



Finance, Accounting and Banking

Data-Driven Pricing Optimization

Course Introduction

This course focuses on leveraging data analytics and market intelligence to optimize pricing decisions. It provides managers with advanced tools and techniques to use data effectively in pricing strategy development and execution.

Target Audience

- Pricing Analysts
- Data Analysts
- Finance Professionals
- Marketing Managers
- Product Managers
- Sales Managers
- E-commerce Managers
- Business Owners/Entrepreneurs
- Supply Chain Managers
- Consultants
- Executives

Learning Objectives

- Understand the role of data in pricing optimization
- Develop skills to implement data-driven pricing models
- Learn to use analytics for price sensitivity analysis and forecasting
- Gain insights into real-time pricing adjustments and personalization
- Master techniques for measuring and improving pricing effectiveness

Course Outline

- Day 01

Foundations of Data-Driven Pricing

- Introduction to pricing analytics
- Key data sources for pricing decisions
- Building a data infrastructure for pricing
- **Case study:** Successful data-driven pricing initiatives

- Day 02

Advanced Pricing Analytics Techniques

- Price elasticity modeling
- Conjoint analysis for value-based pricing
- Machine learning in pricing optimization
- **Workshop:** Conducting a price sensitivity analysis

- Day 03

Predictive Analytics in Pricing

- Demand forecasting for pricing decisions
- Predictive modeling for pricing scenarios
- Big data applications in pricing
- **Hands-on session:** Building a predictive pricing model

- Day 04

Real-Time and Dynamic Pricing

- Implementing real-time pricing systems
- Personalized pricing strategies
- A/B testing in pricing optimization
- **Group discussion:** Ethical considerations in data-driven pricing

- Day 05

Measuring and Improving Pricing Performance

- Key performance indicators for pricing
- Dashboard design for pricing analytics
- Continuous improvement in pricing processes
- **Action planning:** Implementing a data-driven pricing strategy

Confirmed Sessions

FROM	TO	DURATION	FEEs	LOCATION
May 25, 2025	May 29, 2025	5 days	4250.00 \$	KSA - Riyadh
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Oct. 27, 2025	Oct. 31, 2025	5 days	5950.00 \$	Switzerland - Zurich
Dec. 7, 2025	Dec. 11, 2025	5 days	2150.00 \$	Virtual - Online