to minimize impact on total portfolio sales units.



Before adopting Buynomics', the manufacturer lacked a reliable way to evaluate the impact of the price increases across the portfolio due to the absence of POS data.

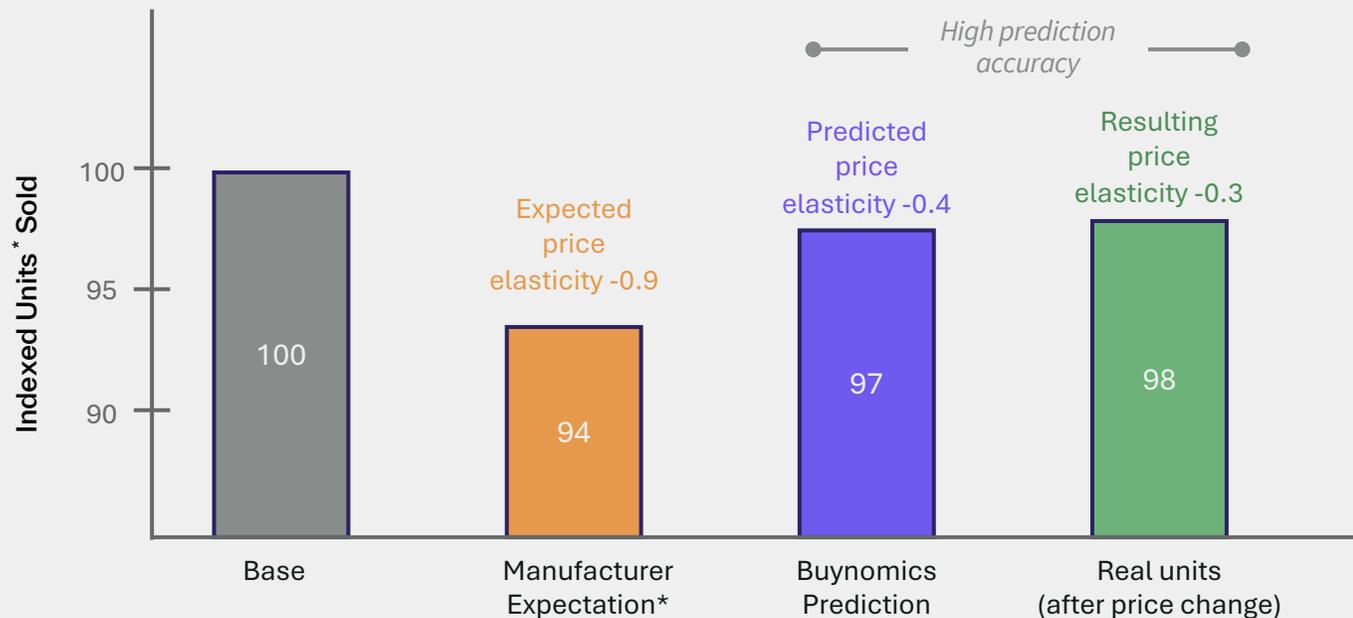
Buynomics' Virtual Shoppers AI, an agent-based simulation model, was trained on the manufacturer's sell-in data, since sell-out data was not available.

By running a range of pricing and distribution scenarios in Buynomics' platform, the RGM team identified the most relevant options and assessed the impact of price changes at both the product-line and total-portfolio levels.

# 03. Chosen Strategy

## Chosen scenario:

+7% average price increase on total portfolio based on differentiated price increases across products



All values show total portfolio units sold, indexed to pre-change units

\* Based on legacy solutions

## Model preparation

- **Data calibration:** To ensure the most accurate elasticity predictions, Buynomics first applied a deseasonalization and detrending process to the sell-in data.
- **Scenario simulation:** Once the data was calibrated and Buynomics AI model was trained, the RGM team started testing different scenarios in the Buynomics platform.

## Portfolio pricing optimization

- **Portfolio optimization :** After rigorously testing multiple pricing scenarios, the team implemented a differentiated set of price increases across the portfolio, resulting in an average overall increase of 7%.

