



Retail Profitability Redefined

Dell Inspiron I3552 Laptop Product Journey



ABOUT INTELLIGENCE NODE

Create a Winning eCommerce Business

Intelligence Node helps eCommerce businesses convert shoppers into buyers with real-time price, assortment, and search analytic insights.

Our proprietary AI-driven algorithms offer the most accurate product matching and the fastest data refresh rates in the industry.

Leading as a premier independent data powerhouse, Intelligence Node has created the world's largest pricing dataset with unmatched accuracy - feeding the growth of more than \$600 billion in retail revenue globally.

We help you convert shoppers into buyers by helping you compete and win in the following key areas:



Price



Assortment



Search visibility



Minimum Advertised
Price compliance



WHY INTELLIGENCE NODE?

Best-In Class, Award-Winning AI Capabilities

Intelligence Node's pricing and competitive analytics platform reveals actionable data insights enabling dramatic margin growth and a rapid ROI.

We offer the most accurate AI-based product matching, the fastest real-time refresh rates, no technology integration, and much more.



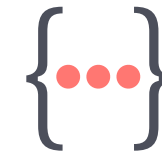
Best-in-Class Product Matching

99%



Fastest Data Refresh Rate

10-second



Setup Integration in

Less than 1 day



Broadest Multi-currency
Multilingual Setup

100+ languages



SERP & SEO Insights
to rank on

1st page



Largest AI-driven
Retail Dataset, Globally

1 billion +

CONTENTS

- Discovering and mapping exact and similar products
- Leveraging patent-ready technology
- Monitoring pricing and visibility trends

The following slides cover the journey of a single product from discovery to real-time price optimization.
The same can be replaced across any **product**, across any retail **category** and any **geography/retailer**.

PRODUCT IN CONSIDERATION: DELL INSPIRON I3552 LAPTOP

Description: Dell Inspiron i3552-4042BLK 15.6 Inch Laptop (Intel Celeron, 4 GB RAM, 500 GB HDD, Black)

Details :

Series: Inspiron 15 3000

Item model number: i3552-4042BLK

Operating System: Windows 10

Item Weight: 4.9 lbs

Screen Size: 15.6 inches

Max Screen Resolution: 1366x768 pixels

Processor: 1.6 GHz Celeron N3050

RAM: 4 GB DDR3L SDRAM

Hard Drive: 500 GB SATA

Hard Drive Rotational Speed: 5400 RPM

Optical Drive Type: Tray load DVD Drive

Batteries: 1 Lithium ion battery required

Graphics Coprocessor: HD Integrated Graphics

Chipset Brand: Intel

Average Battery Life (in hours): 8 hours

Average Customer Review: ★★☆☆☆



amazon.com

Size : 15.6 Inches

Selling Price : \$258.99

INTELLIGENCE NODE PRODUCT JOURNEY

VISIBILITY

Discover and compare exact and similar product across the globe

PRICE

Update and review prices basis real-time price comparisons and insights across platforms

