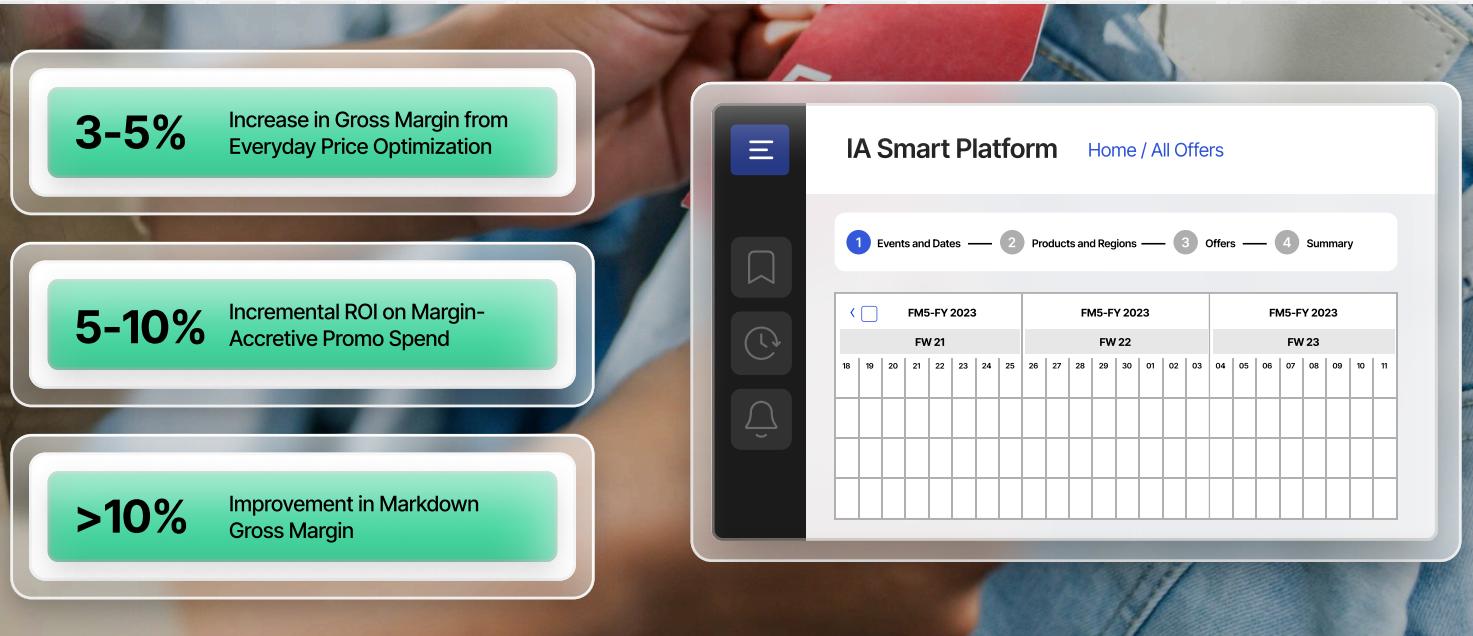


AI-native, unified lifecycle pricing solution PriceSmart seamlessly automates everyday pricing, promotions, and markdown strategies, empowering businesses to maximize revenue, boost profit margins, and elevate price perception with precision and efficiency.



Key Features

PriceSmart features a full suite of modules that optimize base price, promotions and markdowns. The next-level user interface is built on a powerful rule engine.

-  **Granular rules for product and store groups** to power KVI/KVC-driven pricing decisions.
-  **AI/ML model enhanced with weather and external factors** to deliver smarter pricing insights.
-  **Automated weekly model refresh** and price recommendations across all product categories.
-  **Simulate what-if scenarios** and analyze promo effectiveness to enhance future planning.
-  **Integrated marketing calendar view** for seamless collaboration and campaign alignment.
-  **Interactive dashboard with exception-based workflow** for faster, data-driven decisions.

Client Outcomes

A leading children's apparel retailer improves pricing and promotions planning efficiency by 50% with PriceSmart.

The retailer used PriceSmart to revamp its pricing across four brands and 30,000 products, achieving 5–7% EBITDA growth and a 60% cut in planning time. With full pricing compliance and data-driven insights, planners reduced manual work and optimized pricing and promotions effectively.



About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG and manufacturing.

Clients Who Trust Us



The Impact Analytics Smart Platform

Native AI & ML | End-to-End | Seamless Integration | Rapid Implementation

Merchandising

- PlanSmart™ (MFP)**
Merchandise financial planning
- AssortSmart®**
AI-native assortment planning
- VisualSmart™**
AI-native visual line planning
- SizeSmart™**
Optimize size curves using AI
- ItemSmart™**
AI-native item planning
- StoreSmart™**
AI-native store intelligence

Supply Chain

- InventorySmart® (Allocation & Replenishment)**
End-to-end inventory management & planning
- SourceSmart™**
AI-native sourcing optimization
- SpaceSmart™**
Space planning & optimization

Pricing & Promotions

- PriceSmart®**
Unified lifecycle pricing
- BaseSmart™**
AI-native base price optimization
- PromoSmart®**
AI-native promotion planning & optimization
- MarkSmart®**
AI-native markdown optimization
- TradeSmart™**
Trade promotion planning & optimization

Business Intelligence

- CortexEye™**
AI-native decision intelligence system
- AttributeSmart®**
AI-native product tagging and attribution management
- TestSmart®**
Hypothesis-driven automated testing

ForecastSmart™

AI-native demand planning & forecasting engine

Proud to be recognized by:

