



Retail Profitability Redefined

# Michael Kors Studded Dress 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



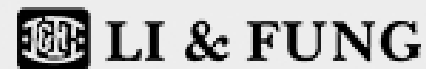
Assortment



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.



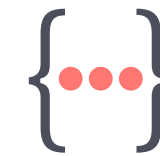
Best-in-Class Product Matching

**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

**1<sup>st</sup> 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

# PRODUCT IN CONSIDERATION: MICHAEL KORS STUDDED DRESS

**Description:** Michael Kors Studded Asymmetrical Hem Dress

## **Details :**

Color: Black

Pullover

Boat neckline

Unlined

Sleeveless

Side rushing

Side slit

Knit fabric

95% Polyester 5% Spandex

Knee length

Studs: 100% Metal

Machine wash

Product Dimensions: 19.6 x 9.4 x 2.7 inches



# INTELLIGENCE NODE PRODUCT JOURNEY



Discover and compare exact and similar products across the globe

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

Leverage competitor movements to generate smart prices and offer discounts

AnalyzeSKUson an attribute level to identifydemand patterns



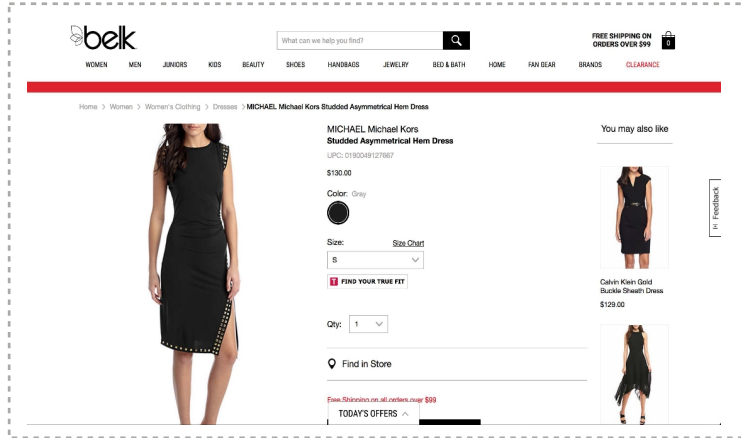
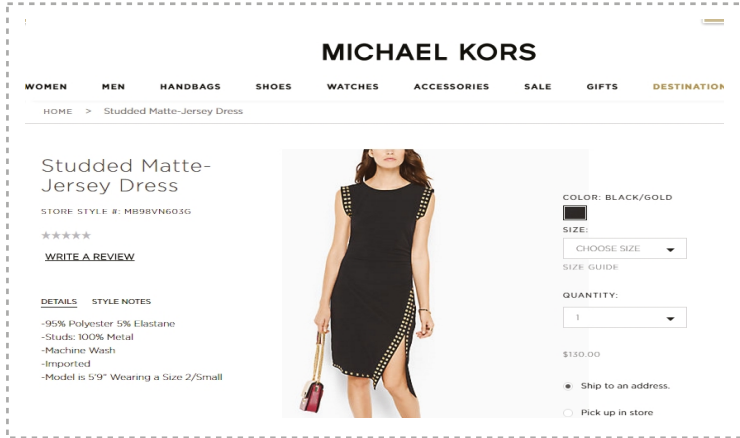
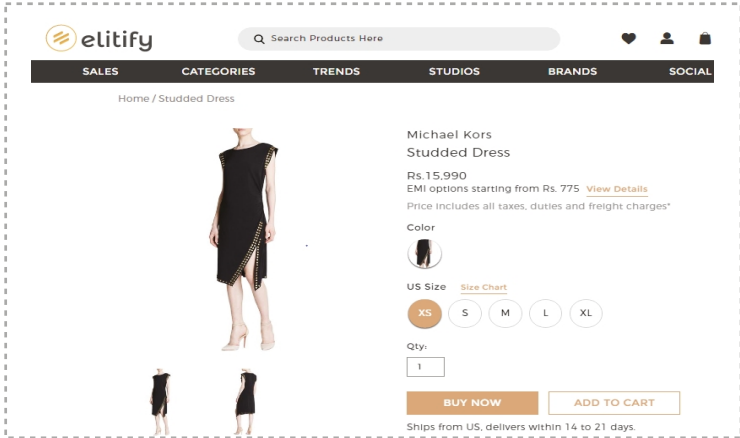
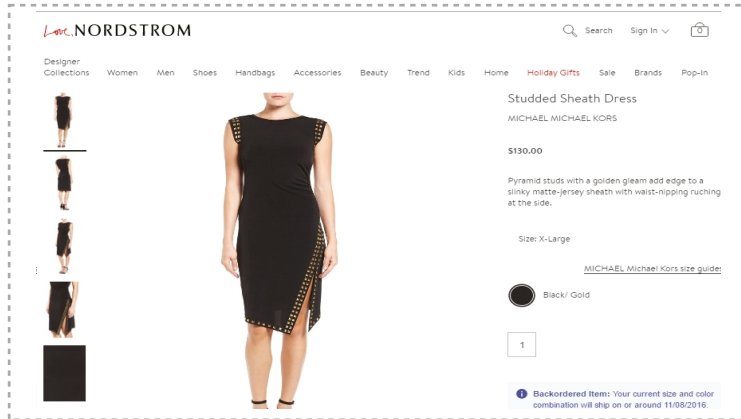
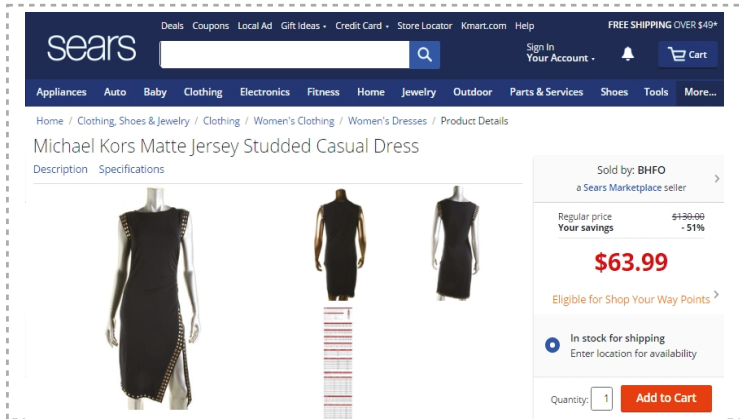
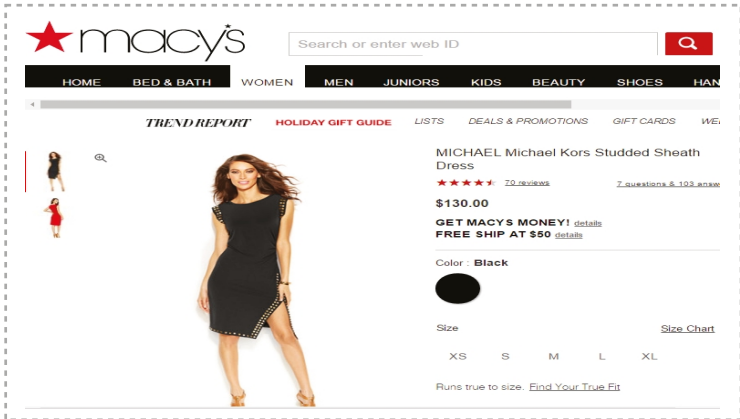
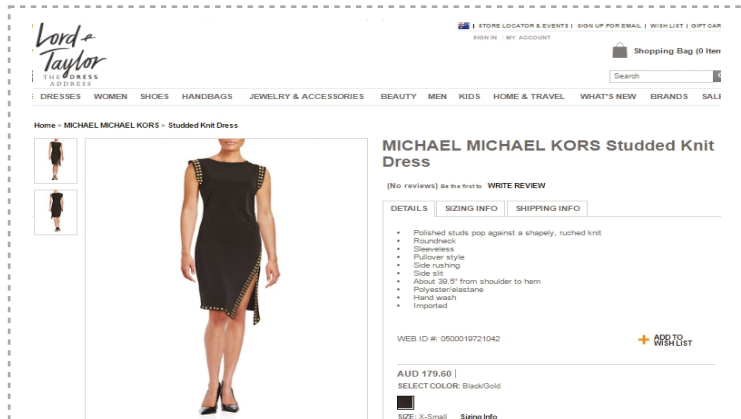
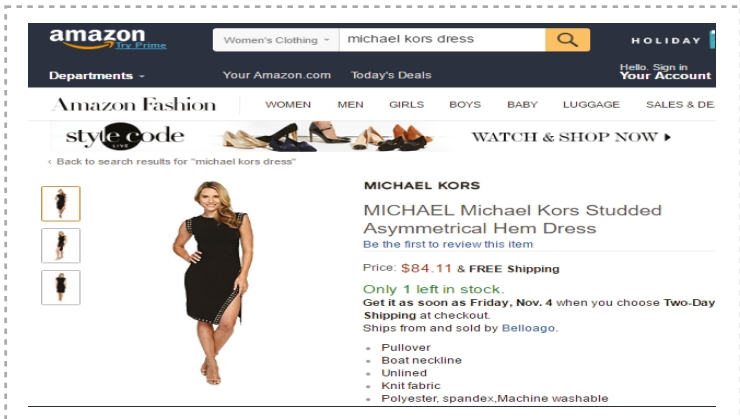
DISCOVER AND MAP EXACT  
AND SIMILAR PRODUCTS