DISCOUNT

Leverage competitor movements to generate smart prices and offer discounts

ATTRIBUTES

Analyze SKUs on an attribute level to identify demand patterns



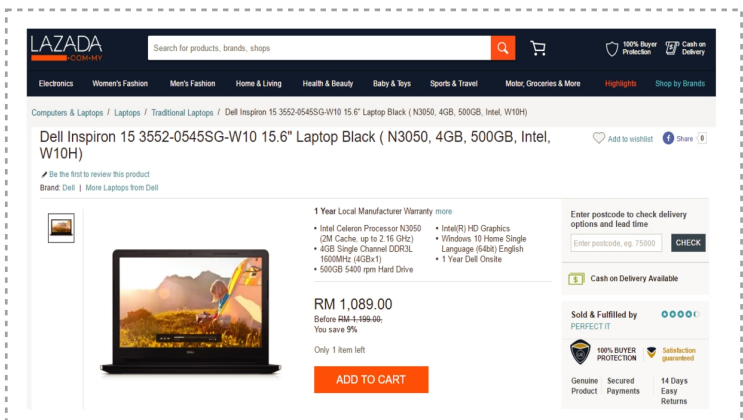
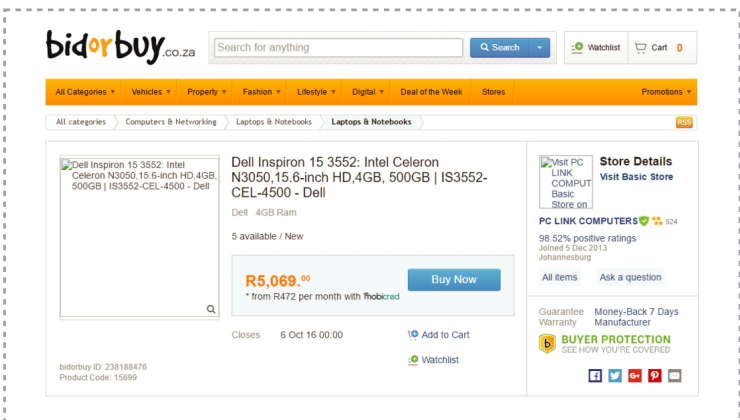
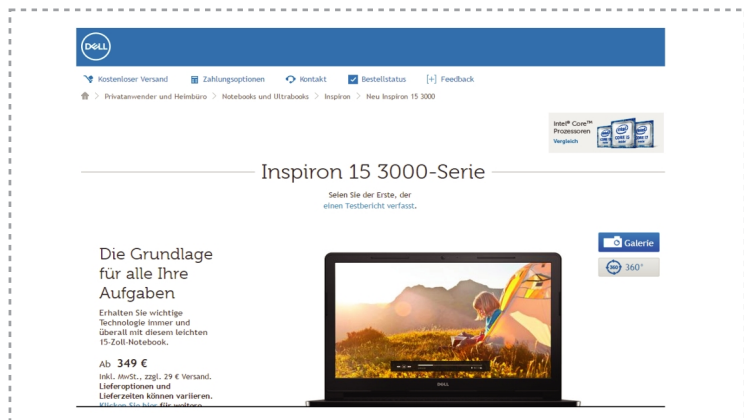
