



Retail Profitability Redefined

Herman Miller MIRRA 2 CHAIR 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



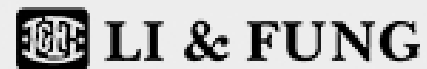
Assortment



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.



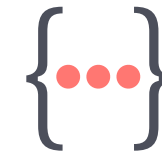
Best-in-Class Product Matching

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: HERMAN MILLER MIRRA 2 CHAIR

Description: Herman Miller Mirra 2 Chair - Tilt Limiter and Seat Angle, Butterfly Back

Details :

Color: Graphite

Material: Synthetic Fiber

Item Weight: 35 lbs

Product Dimensions: 26.5 x 28 x 38.8 inches

Style: Contemporary & Modern

Adjustable Height: Yes

Recline Angle: 99.5 degree, 122 degree

Locking Mechanism: Push Back Lock

Bend Direction: Outward

Ergonomic: Yes

Average Customer Review: ★★★★★

Amazon Best Sellers Rank: #183 in Home & Kitchen > Furniture >

Home Office Furniture > Home Office

Desk Chairs > Adjustable Chairs



amazon.com

Selling Price : **\$979**

INTELLIGENCE NODE PRODUCT JOURNEY

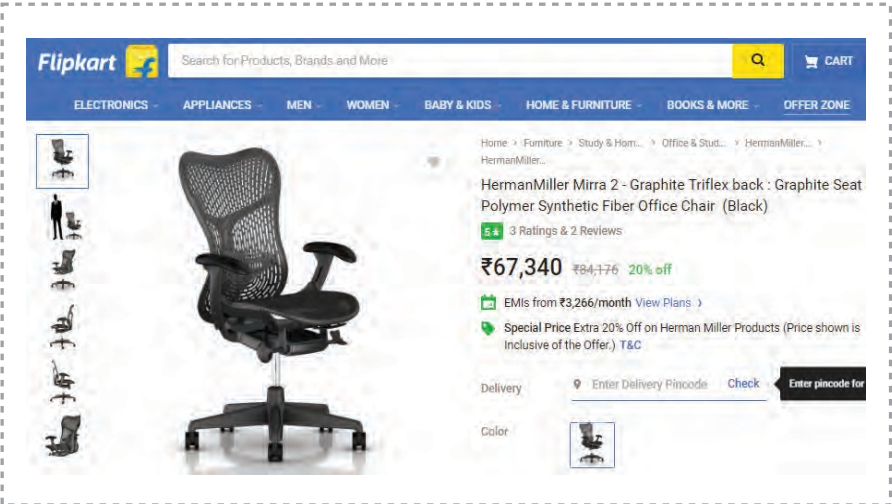


DISCOVER AND MAP EXACT
AND SIMILAR PRODUCTS

EXACT MATCH ACROSS RETAILERS, CATEGORIES, AND CATALOG LANGUAGES



PRODUCT IMAGES ACROSS THE GLOBE



SIMILAR MATCHES



Product in consideration



Steelcase

Similar product



HAWORTH®

Similar product

Style
Adjustable Height
Head Support
Swivel
Locking Mechanism
Bend Direction
Ergonomic
Color
Item Weight
Product Dimentions
(In inches)

Contemporary & Modern
Yes
Back
No
Push Back Lock
Outward
Yes
Black
35 lbs
26.5 x 28 x 38.8

Contemporary & Modern
Yes
Back
No
Push Back Lock
Outward
Yes
Black
45.8 lbs
24.8 x 27 x 43.2

Contemporary & Modern
Yes
Back
No
Push Back Lock
Outward
Yes
Black
55 lbs
29 x 29 x 40

Height is a major difference, seat depth and width have marginal difference

USING PATENT-READY TECHNOLOGY

WE CRAWL INTELLIGENTLY!

