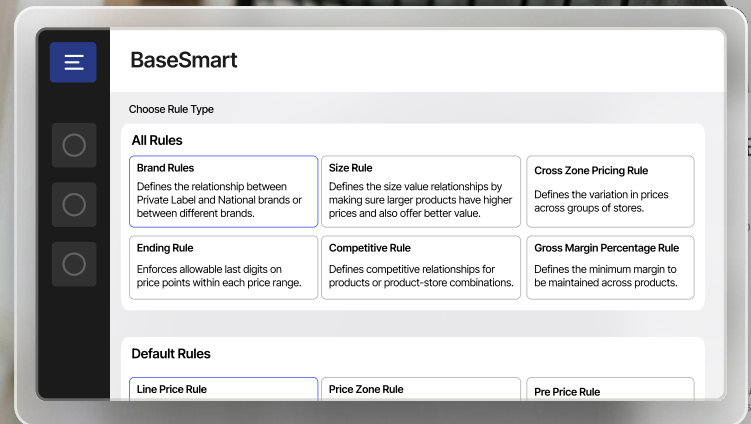


AI-native BaseSmart transforms base price management with rules-based strategies, elasticity-driven optimizations, and pricing automation. It ensures consistent pricing strategies, better competitive price perception, and scalability across channels.

3-5% Increase in Gross Margin

2-3% Basis Points Improvement in Key Competitive Price Indices

70% Reduction in Manual Effort and Managed by Exceptions



Key Features

BaseSmart empowers businesses with advanced, data-driven pricing tools to streamline decision-making and maximize profitability.

✓ **Extensive rules library** to maintain consistent and transparent pricing Across all channels.

✓ **Alerts and exception workflows enable** fast, streamlined, and controlled price management.

✓ **Customizable pricing strategies** designed for multi-objective optimization and profitability.

✓ **Dynamic omni-channel pricing** supports real-time adjustments based on market conditions.

✓ Advanced AI and ML models **deliver accurate forecasts** across SKUs, stores, and regions.

✓ **KVI and KVC analysis** to shape effective pricing strategies for high-impact key items.

Client Outcomes

A leading wholesale club chain gained \$19M in year one using AI-native Price Optimization to boost pricing.

BaseSmart helped a leading U.S. wholesale club chain with over \$2B in revenue boost sales by \$19M in the first year. Using a standardized rules library and AI/ML price response models, we optimized prices to drive profit while eliminating price rule exceptions. Dashboards streamlined workflows, improving consistency, efficiency, and profitability.



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:

