FutureUP

Sample Strategic Price Uplift Scan

Executive Readout

AI-driven pricing insights to unlock hidden revenue & margin

Using your data • Minimal involvement • No implementation needed

About this sample report

This report uses synthetic data.

It is designed to show the type of insights, outputs, and prioritized pricing actions delivered by the Strategic Price Uplift Scan.

Actual results depend on company data, pricing structure, market context, and analysis scope.

No client data is included.

Executive summary

Illustrative scan output across product lines, customer segments, regions, and channels

Total uplift potential

8.2%

Profit uplift

Annualized opportunity

$12.4M

Profit increase potential

% Price increases

40%

Across all suggested price changes

Net avg. price change

2.9%

Weighted across the portfolio

Main findings

- Pricing power is uneven across segments
- Significant profit uplift potential through targeted pricing
- Small price changes facilitate execution across the product portfolio and customer segments

Recommended focus

- Maximize profit under conditions for price, volume, and revenue change
- Optimize price by product and customer segment
- Prioritize high-value, high-confidence actions first

Scope of the Price Uplift Scan

Analyzed sample sales data across:

Products
Product mix and category-level pricing

Customer segments
Size, type, relationship, behavior

Regions / countries
Geography and market differences

Sales channels
Direct, distributor, online, partners

Commercial policies
Discount logic, terms, account policies

Sales data
Deal/sales types, net price, list-index, discount, rebates, margin

Core idea: the scan identifies where pricing is misaligned and where segment-specific price moves can unlock higher revenue or profit.

Factors analyzed

Factor group	Example variables	Included
Price / margin	Net price, margin, markup, discount index, price vs list	✓
Customer	Customer size, type, past traction, payment behavior	✓
Channel	Direct, distributor, online, partner channel	✓
Geography	Region, country, ship-to / ship-from location	✓
Product	Product line, category, package, commercial policy	✓
Market data	Inflation, exchange rates, GDP, market indicators	Optional

Factors vary by client and scope. The scan can work with existing sales data and optional market/context data where available.

How it works

Price optimization works over segments that are built around similar price-response behavior, not only reporting cuts

1

Start with sales data

Product, customer, region, channel, price, margin, and volume history

2

Identify price-response patterns

Identify where demand, volume, revenue, or profit changes differently by segment

3

Group similar segments

Combine areas with similar price sensitivity and adequate scale

4

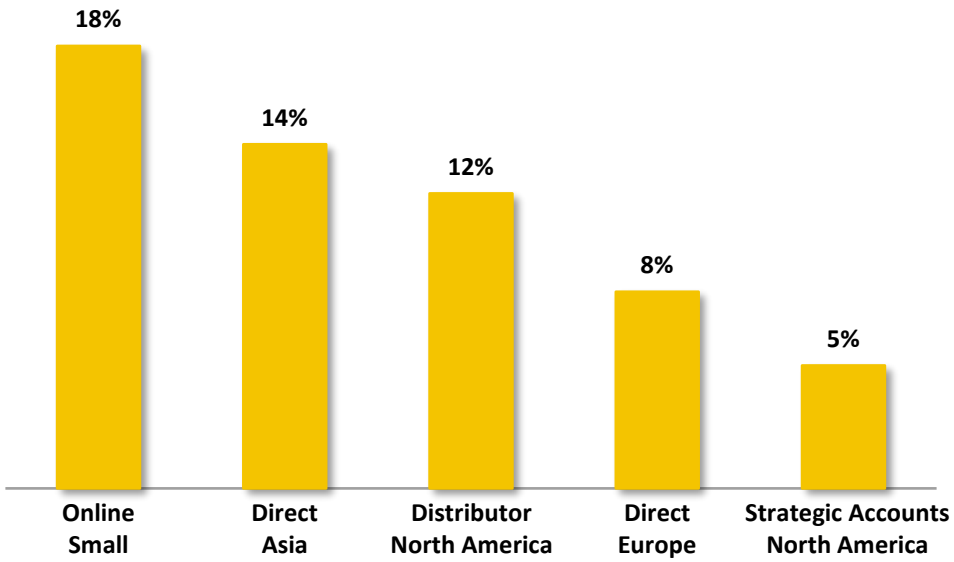
Optimize separately

Estimate optimum prices and price moves for each segment

Pricing segments define the level at which recommendations become practical: specific enough to capture differences, broad enough to implement. It can be your own segmentation logic or automatically identified segments during the analysis.