Case Study: Smart crawling

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

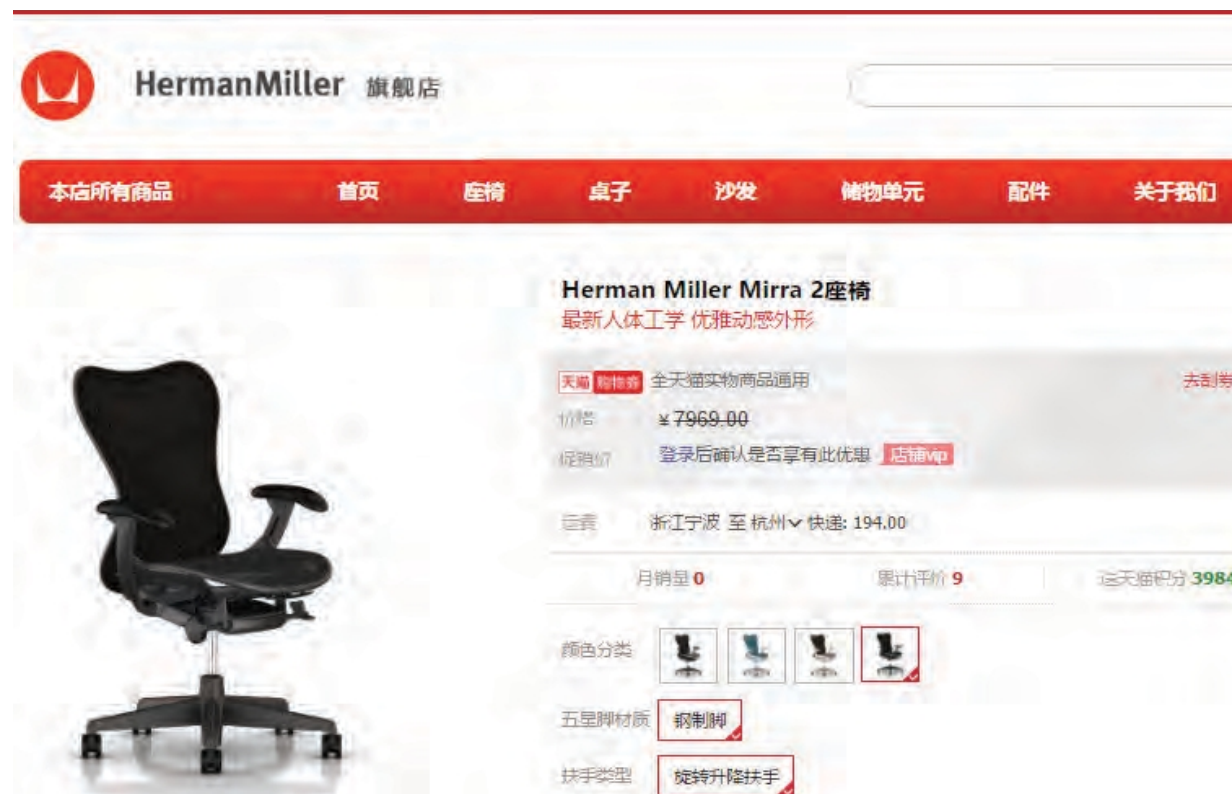
Intelligence Node receives requests from competitive companies to assist with Amazon



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)

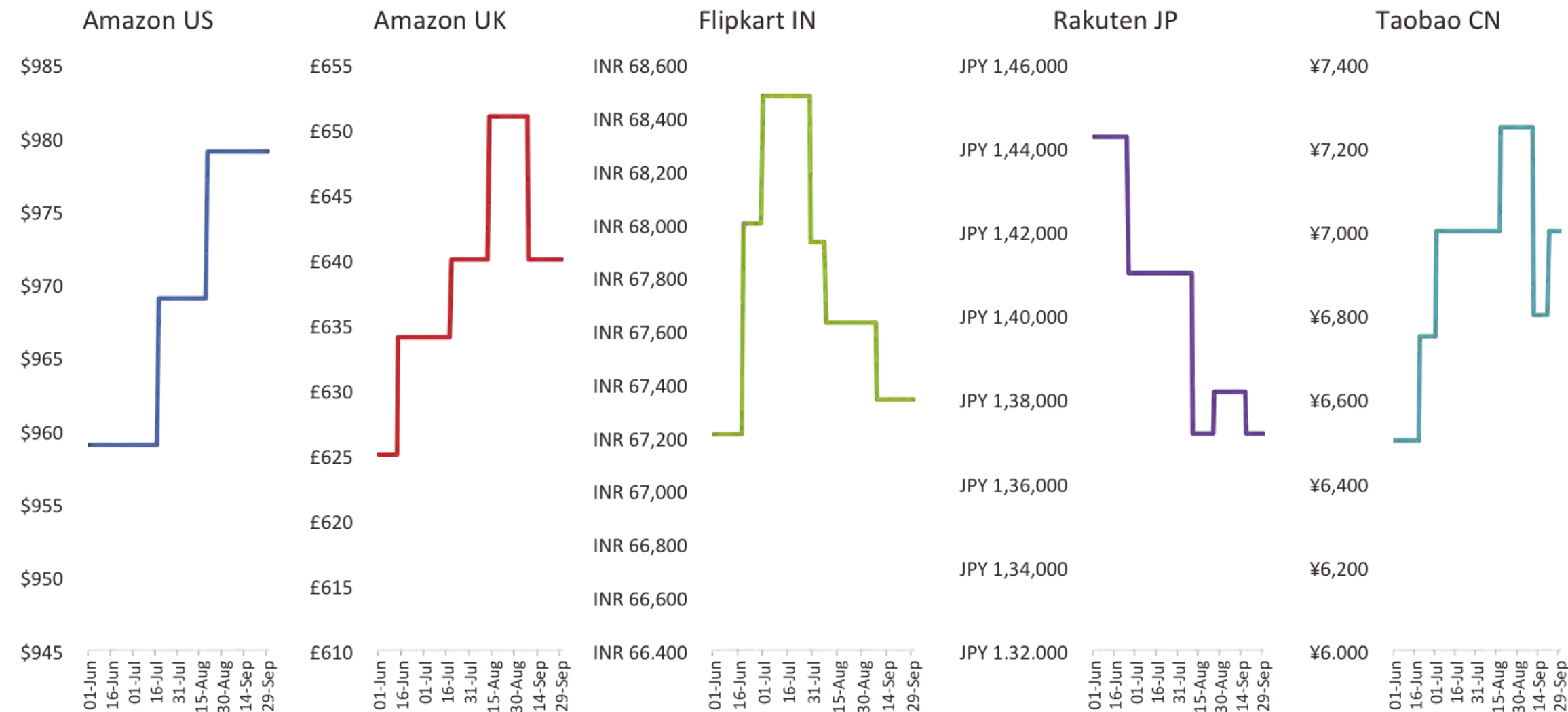
- Using our crawling technology, we are able to listen to data not only on the web but also on mobile platforms



