

# Quantitative Pricing Analysis



Setting the proper prices to maximize total profitability is one of the most difficult and mysterious parts of business. Our Quantitative Pricing Analysis provides the information you need to make smart pricing decisions based upon data. Our Quantitative Pricing Analysis includes:

**Product portfolio analysis to show you:**

- Which products are profitable, which are not
- The top contributors to net profit

**Contribution margin analysis to show you:**

- Which costs are fixed, which are variable
- The true overhead costs of products

**Internal data analysis to show you:**

- The relationships between price, costs, volume, and other variables
- What tendencies exist

**Trend analysis to show you:**

- If prices moving up or down
- Which costs are increasing / Which are decreasing

**Price waterfalls to show you:**

- How list prices become actual prices
- The effect of discounts, surcharges, etc. on prices