Where the pricing opportunity sits

Biggest improvement (largest % profit uplift potential)



Where most of the money is (largest absolute profit uplift)

1	Product Line C - Online	**$2.3M**
2	Product Line A — Direct — Asia	**$1.8M**
3	Product Line B — Distributor — North America	**$1.5M**
4	Product Line D — Direct — Europe	**$1.1M**

These are the segments where most of the uplift opportunity is concentrated and should be prioritized for action planning.

Key drivers of price sensitivity

	Price oriented			Other factors			
Product / segment	**Price**	**Margin**	**Discount index**	**Region**	**Customer size**	**Channel**	**New vs existing**
Product Line A — Direct Europe	✓			✓			✓
Product Line B — Distributor	✓				✓	✓	
Product Line C — Online			✓	✓	✓		
Product Line D — Strategic Accounts		✓			✓	✓	✓
Product Line E — Premium Accounts	✓			✓		✓	

Interpretation: price sensitivity is not uniform. Recommendations should be tailored to the factors that materially shift response by segment.

Recommended price changes by segment

Segment	Product A	Product B	Product C	Product D	Total
Direct — Europe	+3%	-2%	+5%	-1%	+2%
Direct — North America	+6%	+1%	-3%	+4%	+3%
Distributor — Large Customers	-2%	+5%	+2%	+1%	+2%
Online — Small Customers	+8%	-4%	+6%	-2%	+4%
Strategic Accounts	+1%	0%	+3%	+2%	+1%
Total	+4%	0%	+3%	+1%	+2%

Price direction → **Decrease** **Keep** **Increase**

Price changes should be differentiated by product and by pockets of varying price sensitivity.

Expected profit uplift by segment

Segment	Product A	Product B	Product C	Product D	Total
Direct — Europe	8%	3%	11%	4%	7%
Direct — North America	14%	5%	6%	10%	9%
Distributor — Large Customers	5%	12%	8%	6%	8%
Online — Small Customers	18%	1%	15%	7%	12%
Strategic Accounts	4%	3%	7%	5%	5%
Total	11%	6%	10%	7%	9%

Uplift power → **Moderate** **Good** **Strong** **Great**

Uplift potential can vary widely by product, segment, or geography.

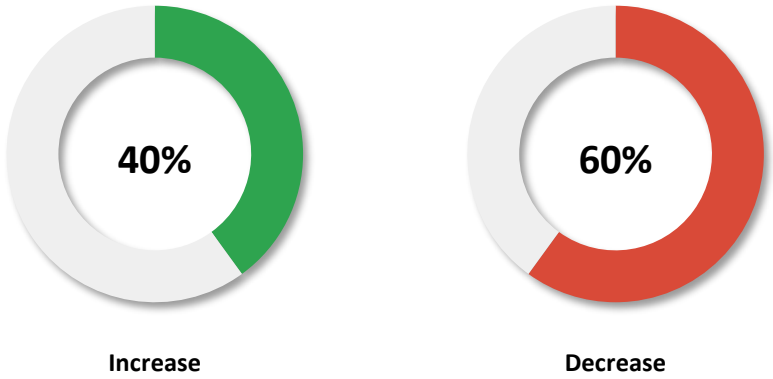
Prioritized pricing actions

Priority	Product	Segment	Recommended price change	Direction	Uplift	Impact
1	Product C	Online — Small Customers	6%	Increase	15%	Strong
2	Product A	Direct — North America	6%	Increase	14%	Strong
3	Product B	Distributor — Large Customers	5%	Increase	12%	Strong
4	Product D	Direct — North America	4%	Increase	10%	Strong
5	Product A	Direct — Europe	3%	Increase	8%	High
6	Product B	Online — Small Customers	-4%	Decrease	1%	Moderate

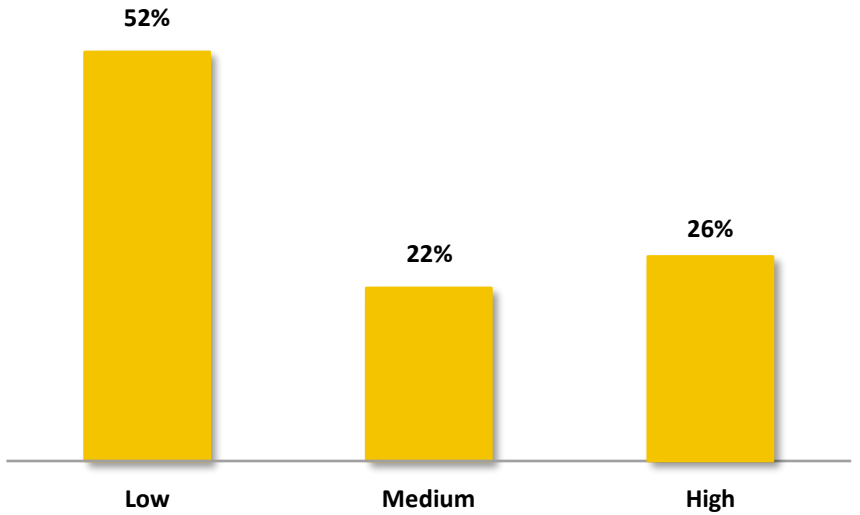
The full detailed output will include all products, geographies, segments, or other relevant dimensions, with suggested price changes and expected impact.