MONITORING PRICING AND VISIBILITY TRENDS

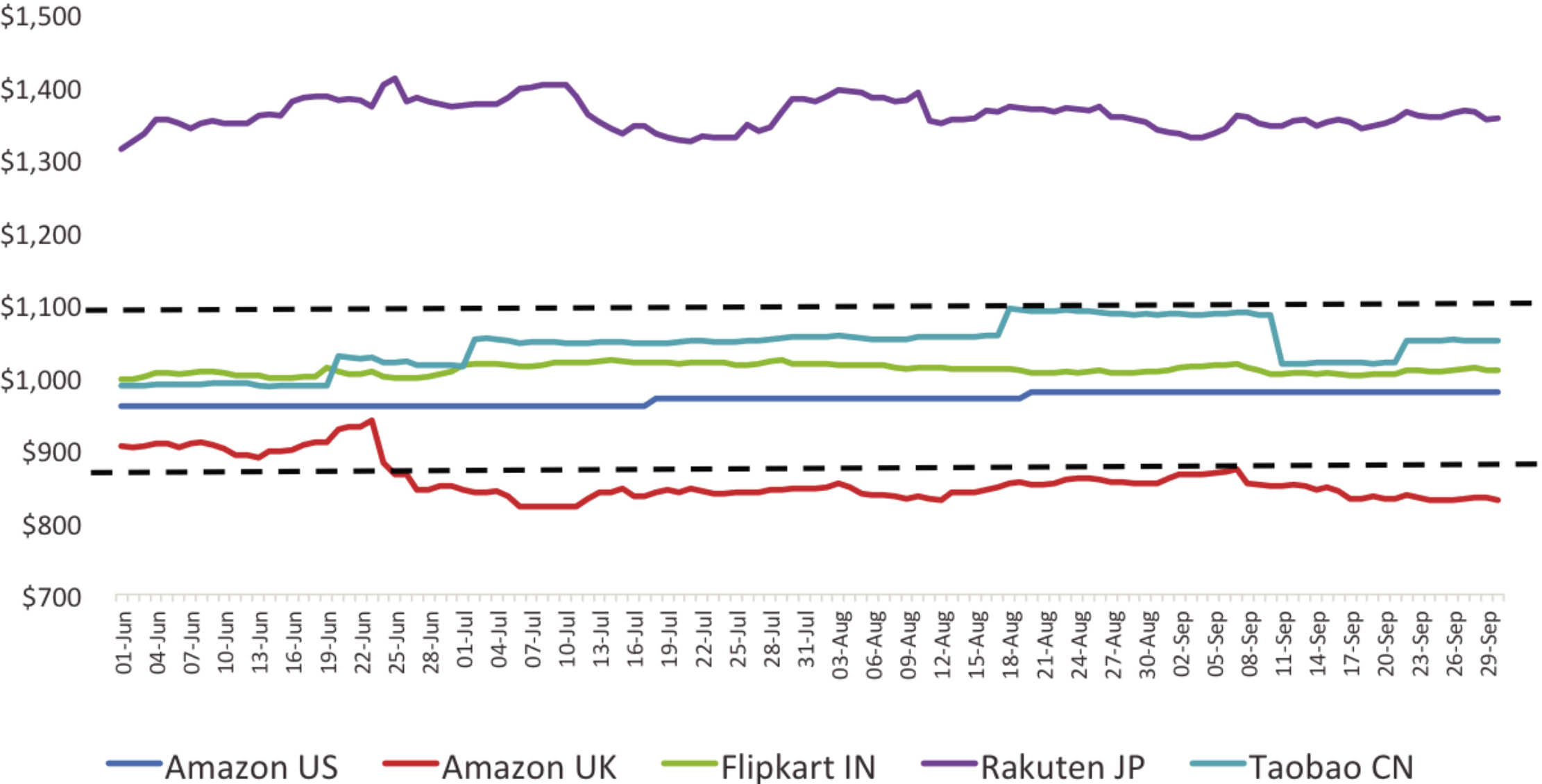
PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies