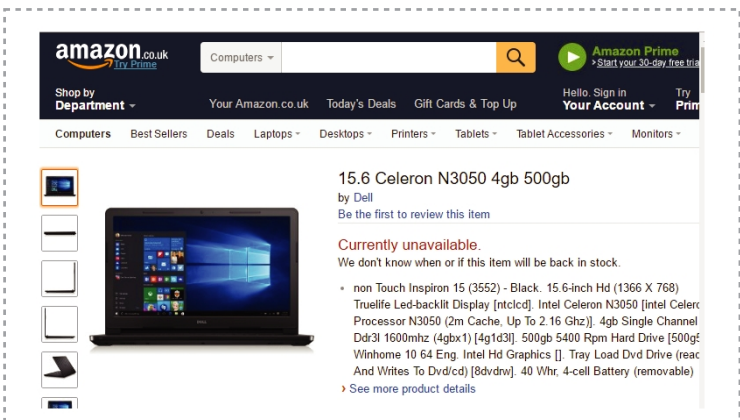
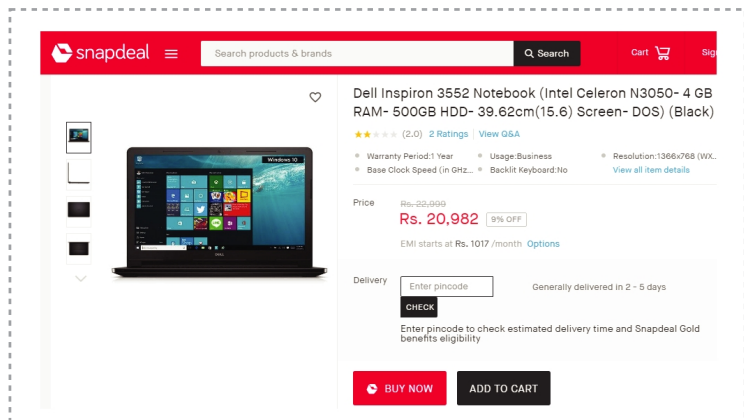
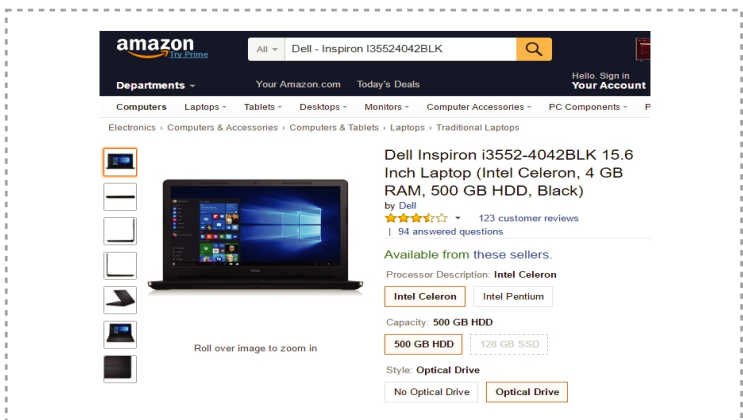
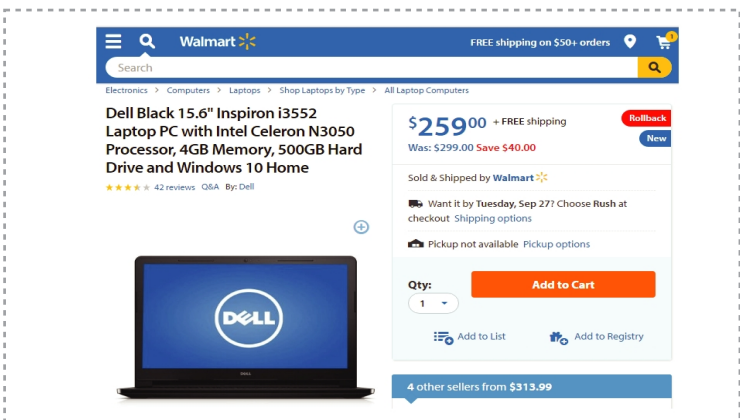
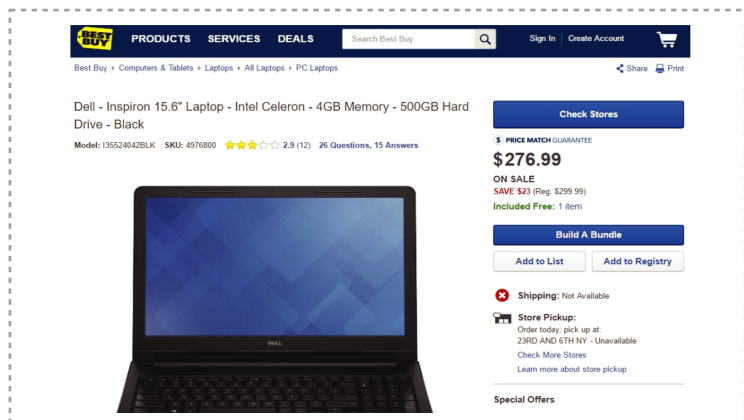
DISCOVER AND MAP EXACT
AND SIMILAR PRODUCTS

