Grupo Guma
Price Analytics

The right price encompasses the competition, the value proposition, the profitability and much more.

Grupo Guma

- Industry: : Home and personal cleaning products.
- Implementation of Price Analytics.

Challenges

- Have more analyzed data for making a strategic decision.
- Understanding the impact of price variation against the competitors.
- Finding the right balance between volume and price for my company´s set of products.
- Understanding the consumer´s preferences and behavior.

Solutions

- We designed a tool that was trained in order to predict sales for each price point of a product. This system renders very accurate results in a short time, allowing the user to "play" with price scenarios as well as understanding the competitive situation of the product in relation to other companies (loyalty, preference, differentiation).

Benefits

- The tool shows us how much a premium customer is willing to pay for a brand or whether the product is promotion-dependent. So we have information of the consumer´s preferences and the product´s market position.
- Improves the decision-making processes and perform analysis with two kinds of elasticities: The proper price elasticity and the cross-price elasticity.
- Find the right balance between volume and price.

About Continente Siete

Continente Siete is an algorithm workshop, where mathematical models are constantly being developed to adress complex problems.

What is an algorithm?

It is a step-by-step procedure for calculations.

We are Able to use them in different áreas for different problems.

What do we offer?

We have a set of "plug-and-play" products to attend specific needs.

But we feed our innovation process by building tailor-made solutions for our clients. Our core is our methodology, which allows us to work across industries with easy.

We move between two worlds (academic and business) and with this bridge we bring knowledge and innovation to results.

How do we do it?

People + context + tolos. Continente Siete is a transparent company with amazing people and the right technology. We keep our engine running (fun and engagement) through challenging requests.

We have worked in many industries, including demand forecasting, on-line marketing, transportation, behavioral targeting and telecommunications.