Compete with local players effectively with price comparison across local currencies

SINGLE CURRENCY VIEW AS WELL (USD)



- What is the best price/strategy
- Maximum margin/sales price USD 1100
- Liquidation: USD 850

AMAZON'S (US) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR



➤ Increase in price and corresponding increment in visibility of the product

AMAZON'S (UK) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR



- Upward trend in price till first week of Sept.
- Price is stable after marginal drop in price
- Visibility has been fluctuating till August but it remained unchanged for September

FLIPKART'S (IN) STRATEGY

- HERMAN MILLER MIRRA 2 CHAIR



- Price is quite stable after offering -24% uninterrupted discount on the product
- Visibility also remains stable at 90

RAKUTEN'S (JP) STRATEGY

- HERMAN MILLER MIRRA 2 CHAIR



- Price is continuously declining since last week of June
- However, visibility is following upward trend

TAOBAO'S (CN) STRATEGY

– HERMAN MILLER MIRRA 2 CHAIR



- Tweak in price by changing the product's visibility
- Product performance is being tested with different strategies:
 - Constant price and dynamic visibility
 - Constant price and constant visibility

NO CLEAR PICTURE ON AMOUNT OF DISCOUNT OFFERED

amazon.co.uk

Home & Kitchen

Departments - Your Amazon.com Today's Deals Gift Cards & Registry Hello, Sign in Your Account

Furniture Best Sellers Shop by Room Living Room Bedroom Mattresses & Boxsprings Kitchen & Dining

unlimited Listen to any song, anywhere Start your 30-day free trial

Home & Kitchen > Furniture > Home Office Furniture > Home Office Desk Chairs > Adjustable Chairs

Herman Miller Mirra 2 Chair - Tilt Limiter and Seat Angle, Butterfly Back by Herman Miller

★★★★☆ 7 customer reviews

Price: \$979.00 & FREE Shipping. Details

Only 3 left in stock (more on the way). Want it Wednesday, Oct. 19? Order within 4 hrs 44 mins and choose Standard Shipping at checkout. Details

Ships from and sold by Amazon.com.

Style Name: Tilt Limiter and Seat Angle, Butterfly Back

amazon.co.uk

Herman Miller Mirra 2 - Graphite Triflex b

Shop by Department - Your Amazon.co.uk Today's Deals Gift Cards & Top Up Hello, Sign in Your Account

Home & Garden Shop by Room Appliances Cooking & Dining Furniture Bedding & Linens Home Ap

Furniture > Home Office Furniture > Chairs & Sofas > Desk Chairs

Herman Miller Mirra 2 Office Task Chair by Herman Miller

★★★★☆ 1 customer review

Price: £640.00

Only 2 left in stock.

Estimated delivery 20 - 24 Oct when you choose Standard checkout. Details

Dispatched from and sold by Back2 International.