# EXACT MATCH





# PRODUCT IMAGES ACROSS THE GLOBE



# SIMILAR MATCHES



MICHAEL KORS

Product in consideration



ANGVNS

Similar product



LONDON TIMES

Similar product

Style  
Design 1  
Design 2  
Color  
Hemline  
Sleeve type  
Studs  
Material 1  
Material 2  
Neckline

Cocktail Dress  
Asymmetrical  
Pullover  
Black  
Knee length  
Sleeveless  
100% metal  
95% Polyester  
5% Spandex  
Boat

Cocktail Dress  
Asymmetrical  
Pullover  
Black  
Knee length  
Sleeveless  
100% metal  
60% Cotton  
40% Polyester  
Crew

Cocktail Dress  
Asymmetrical  
Pullover  
Black  
Knee length  
Sleeveless  
100% metal  
95% Polyester  
5% Spandex  
Crew

USING PATENT READY TECHNOLOGY

# WE CRAWL ON PORTALS RANGING FROM THE BIGGEST E-COMMERCE SITES LIKE AMAZON TO INDIVIDUAL BRAND OWNED SITES LIKE MICHAEL KORS

**Case Study:** Ever Changing and Evolving

## February 2016

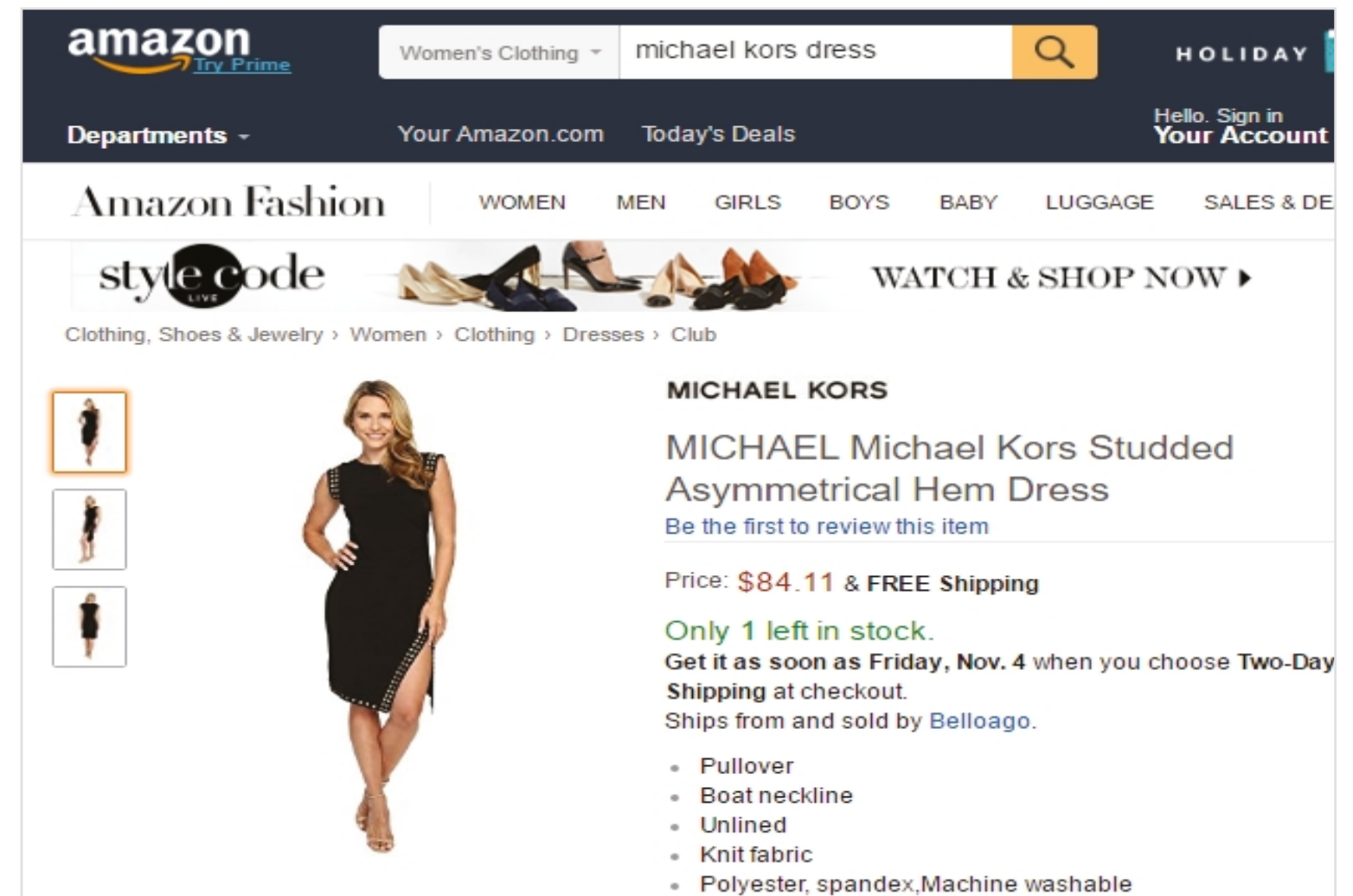
Intelligence Node deploys new crawling framework by implementing Machine Learning and in-house developed smart algorithms that predicts website blocking patterns

## June 2016

Amazon changed/improved its anti-scraping technology

## July 2016

Intelligence Node receives requests from competitive companies to assist with Amazon



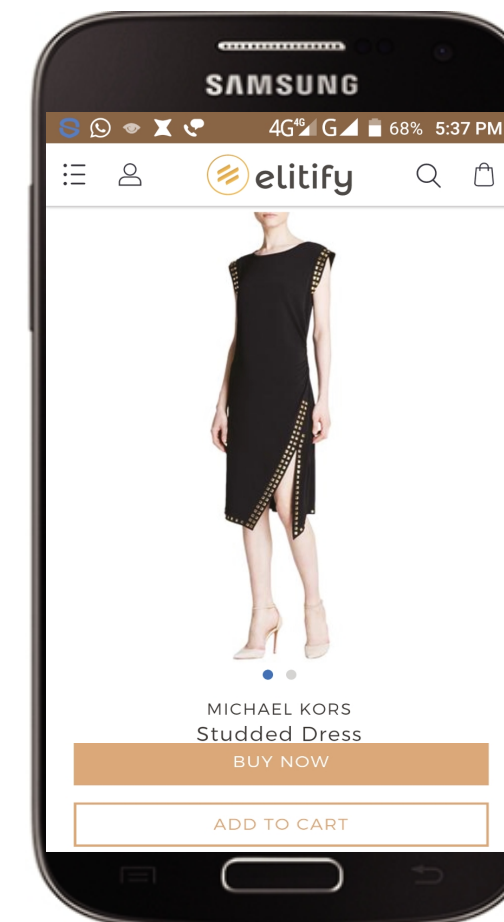
# OUR TECHNOLOGY IS ACCESSIBLE TO THE WHOLE E-COMMERCE WORLD

- Multilingual platform currently supports twenty-nine languages from varied geographies, which together cover 95% of the world 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.

