

1. Record Nr.	UNINA9910779079303321
Autore	Bodea Tudor
Titolo	Pricing segmentation and analytics [[electronic resource] /] / Tudor Bodea and Mark Ferguson
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, c2012
ISBN	1-78268-088-8 1-283-89292-8 1-60649-258-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (173 p.)
Collana	Marketing strategy collection, , 2150-9662
Altri autori (Persone)	FergusonMark
Disciplina	658.816
Soggetti	Pricing Revenue management Market segmentation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 147-151) and index.
Nota di contenuto	1. Theory of pricing analytics -- 2. The practice of pricing analytics -- 3. Dynamic pricing and markdown optimization -- 4. Pricing in business-to-business environments -- 5. Customer behavior aspects of pricing -- Appendix A. Dichotomous logistic regression -- Appendix B. Pricing analytics using R -- Notes -- References -- Index.
Sommario/riassunto	Pricing analytics uses historical sales data with mathematical optimization to set and update prices offered through various channels in order to maximize profit. A familiar example is the passenger airline industry, where a carrier may sell seats on the same flight at many different prices. Pricing analytics practices have transformed the transportation and hospitality industries and are increasingly important in industries as diverse as retail, telecommunications, banking, health care, and manufacturing. The aim of this book is to guide students and professionals on how to identify and exploit pricing opportunities in different business contexts.