Case Study

From spreadsheets to smarter pricing decisions

How an international beverage company improved pricing decisions with elasticity modeling and scenario simulation across six markets



The Client Profile

The client is an international beverage company with a broad product portfolio. It needed a consistent way to assess pricing opportunities across markets, channels, categories, and products.

Challenge

Pricing teams relied on monthly spreadsheets and quarterly elasticity estimates, making it difficult to respond quickly to changing market conditions or separate the impact of price from other demand drivers.

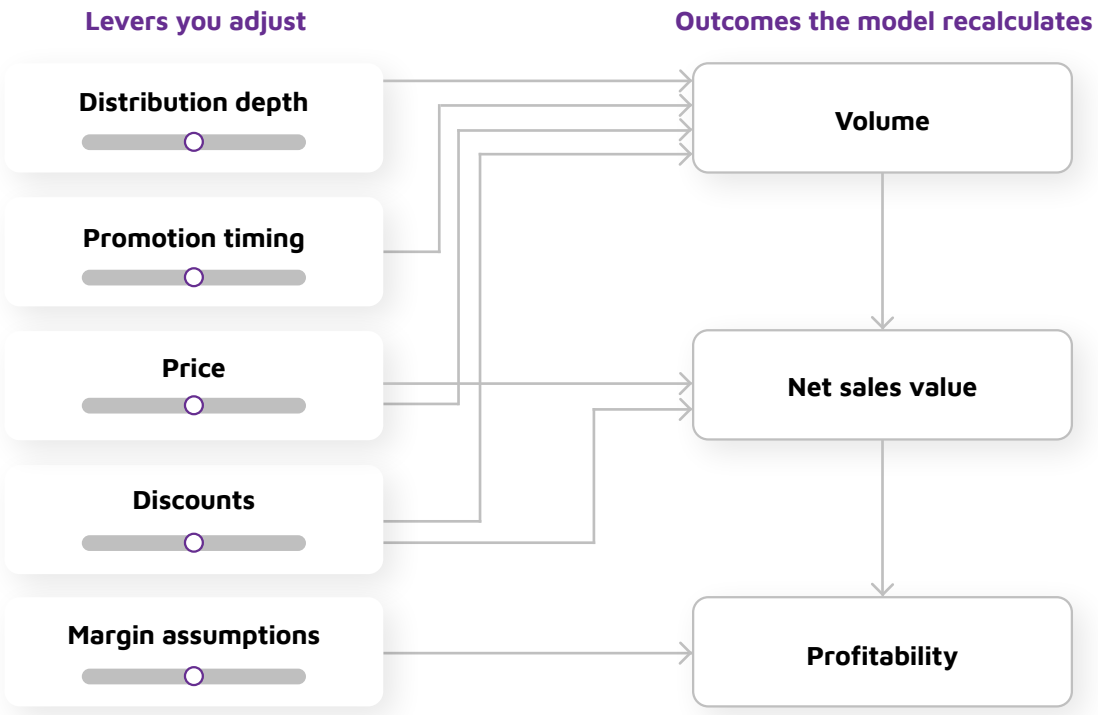
Inflation, shifting market prices, and growing pressure on margins increased the need for faster, more consistent pricing insights. Teams needed a reliable way to identify products falling behind the market, evaluate potential price changes, and understand substitution effects across the portfolio.



Solution

We developed a price elasticity and scenario simulation platform as part of our Revenue Growth Management offering. It brought market, product, financial, promotional, and economic data into one environment, giving teams a consistent way to assess pricing opportunities across markets and product groups.