3 new from £640.00

Fully Adjustable

R

キーワード検索

買い物かご お知らせ myクーポン 閲覧履歴 お気に入り 購入履歴 myRakuten この商品の関連商品

ヘルプ / 不適切な商品を報告

ハイグレード/多機能

スタンダード

メディカル

ミーティング

ダイニング

Type タイプ別

オフィス

エルゴノミクス

本蓋

商品番号 MRF123AWAFAJG1BBG18M17BK1A703

価格137,160円(税込) 送料無料

お買い物の前に7,000ポイントゲット1(最短2分)

お取り寄せ

※注文個数によりお届け日が変わることがあります

個数 1 買い物かごに入れる

☆ お気に入り商品 ☆ お気に入りショップ

商品についての問合わせ

レビューを書く

友達にメールですすめる

~790(肘) 500(座) 580~630 430~480 450~560 720 980~1090

淘宝网 Taobao.com

尚惠名品

描述 服务 物流 4.9 4.9 4.7

所有分类 首页 店铺活动 所有品牌 新品/热销区 包包专区

代购 美国代购Herman Miller Mirra 新人体工学座椅四色可选包邮

价格 ¥7000.00

配送 美国 至 全国

颜色分类

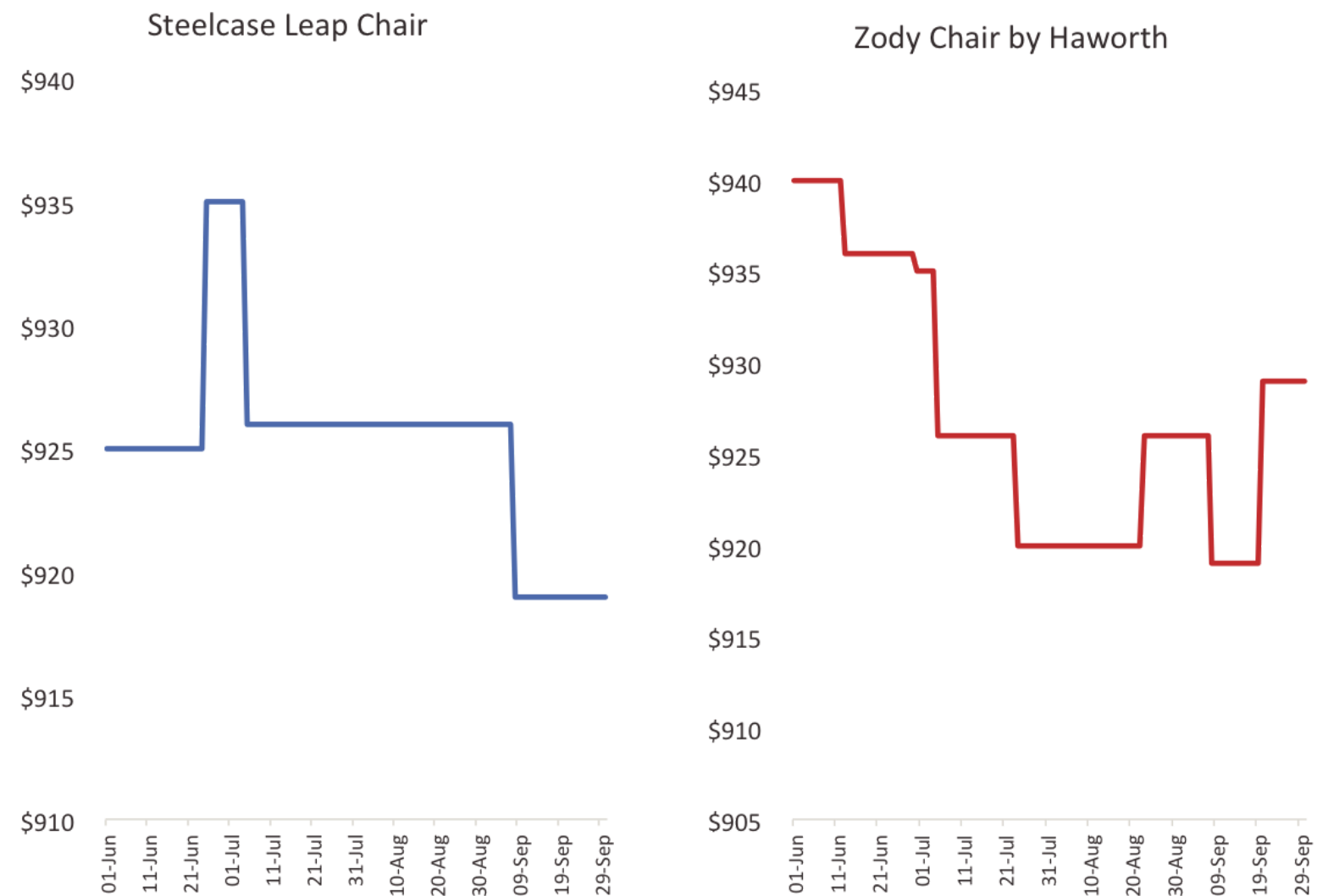
五星脚材质 钢制脚

扶手类型 旋转升降扶手

数量 1 件(库存39件)