EXACT MATCH ACROSS RETAILERS, CATEGORIES, AND CATALOG LANGUAGES



PRODUCT COVERAGE ACROSS THE GLOBE

Get a 360 degree view of product matches across the globe, in real-time



SIMILAR MATCHES



Product in consideration



Similar product



Similar product

Screen Size
Max Screen Resolution
Processor
RAM
Hard Drive
Chipset Brand
Card Description
Wireless Type
Operating System
Item Weight
Product Dimensions
Color
Processor Brand
Computer Memory Type
Graphics Coprocessor
Number of USB 3.0 Ports
Average Battery Life (in hours)
Brand Name
Item Dimensions L x W x H

15.6 inches
1366 x 768 pixels
1.6 GHz Celeron N3050
4GB DDR3L SDRAM
500 GB SATA
Intel
Integrated
802.11bgn
Windows 10
4.9 lbs
10.3 x 15 x 0.9 inches
Black
Intel
DDR3L SDRAM
HD Integrated Graphics
1
8 hours
Dell
10.3 x 15 x 0.9 inches

15.6 inches
1366 x 768 pixels
Intel Celeron
4GB DDR3 SDRAM
500 GB mechanical hard drive
Intel
Integrated
802.11B, 802.11G, 802.11n
Windows 10
4.8 lbs
15.2 x 10.2 x 0.9 inches
Black
Intel
DDR3 SDRAM
Intel Integrated Graphics
1
-
HP
15.18 x 10.16 x 0.89 inches

15.6 inches
1366 x 768 pixels
Intel Celeron N3050
4GB DDR3 SDRAM
500 GB HDD 5400rpm
Intel
Integrated
802.11B, 802.11G, 802.11n
Windows 10
4.8 lbs
15 x 10.2 x 1 inches
Black
Intel
DDR3 SDRAM
UMA Graphics
2
5.5 Hours
Asus
14.96 x 10.16 x 1 inches

Our patented Similarity Engine and Machine Learning image analytics crawl sites across the globe and enable you to monitor similar products and track down competition.

USING PATENT-READY TECHNOLOGY

WE CRAWL INTELLIGENTLY!

Case Study: Ever Changing and Evolving

February

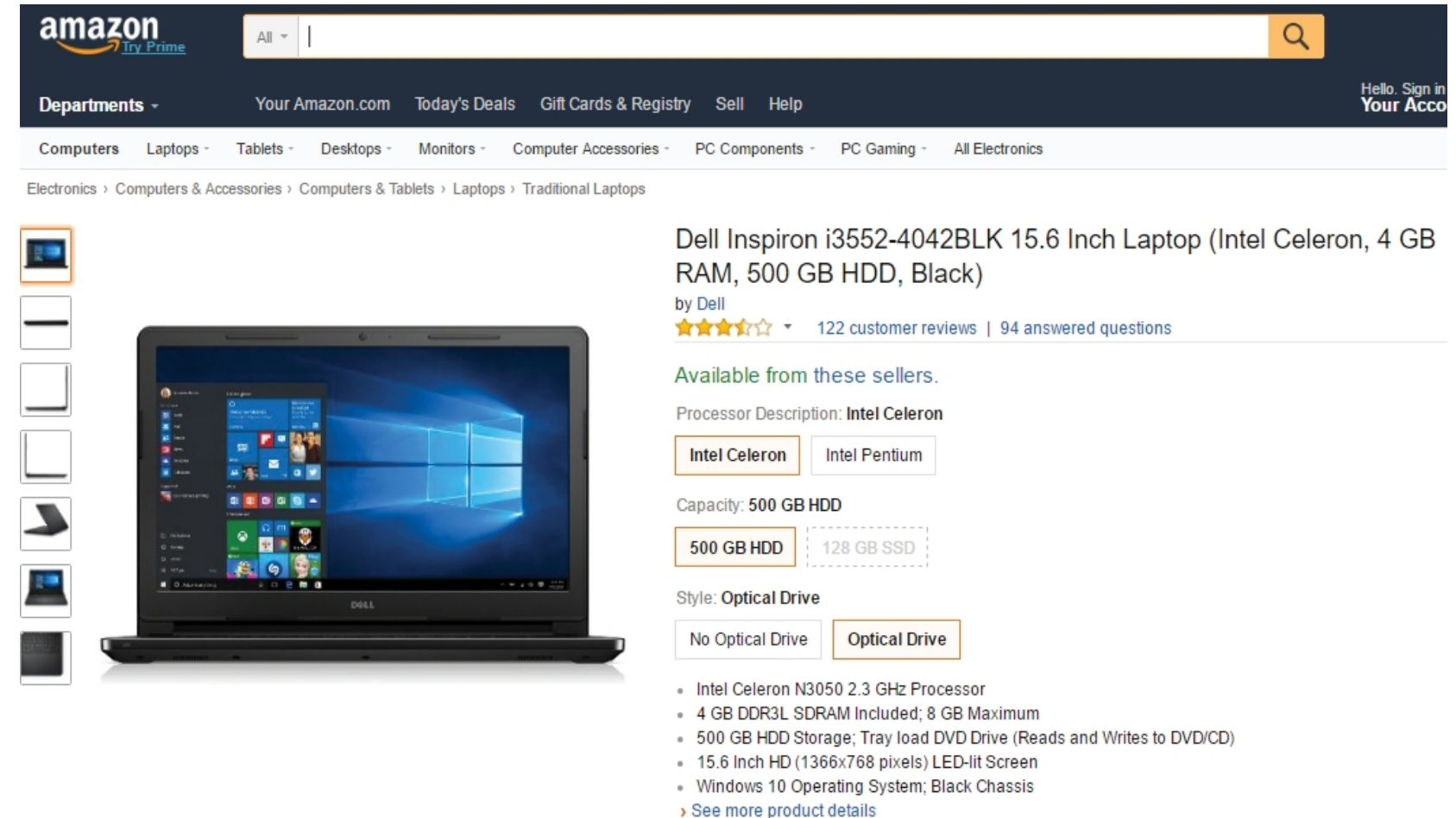
Intelligence Node deploys new crawling framework by implementing Machine Learning and in-house developed smart algorithms that predict website blocking patterns

