

# Time-based and dynamic pricing

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# The role of price

- This is the only element in marketing that brings in the revenues, all the rest are costs
- Value positioning of the product

# Examples of pricing issues

- Season factor
- Sale calendar
- Effect of the promo
- Income forecasting
- Analysis of subscription model effectiveness
- Customer behavior analysis

# Time-based and dynamic pricing

- Dynamics of sales
- Segmentation of customers
- Return period
- Solvency of the client
- Methods of dynamic pricing / price discrimination

# Requirements for intern

- R
- Python
- Basic knowledge of statistics
- Interest in economics and marketing

Thank you for your attention

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