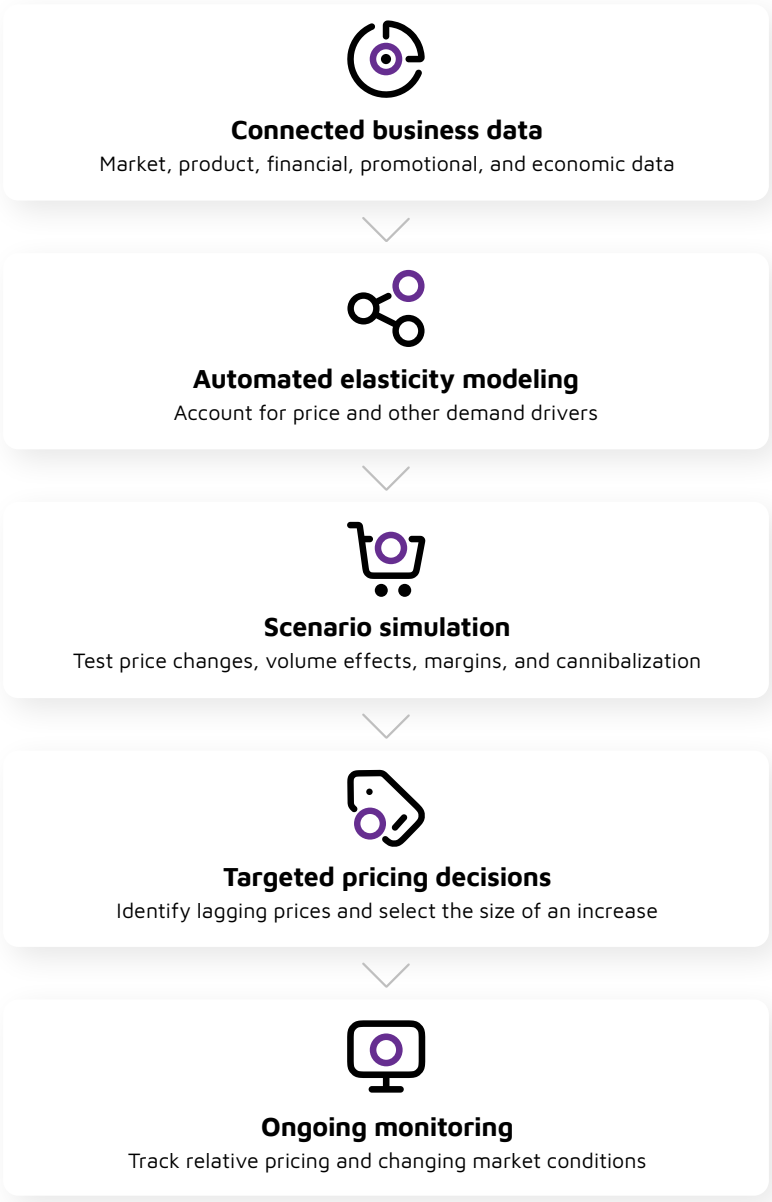
The platform modeled own-price and cross-price elasticities while accounting for factors such as distribution, promotions, availability, seasonality, and economic conditions. Teams could simulate pricing and other commercial changes, then compare their potential impact on volume, net sales value, profitability, and the wider portfolio.



Solution

From insight to pricing action

Regular monitoring helped teams identify products whose prices had not kept pace with inflation and broader market movements. They could then simulate targeted increases and compare potential volume losses with net sales value and margin gains while accounting for cannibalization.



Technology enabling the solution

Azure Data Factory supported data ingestion and orchestration. Databricks, Apache Spark, and MLflow supported data preparation, modeling, and model management. Teams accessed the analysis through interactive Power BI dashboards.

Why it works well

Lingaro partners with clients to turn their data into insights that drive business impact. We do it by uniquely combining business and technical **DOMAIN** knowledge, human-centered **DESIGN**, and industry-leading **ADOPTION** capabilities, all augmented by AI.

Design: making complex pricing decisions easier

- Brought pricing data, elasticity insights, and scenario simulation into one intuitive decision-support environment.
- Designed the experience around the way pricing teams assess and compare potential actions.
- Made complex portfolio effects easier to explore by showing volume, net sales value, profitability, and cannibalization together.
- Enabled users to save, compare, and share scenarios, supporting collaboration and repeatable decision-making.

Domain: building the right solution for beverage pricing

- Combined Nielsen sales data with product, distribution, promotional, financial, and market data.
- Reflected differences among markets, categories, channels, brands, products, and pack sizes.
- Used own-price and cross-price elasticities to assess substitution effects.
- Distinguished cannibalization from net brand growth at portfolio level.

Adoption: embedding the solution into regular use

- Rolled out the platform progressively across six markets.
- Trained around 20 users through more than 10 expert-led sessions.
- Provided detailed guidance to support onboarding and regular use.
- Combined model performance reporting with feedback from pricing meetings to support ongoing improvement.