June

Amazon changed/improved its anti-scraping technology

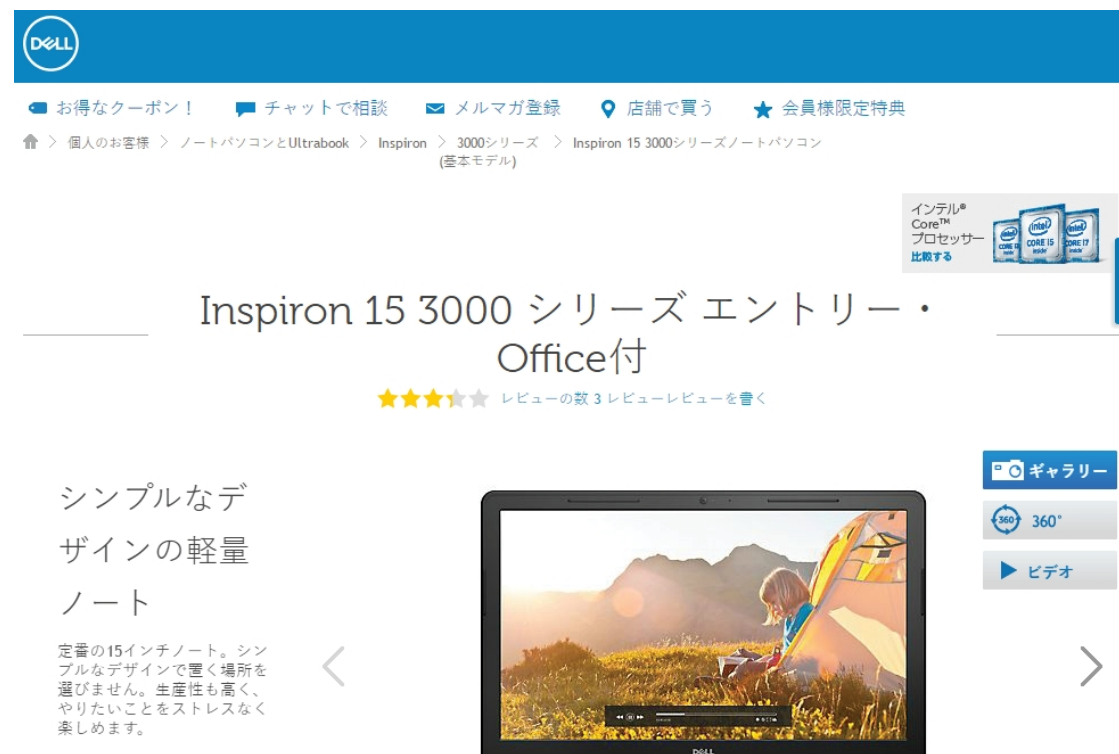
July

Intelligence Node receives requests from competitive companies to assist with Amazon