Price move summary

Direction of recommended moves

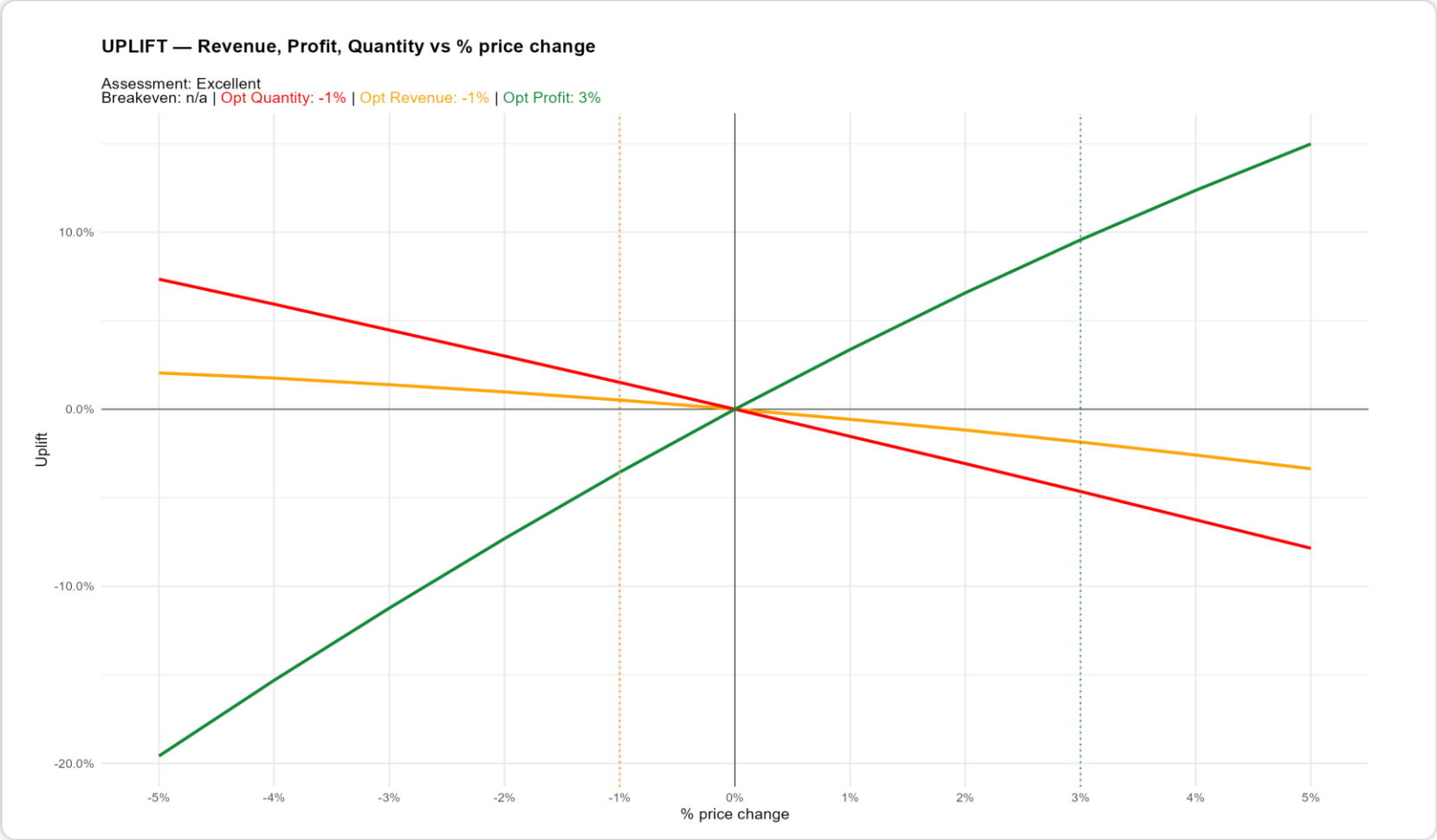


Absolute magnitude of price changes



Implementation planning should account for both direction and magnitude: high-change actions may require staged rollout, testing, or commercial alignment.

Example uplift scenario: Product E—Direct Europe



In this example, profit (under conditions for volume and revenue change) is maximized at a moderate price increase, while revenue and quantity are optimized at slightly lower prices. This illustrates how the scan can optimize for different objectives and conditions depending on the commercial priority.

Differentiated pricing vs flat price change

Scenario 1 — Recommended

Optimum prices with smart differentiation

✓ Higher uplift potential
✓ Better fit by product and segment
✓ More controlled implementation
✓ Captures customer and market differences

8.2% profit uplift

3x

Scenario 2 — Not recommended

Flat price change everywhere

✗ Lower uplift potential
✗ Overprices some segments
✗ Underprices others
✗ Misses segment-level opportunities

2.8% profit uplift

Price differentiation matters – it can generate 3x more value than flat pricing. It's important, though, to balance simplicity vs value generation.

Prediction accuracy: validation with unseen data

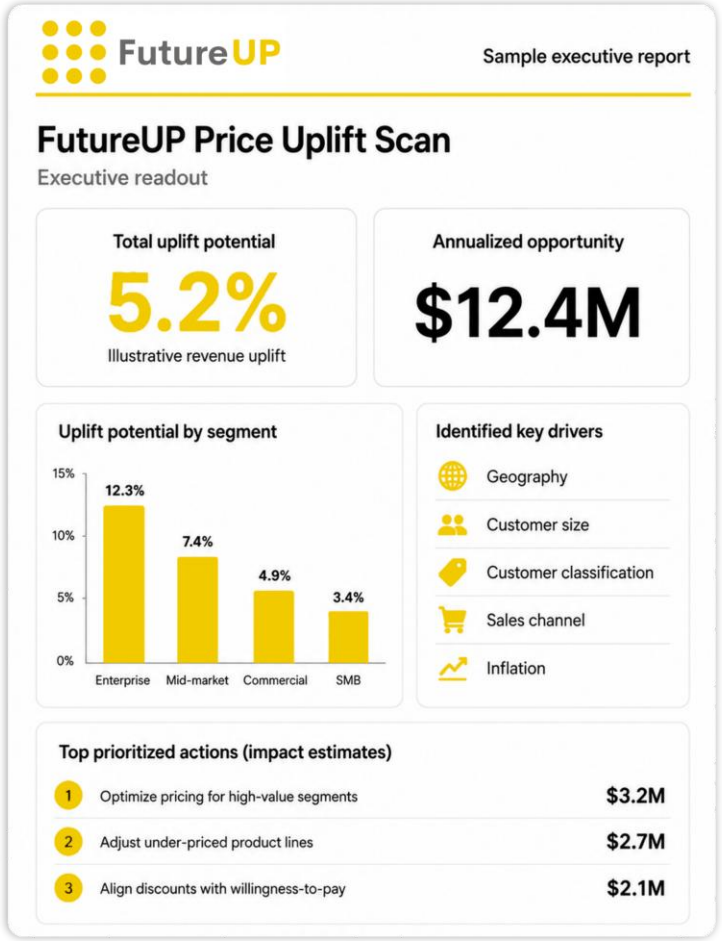
Observed vs estimated quantity over price