## Shopper response

- **Value perception shift:** This configuration resulted in a shift in the value perception of the portfolio products, which was reflected in a minimal loss of sales across the portfolio.  
Note: their star product even gained sales based on portfolio cross effects.

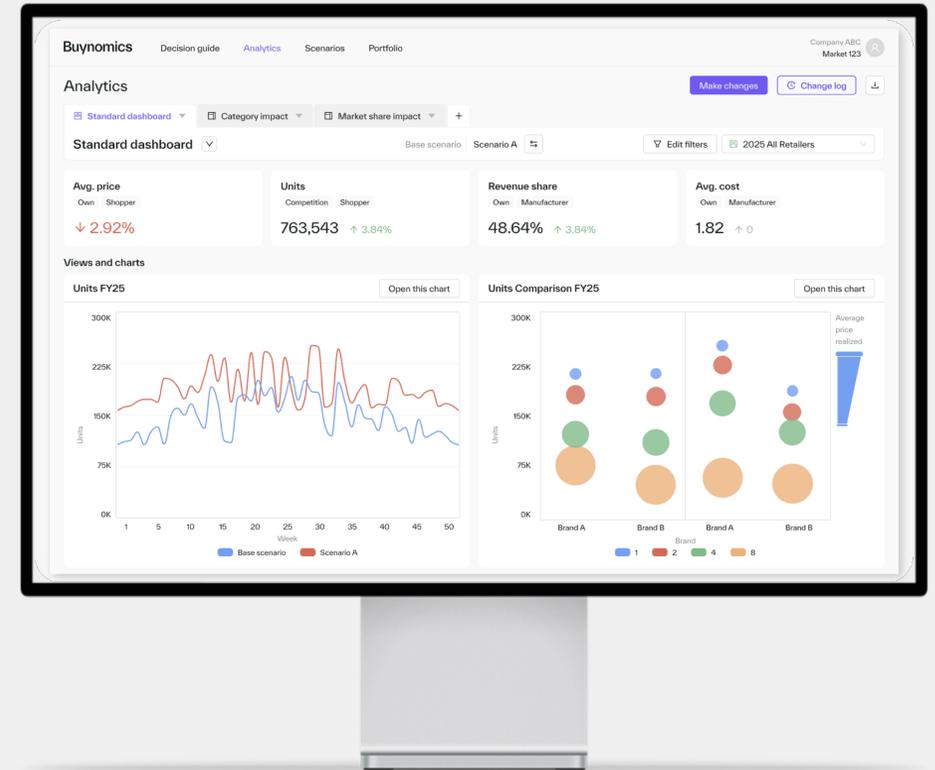
# 04.Results

Following the scenario analyses, the manufacturer's RGM team moved forward with a winning strategy and implemented it.

Over the subsequent six months, post-implementation performance closely matched Buynomics' forecast, confirming strong predictive accuracy despite the model being trained on sell-in data rather than sell-out transactions.

• **>85%** Accuracy forecasting the product sales impact across the portfolio vs actuals.

• **5%** Revenue increase for total portfolio.



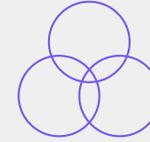
# 05. About Buynomics

Buynomics is the leading Revenue Growth Management (RGM) platform for holistic optimization across all revenue levers.

By integrating multiple data sources with cutting-edge AI, it empowers RGM teams in enterprise organizations to make faster, more profitable, data-driven, and customer-focused decisions.

[Learn More](#)

## Holistic approach



Portfolio optimization considering the effects of all product portfolio changes.



## Speed to insight

Large number of scenarios simulated and compared in minutes, reducing the time spent on forecasting by 70-90%.

## Predictive accuracy



Best in class predictive accuracy of up to 95%<sup>1</sup> of expected market behavior.

1: Depending on data quality and completeness



## Profitability

Up to 2-4% higher gross profits through a better offering.