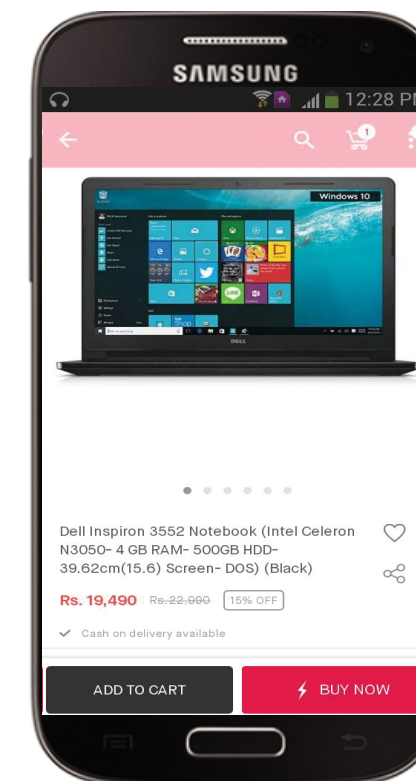


OUR TECHNOLOGY ENABLES ACCESS TO THE WHOLE E-COMMERCE WORLD

- Multilingual platform currently supports twenty-nine languages from geographies, which together cover 95% of the world's gross domestic product (GDP)



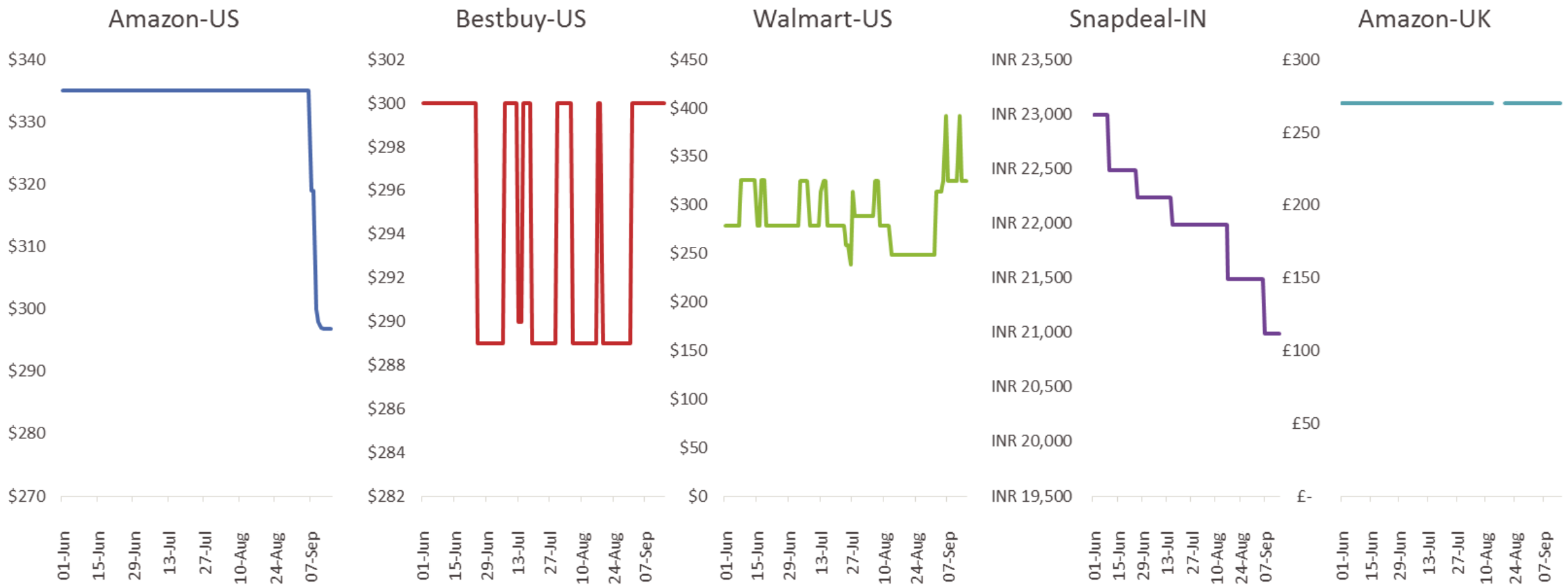
- Using our crawling technology, we are able to listen to data not only on the web but also on mobile platforms