Impact

The platform established a consistent approach to pricing analysis across six markets. By automating data preparation, modeling, and scenario simulation, it reduced selected analyses from weeks to minutes, allowing teams to identify pricing opportunities without manually reviewing spreadsheets.

Pricing teams could quickly identify products falling behind market and inflation trends, simulate targeted price changes, and evaluate their expected effects on volume, net sales value, margin, and cannibalization. This enabled faster, more focused pricing decisions as market conditions changed.

The platform remains live in production, supporting regular analysis and monitoring by local and global pricing analytics teams.

Key metrics

Weeks to minutes
for selected pricing analyses

6 markets
supported through a phased rollout

15+ active
users across local
and global pricing analytics teams

Biweekly data refresh
supporting regular pricing analysis

See smarter pricing decisions in action

Explore the solution with our free self-service demo.

Try the free demo

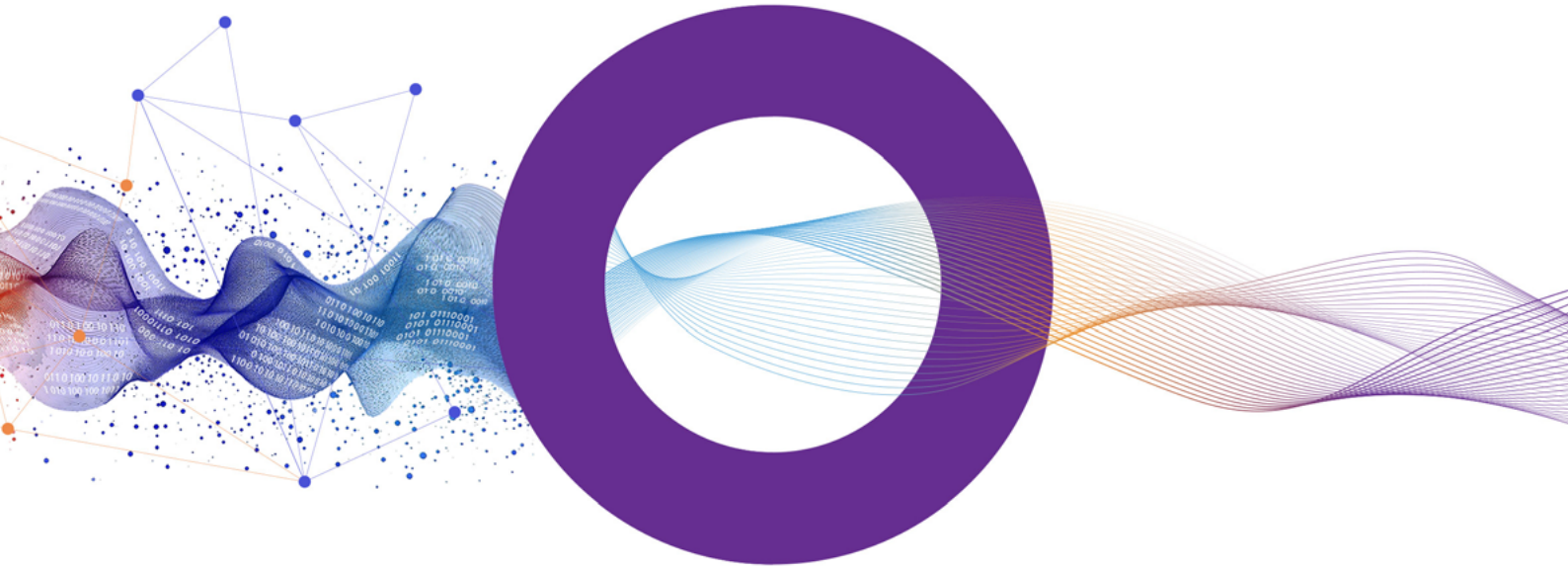
Make better commercial decisions with Revenue Growth Management

Bring data and advanced analytics into your pricing and portfolio decisions. Compare potential actions, understand their commercial impact, and move forward with greater confidence.

Talk to our experts



lingaro



Achieve More With Data & AI