ORS RETa.i.L

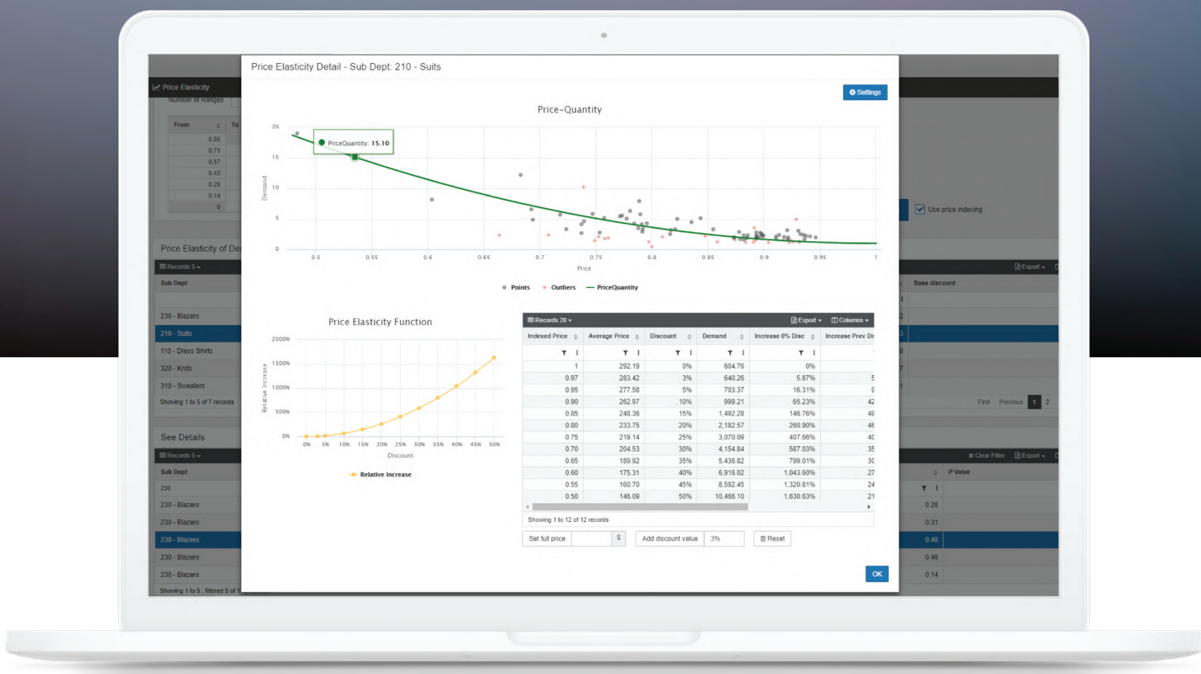
# Price Elasticity 4.0

Understand demand and price elasticity

Create dynamic pricing solutions

Increase margins

**Any enterprise—whether in retail, manufacturing, or services—that offers a product or service to consumer or enterprise customers should always be aware of the demand cycle.**




If a small change in price is accompanied by a large change in quantity demanded, the product is said to be elastic (or responsive to price changes). On the other hand, a product is deemed inelastic if a large change in price is accompanied by a small amount of change in demand.

**Price Elasticity 4.0 is a powerful tool to measure and visualize the price versus demand versus margins to create a dynamic pricing system.**

# ORS Price Elasticity 4.0 uses historic sales data and forward-looking forecast data to help understand how price changes would influence demand and affect margins.

Some of the factors influencing the price elasticity of a product or service include:

- The number and proximity of competitors
- How essential or necessary is the product/service
- The habit forming factors
- Customer loyalty
- Advertising spend efficiency
- Lifecycle of the product or service

ORS Price Elasticity 4.0 helps clients create a powerful visualization of their products' price and demand relationship by:

- Assembling and integrating silo-ed enterprise data
- Applying deep math algorithms, statistical models, and econometrics to business processes
- Bring big data analytics to enrich enterprise data

ORS Price Elasticity 4.0 allows customers to

Analyze how changing the price of a certain product leads to a change in selling quantities

Choose from five different types of functions to compare quantity versus price relations

Create non-linear relations between price and quantity to study elasticity

Flexibly pull in data in relation to the analysis that a user wants to perform

Compute cross price elasticity

For more information, please contact sales@ors.group