... TO HELP CLIENTS MONITOR
PRICING AND VISIBILITY TRENDS
TO OPTIMIZE PRICING

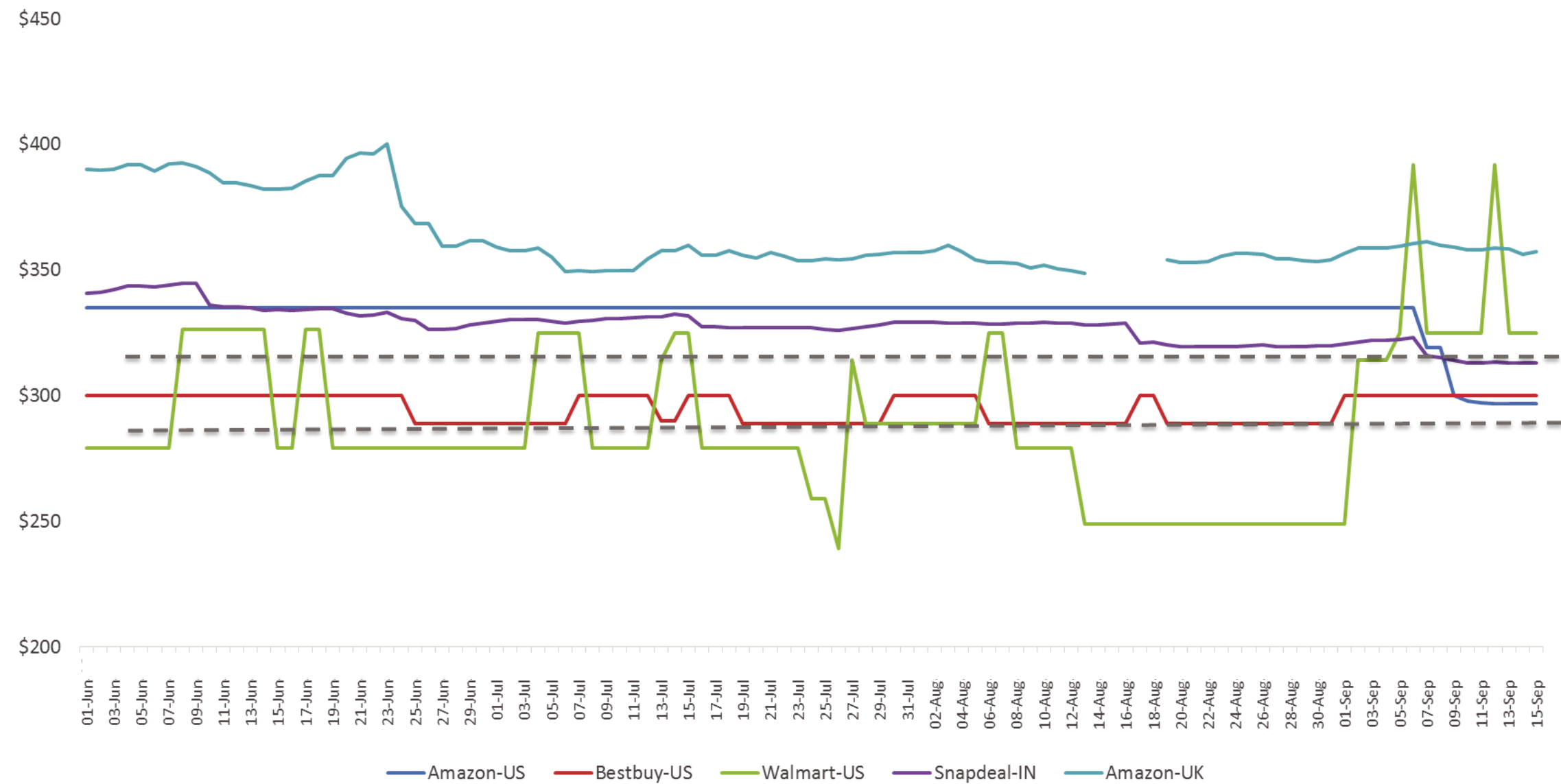
PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies



Compete with local players effectively with price comparison across local currencies

OR A SINGLE CURRENCY VIEW (USD)



- What is the best price/strategy
- Maximum margin/sales price USD 4.0
- Liquidation: USD 1.9

