Case Study
Pricing Intelligence

Largest local online electronics retailer and marketplace in Italy

THE RETAILER

Serving more than 20 million Italian customers every month, the company is a leading Italian e-Commerce operator selling millions of products every year on its sites and working with thousands of brands.

THE CHALLENGE

The customer turned to Flipkart Cloud Commerce to provide pricing solutions including Predictive Pricing and Pricing Intelligence to better serve their audiences and be more competitive in the local and global marketplace.

The online retailer is faced with many challenges:

> Low and eroding profit margins.
> Multiple, powerful online competitors.
> A significant number of low-selling products ("long tail").
> Re-price multiple times a day in order to provide real-time answers to the dynamic market.
> Infrastructure and management tools that are not scalable and configurable enough.
> Optimize the sales of 2M products, growing to 5M Within 9 months.

IN 8 WEEKS

1400 Rules **for** **2M** Products

85%
Of products with low sales

THE SOLUTION

Flipkart Commerce Cloud was approached to provide pricing intelligence and pricing optimization based on predictive analytics.

Flipkart Commerce Cloud created for the client a scalable modular architecture.

> Predictive pricing was implemented, targeting gross profit increase.
> More than a 1000 pricing rules were easily imported from the legacy, in-house built system. These rules are used as guardrails for the predictive pricing results.
> Additional pricing rules were created to implement a cascading strategy, where margin, sales volume and competitor moves were all accounted for.

"We chose Flipkart Commerce Cloud solutions so we can become even more competitive in the marketplace and think globally in providing the best products and prices available, using price optimization to increase revenues and margins."

President and CEO

SUCCESS

By working with Flipkart Commerce Cloud and utilizing its Predictive Pricing and Pricing Intelligence solutions the client saw the following results:

11 – 67%	13 – 84%	8 weeks
Gross profit lift	Long tail	Ramp-up time
Depending on the category	Gross profit lift	For full productivity

About Flipkart Commerce Cloud

Flipkart Commerce Cloud is a global enterprise intelligence solution provider for retailers and e-commerce businesses. Our solutions are built with Flipkart's extensive knowledge of the e-commerce market, voluminous data from e-commerce events, and scale tested on billions of transactions. Our sophisticated AI/ML models deliver the best-in-class customer experience & business impact. Our comprehensive solutions are beyond the basic building blocks for online commerce, and solve for more complex retail needs such as Pricing optimisation, Ads management, Fraud detection and many more critical streams in the growth journey of an e-commerce platform. AI powered business intelligence is essential for success online, and FCC can bootstrap this journey for you - Quickly.

FCC is headquartered in India and deploys solutions across the world. Our team collaborates with our customers to create a sustainable impact for their businesses, the industry, and the people we serve. To learn more about Flipkart Commerce Cloud, visit cloud.flipkart.com