Observed and estimated quantities follow a similar pattern across the price range, supporting the model's ability to capture price-response patterns on previously unseen (out-of-sample) data.

Explore the Strategic Price Uplift Scan

AI-driven pricing insights to unlock hidden revenue & margin

- ✓ Optimal prices
- ✓ Uplift potential
- ✓ Focus areas
- ✓ Key drivers
- ✓ Prioritized actions



Executive readout

Category	Code	Product	Region	Customer segment	Optimization Objective	Suggested price change	New Optimum Price	Uplift Quantity	Uplift Revenue	Uplift Profit
Tractors	AZ1030	TR556	Asia	D	Profit	3%	4,022	- 9	- 11,172	11,687
Tractors	AZ1030	TR556	Asia	D	Quantity	-2%	3,827	6	7,139	- 8,664
Tractors	AZ1030	TR556	Asia	D	Revenue	-2%	3,827	6	7,139	- 8,664
Tractors	AZ1030	TR556	Asia	A	Profit	-12%	4,921	3	7,761	1,310
Tractors	AZ1030	TR556	Asia	A	Quantity	-15%	4,753	3	6,382	- 493
Tractors	AZ1030	TR556	Asia	A	Revenue	-13%	4,865	3	7,961	1,086
Tractors	AZ1030	TR556	Asia	B	Profit	3%	3,455	- 14	- 19,996	3,250
Tractors	AZ1030	TR556	Asia	B	Quantity	-10%	3,019	50	63,734	- 22,542
Tractors	AZ1030	TR556	Asia	B	Revenue	-10%	3,019	50	63,734	- 22,542
Tractors	AZ1030	TR556	Europe	C	Profit	-10%	6,108	5	19,709	9,891
Tractors	AZ1030	TR556	Europe	C	Quantity	-15%	5,768	5	12,869	2,704
Tractors	AZ1030	TR556	Europe	C	Revenue	-10%	6,108	5	19,709	9,891
Tractors	AZ1030	TR556	Europe	A	Profit	-5%	4,481	48	99,710	6,482
Tractors	AZ1030	TR556	Europe	A	Quantity	-15%	4,009	158	287,580	- 18,469
Tractors	AZ1030	TR556	Europe	A	Revenue	-15%	4,009	158	287,580	- 18,469
Tractors	AZ1030	TR556	Europe	B	Profit	3%	3,657	- 10	- 12,926	9,880
Tractors	AZ1030	TR556	Europe	B	Quantity	-4%	3,409	15	16,348	- 15,660
Tractors	AZ1030	TR556	Europe	B	Revenue	-4%	3,409	15	16,348	- 15,660
Tractors	AZ1030	TR556	Asia	A	Profit	-15%	3,914	2	3,598	1,054
Tractors	AZ1030	TR556	Asia	A	Quantity	-15%	3,914	2	3,598	1,054
Tractors	AZ1030	TR556	Asia	A	Revenue	-15%	3,914	2	3,598	1,054
Tractors	AZ1030	TR556	Asia	B	Profit	4%	3,307	- 0	- 206	616
Tractors	AZ1030	TR556	Asia	B	Quantity	-2%	3,116	0	89	- 337
Tractors	AZ1030	TR556	Asia	B	Revenue	-2%	3,116	0	89	- 337
Tractors	AZ1030	TR556	South America	D	Profit	-10%	6,076	4	14,317	6,202
Tractors	AZ1030	TR556	South America	D	Quantity	-15%	5,738	4	8,896	781
Tractors	AZ1030	TR556	South America	D	Revenue	-10%	6,076	4	14,317	6,202
Tractors	AZ1030	TR556	South America	C	Profit	3%	4,273	- 2	- 2,662	649
Tractors	AZ1030	TR556	South America	C	Quantity	-10%	3,734	6	8,062	- 4,154