AMAZON'S (US) STRATEGY - Dell Inspiron i3552



- Price is consistent for most of the days; however, its declining since 7th Sep
- There has been couple of impulsive increment in visibility and the product performance is being tested with different strategies:
 - Constant price and dynamic visibility
 - Constant price and constant visibility

BESTBUY'S (US) STRATEGY - Dell Inspiron i3552



- Price shows marginal fluctuation whereas, visibility is steadily declining
- Experimenting steady price decline vs. unstable visibility

WALMART'S (US) STRATEGY - Dell Inspiron i3552



- Price is gradually increasing
- Visibility is also in increasing trend
- Testing the product's performance with different visibility fluctuations

SNAPDEAL'S (IN) STRATEGY - Dell Inspiron i3552



- Price is slightly declining amid increasing discount
- Visibility is quite steady

AMAZON'S (UK) STRATEGY - Dell Inspiron i3552



- Price is stable even after re-appearing on the website
- Steady decline in visibility after the product is back on site

PRICING BASED ON COMPETITIVE MOVEMENTS

Set custom pricing rules

ESTIMATE

Incompetitor
by Intelligence Node

Amazon Electronics

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES
None

DATE
26/09/16

WEBSITES
All

CATEGORY
Electronics

BRANDS
All

PRICE RANGE
USD 1 - 32.3K

Categories
Home > Fashion

Categories

Apparel

Fashion Accessories

Lingerie

Electronics

Apply rules to

My Category
Laptops

My Host
BESTBUY

My Brand
DELL INSPIRON

☒ Target Price to be

Above-Below

Equal to

☒ Above

MINIMUM

ALDO

200

USD

☒ Below

MINIMUM

ASICS

1000

USD

☒ Apply Conditions

Cancel

Apply

High

Low

0

12

17

Generate smart price

ESTIMATE

Incompetitor
by Intelligence Node

Amazon Electronics

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES
1 Rule

DATE
26/09/16

WEBSITES
All

CATEGORY
Fashion

BRANDS
All

PRICE RANGE
USD 1 - 32.3K

Rule: Smart Price

My Category
Laptops

My Brands
Dell Inspiron

Above - Minimum
200 USD





Price
1000 USD

Visibility
High

Price Limit Margin -
Greater Than 20 USD

VIEW BY
All

OPTIONS

Items	Status	Brand	Host	Actual Price	Smart Price	Last Smart Price Statistics
	Inline	Dell Inspiron	BestBuy	258.99 USD 262.00 USD Max. 246.99 USD Min.	255.29 USD	Last Smart Price Update 255.29 USD Last Time Rule Was Changed- 26/09/16
	Overpriced	Dell Inspiron	BestBuy	270.99 USD 274.00 USD Max. 260.99 USD Min.	264.59 USD	Last Smart Price Update 264.59 USD Last Time Rule Was Changed- 26/09/16
	Underpriced	Dell Alienware	BestBuy	211.99 USD 235.00 USD Max. 246.99 USD Min.	224.29 USD	Last Smart Price Update 224.29 USD Last Time Rule Was Changed- 26/09/16
	Underpriced	Dell Alienware	BestBuy	240.29 USD 248.00 USD Max. 220.99 USD Min.	233.79 USD	Last Smart Price Update 233.79 USD Last Time Rule Was Changed- 26/09/16

PERFORM STORE LEVEL ANALYTICS

Identify products at a group or store level that are candidates for price change or have cross-sell/upsell potential with other related products

Price stretch/elasticity

- Identify the best price (by SKU) to maximize revenue, and quantify the impact of mispriced products

Catalog & Inventory

- Forecast demands by SKU and calculate the optimum quantity of inventory (demand based) that should have been in place
- Identify gaps during the period and quantify lost sales

Product Bundling

- Identify bundling opportunities and efficiencies
- Measure the impact of implementing smart bundling strategies and quantify lost revenue

Basket Dynamics

- Identify the products which are going into the consumer's basket to define strategies and estimate basket level discount provided you add a certain product to the basket

Book a demo now and experience real-time, data driven eCommerce insights across your retail and competitor landscape.

