

Title

Tredence developed a scalable web scraping and analytics solution to help in formulating proactive brand pricing strategies

Summary

Client is a huge restaurant chain & international franchise known for its Italian-American cuisine menu, including pizza and pasta, as well as side dishes and desserts. The data captured was unstructured competitor data at the store level through an external vendor & was unable to derive any insights due to lack of any data cleansing or analytics solution on top of available data

Approach

1	Scrapped store level menu prices of all products being sold
2	Took top 20 SKUs in one brand and found comparable SKUs in other brands
3	Show daily price comparison of these 20 SKUs at region, state, market and zipcode levels.
4	Identified comparable deals being offered in other brands based on their contents to help client in making pricing decisions.

Key Benefits

1	Unified Visibility: Increased competitor price visibility by 15X
2	Visualization: Interactive visualizations helped business to improve competitor action reaction time from 4 months to ~24 hrs.
3	Automation: Enabled the end to process from 10hrs to 2hrs

Results

1	Tredence built a scalable web scraping solution supported by analytical framework to gather quick insights out of data to help optimal pricing of its food & beverages items at Store/ SKU level
2	Solution also enabled narrative generation for quick consumption of insights