Tractors	AZ1030	TR556	South America	C	Revenue	-10%	3,734	6	8,062	- 4,154
Tractors	AZ1030	TR556	South America	A	Profit	3%	4,541	- 4	- 7,256	1,477
Tractors	AZ1030	TR556	South America	A	Quantity	-9%	4,012	13	20,507	- 8,433
Tractors	AZ1030	TR556	South America	A	Revenue	-9%	4,012	13	20,507	- 8,433
Tractors	AZ1030	TR556	South America	B	Profit	3%	4,147	- 6	- 11,685	3,220
Tractors	AZ1030	TR556	South America	B	Quantity	-6%	3,784	13	23,008	- 9,275
Tractors	AZ1030	TR556	South America	B	Revenue	-6%	3,784	13	23,008	- 9,275
Tractors	AZ1030	TR556	North America	D	Profit	-10%	6,125	8	30,506	10,992
Tractors	AZ1030	TR556	North America	D	Quantity	-15%	5,785	8	20,142	- 138
Tractors	AZ1030	TR556	North America	D	Revenue	-10%	6,125	8	30,506	10,992
Tractors	AZ1030	TR556	North America	A	Profit	-11%	5,475	13	40,614	9,289
Tractors	AZ1030	TR556	North America	A	Quantity	-15%	5,229	14	29,623	- 3,261
Tractors	AZ1030	TR556	North America	A	Revenue	-11%	5,475	13	40,614	9,289
Tractors	AZ1030	TR556	North America	B	Profit	4%	3,466	- 13	- 12,834	18,864
Tractors	AZ1030	TR556	North America	B	Quantity	-2%	3,266	7	6,020	- 10,476
Tractors	AZ1030	TR556	North America	B	Revenue	-2%	3,266	7	6,020	- 10,476
Tractors	AZ1490	TR2908	Asia	D	Profit	-12%	6,185	5	17,875	6,401
Tractors	AZ1490	TR2908	Asia	D	Quantity	-15%	5,974	5	13,391	1,917
Tractors	AZ1490	TR2908	Asia	D	Revenue	-12%	6,185	5	17,875	6,401
Tractors	AZ1490	TR2908	Asia	B	Profit	-14%	6,100	21	67,344	16,234
Tractors	AZ1490	TR2908	Asia	B	Quantity	-15%	6,029	21	61,772	10,516
Tractors	AZ1490	TR2908	Asia	B	Revenue	-14%	6,100	21	67,344	16,234
Tractors	AZ1490	TR2908	Europe	A	Profit	-13%	5,296	173	483,174	153,728
Tractors	AZ1490	TR2908	Europe	A	Quantity	-15%	5,174	182	438,630	93,075
Tractors	AZ1490	TR2908	Europe	A	Revenue	-14%	5,235	182	483,604	138,049
Tractors	AZ1490	TR2908	Europe	B	Profit	-6%	5,373	8	17,725	1,413
Tractors	AZ1490	TR2908	Europe	B	Quantity	-15%	4,859	21	41,305	- 2,466
Tractors	AZ1490	TR2908	Europe	B	Revenue	-15%	4,859	21	41,305	- 2,466
Tractors	AZ1490	TR2908	Asia	A	Profit	3%	5,250	- 0	- 397	87
Tractors	AZ1490	TR2908	Asia	A	Quantity	-10%	4,587	1	1,212	- 578
Tractors	AZ1490	TR2908	Asia	A	Revenue	-10%	4,587	1	1,212	- 578
Tractors	AZ1490	TR2908	Asia	B	Profit	-12%	6,230	13	45,343	17,925
Tractors	AZ1490	TR2908	Asia	B	Quantity	-15%	6,017	13	33,073	5,655
Tractors	AZ1490	TR2908	Asia	B	Revenue	-12%	6,230	13	45,343	17,925
Tractors	AZ1490	TR2908	South America	A	Profit	-3%	5,305	3	5,484	268

Prioritized action list

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