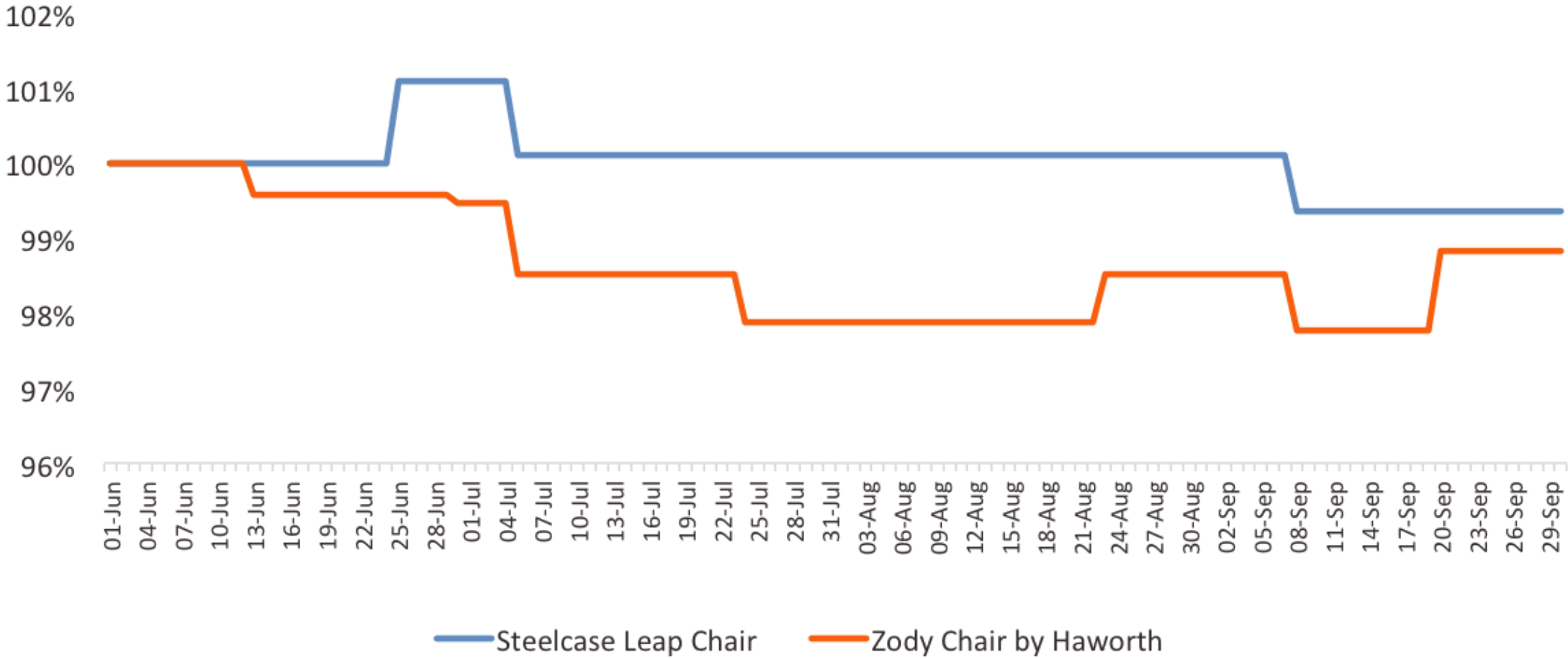
SIMILAR ITEM ANALYTICS

PRICES OF SIMILAR PRODUCTS ON AMAZON.COM



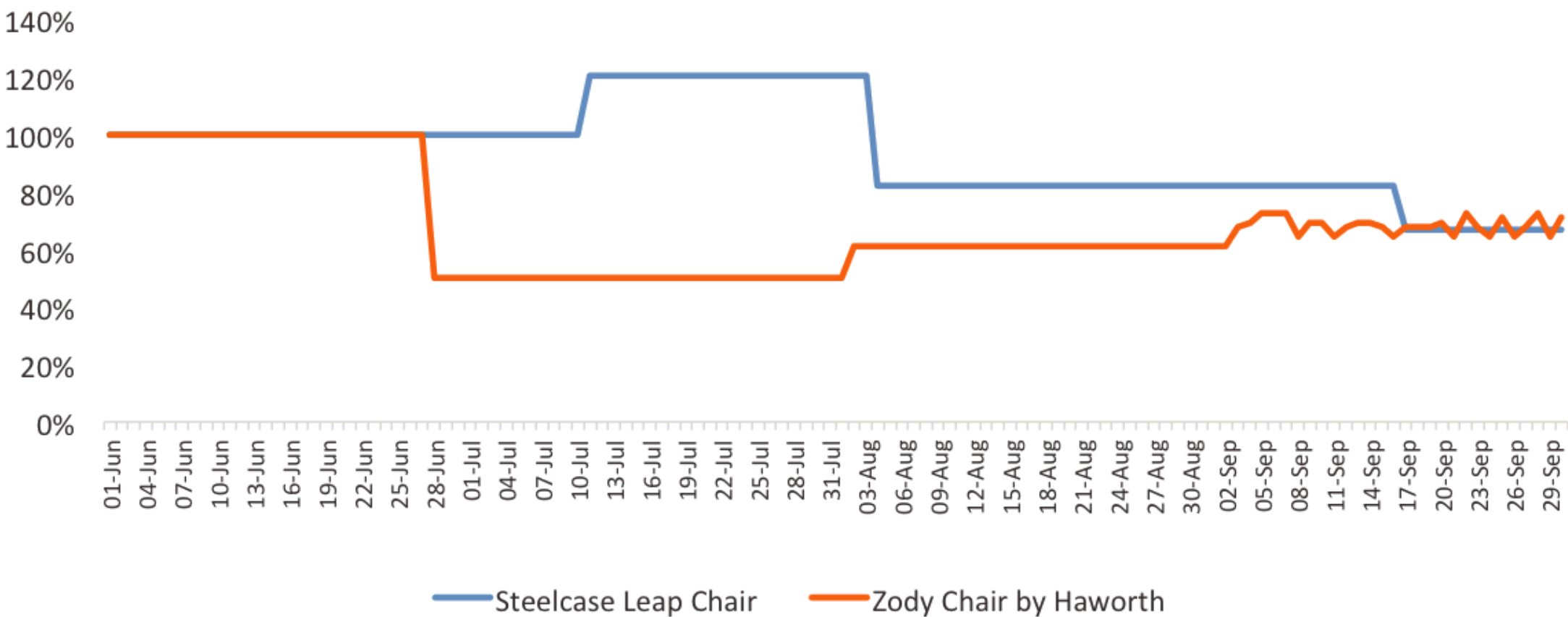
Monitor prices of similar products for a particular time period, analyze price movements on various platforms and alter pricing accordingly

PRICES OF SIMILAR ITEMS ON AMAZON.COM AT BASE 100%



- Price of Zody chair is much lower as compared to Steelcase's leap chair
- Price remained stable for Zody chair for most of the days except twice changes
- Steelcase leap chair dropped price at its lowest on 25th July and then it gradually started recovering

