



Case Study

Driving Margin Improvement
with Product & Pricing Analysis

About the Client

A national supplier of electrical products (process automation products, lighting and power distribution products and solutions) and services.

- B2B Wholesale Distributor
- 40+ locations throughout the US
- 90K+ products
- 2K+ manufacturers



The Challenge

The distributor identified incremental margin as one of their key annual objectives and looked to a Product & Pricing assessment to identify challenges and immediate margin opportunities.

Challenges identified:

- Product segmentation simplistic
- Customer segmentation unclear
- Pricing lacked credibility with sales
- Pricing system inadequate

Actionable Big Data Solutions:

Precision and the Distributor partnered to achieve their key objective: establish a new pricing model that would increase margin, compliment existing pricing initiatives, and work within their existing software program.

- **Delivered** Product Segmentation and Customer Segmentation analysis and insights based on Precision's proprietary Models.
- **Recommended** existing Pricing System clean-up and redesign based on insights, Precision's deep industry experience, and client objectives.
- **Implemented** the new Pricing Model through a disciplined testing, sales and field input, and project management process.

Outcome & Results:



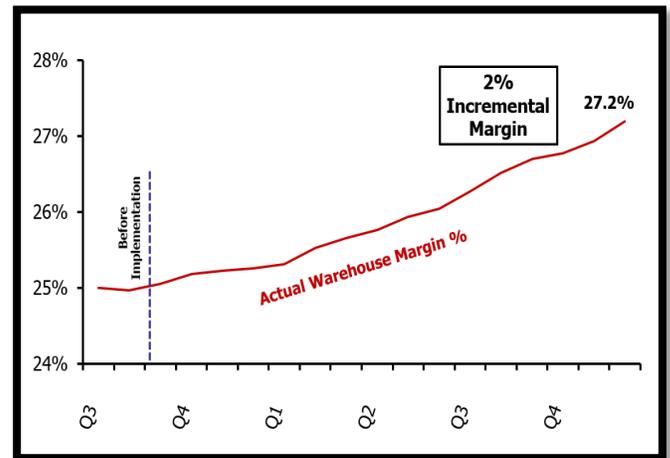
2% Incremental Margin

A measurable increase in warehouse margin was achieved within 12 months of pricing model implementation.



Organizational Buy-in

"Buy-in throughout the organization has been achieved. We've seen little to no impact on our volume." – Confidential Client



About Precision:

We help B2B distributors, suppliers, and wholesalers uncover growth opportunities, increase revenue, and maximize margin leveraging the inherent power of data and data insights. Leverage our 20+ years of experience to achieve your company's goals.

Connect with Us



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