VISIBILITY OF SIMILAR PRODUCTS ON AMAZON.COM AT BASE 100%



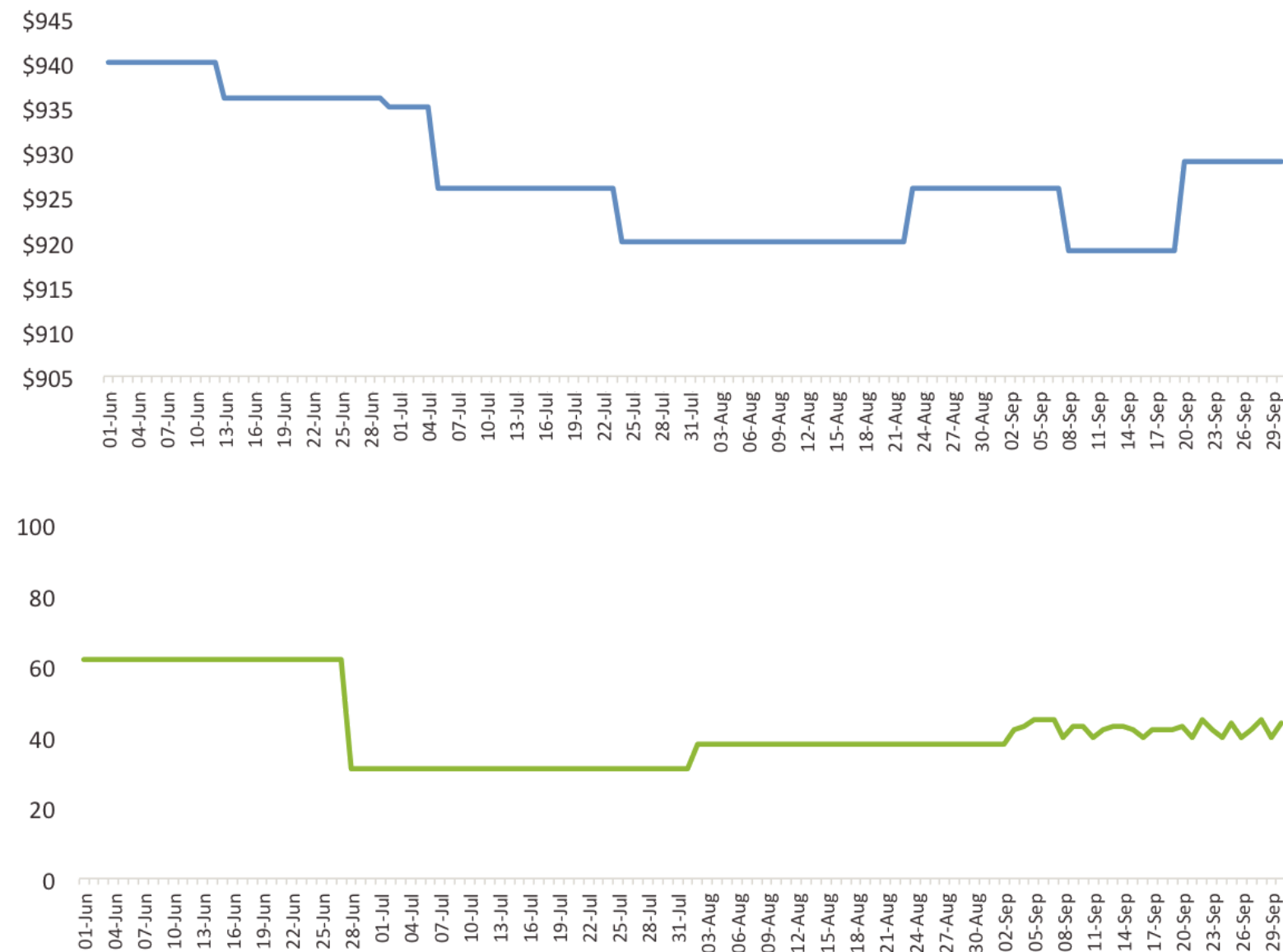
➤ Visibility of Zody chair was lower as compared to Steelcase's leap chair during July, August and mid September

AMAZON'S (US) STRATEGY - STEELCASE LEAP CHAIR



- Price is lowest in September after a jump in last week of June
- Visibility is lower and its following downward trend since August

AMAZON'S (US) STRATEGY - ZODY CHAIR BY HAWORTH



- Tweaking in price has been continuous and \$919 was the lowest during mid September
- Visibility has remained quite stable after a sudden downfall in June end

WHAT'S NEXT?

PRICING BASED ON COMPETITIVE MOVEMENTS

Set custom pricing rules

ESTIMATE

Incompetitor
by Intelligence Node

ZalandoFashion

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES
None

DATE
26/09/16

WEBSITES
All

CATEGORY
Office Chair

BRANDS
All

PRICE RANGE
USD 1 - 32.3K

Categories
Home > Fashion

Categories

Apparel

Fashion Accessories

Lingerie

Office Chair

My Category
Office Chair

My Host
AMAZON.COM

My Brand
HERMAN MILLER

Target Price to be

Above-Below

Equal to

Above

MINIMUM

STEELCASE

1000

USD

Below

MINIMUM

HAWORTH

1500

USD

Apply Conditions

Cancel

Apply

High

Low

0

12

17

Generate smart price

ESTIMATE

Incompetitor
by Intelligence Node

ZalandoFashion

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES
1 Rule

DATE
26/09/16

WEBSITES
All

CATEGORY
Office Chair

BRANDS
All

PRICE RANGE
USD 1 - 32.3K

Rule: Smart Price

My Category
Office Chair

My Brands
HERMAN MILLER

Above - Minimum
Market Min.





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	Herman Miller	Amazon.com	979 USD 1211 USD Max. 890 USD Min.	980 USD	Last Smart Price Update 979 USD Last Time Rule Was Changed- 26/09/16
	Underpriced	Herman Miller	Amazon (US)	640 USD 900 USD Max. 640 USD Min.	980 USD	Last Smart Price Update 783 USD Last Time Rule Was Changed- 12/10/16
	Inline	Herman Miller	Flipkart	983 USD 1221 USD Max. 893 USD Min.	980 USD	Last Smart Price Update 900 USD Last Time Rule Was Changed- 12/09/16
	Overpriced	Herman Miller	Badbacks	1495 USD 2000 USD Max. 1200 USD Min.	980 USD	Last Smart Price Update 1235 USD Last Time Rule Was Changed- 23/10/16

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.