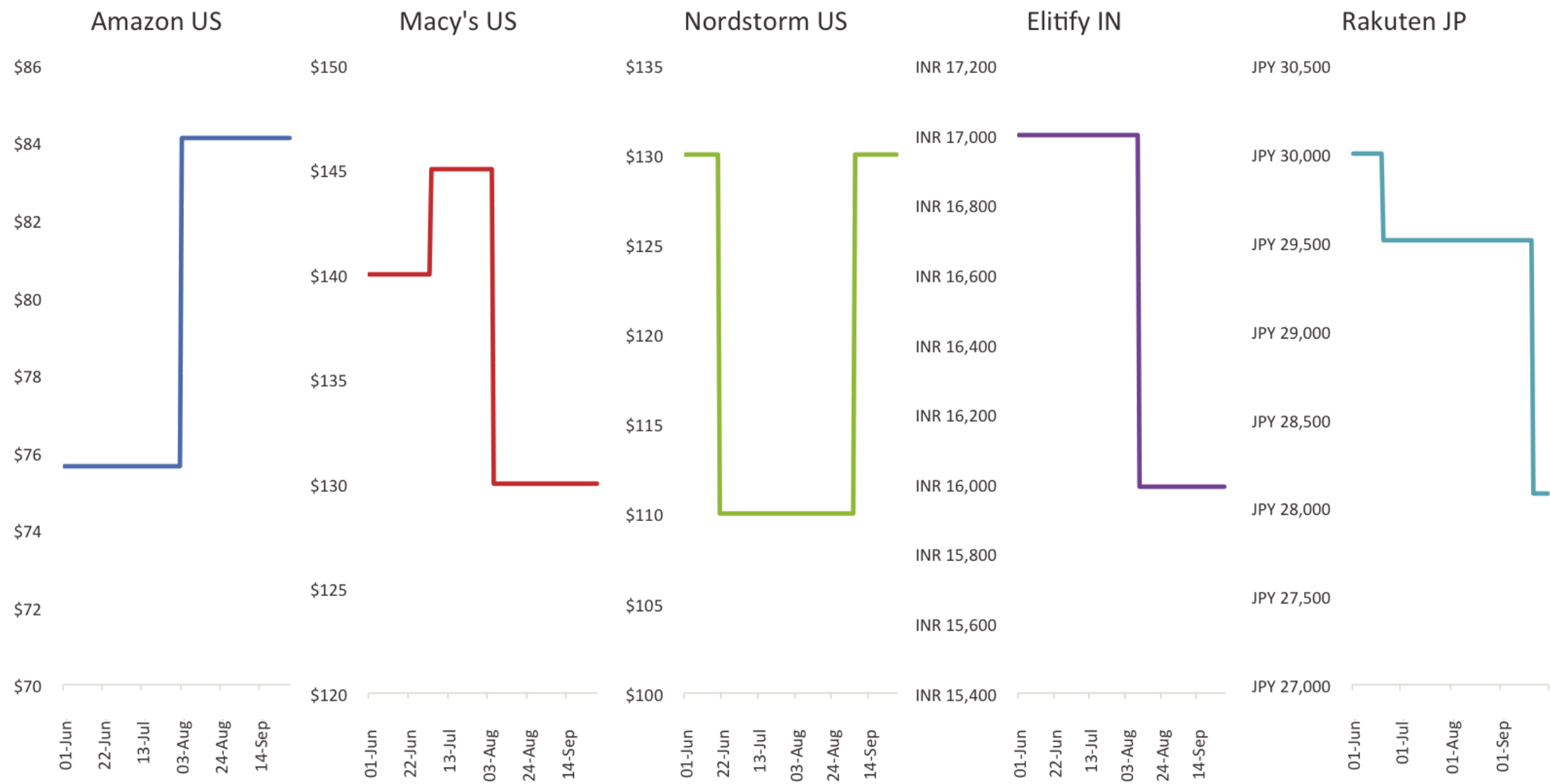
Rs.15,990



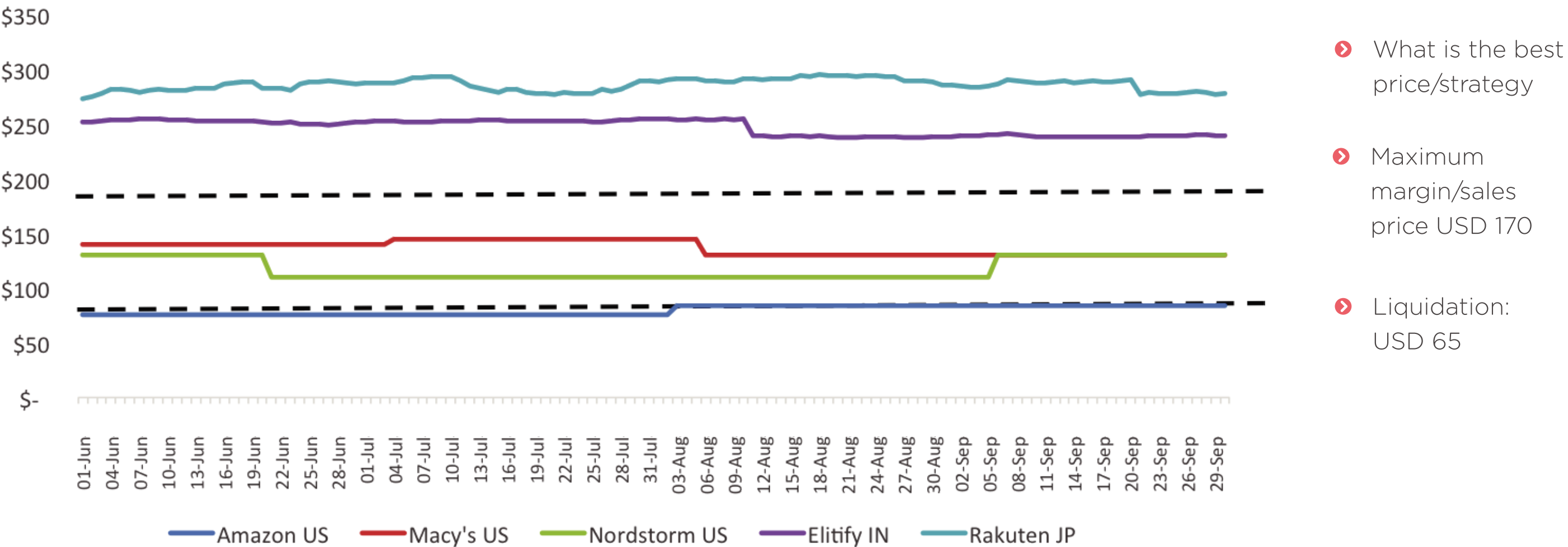
HELPING CLIENTS MONITOR  
PRICING AND VISIBILITY TRENDS  
FOR BETTER OPTIMIZATION



# PRICES IN LOCAL CURRENCIES



# SINGLE CURRENCY VIEW AS WELL (USD)





# AMAZON'S (US) STRATEGY - MICHAEL KORS DRESS



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

# MACY'S (US) STRATEGY - MICHAEL KORS DRESS



- Price is stable after sudden drop in August
- Visibility has been fluctuating and it is in increasing trend

# NORDSTROM'S (US) STRATEGY - MICHAEL KORS DRESS



- Price is quite stable after being ~15% lower for a month
- Visibility also remains stable at 71

# ELITIFY'S (IN) STRATEGY - MICHAEL KORS DRESS



- Sudden drop in price on 12-Aug and since then there has been no tweak
- However, visibility is following upward trend

# RAKUTEN'S (JP) STRATEGY - MICHAEL KORS DRESS



- 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

What Next?

# PRICING BASED ON COMPETITOR MOVEMENTS

## Set Custom Pricing Rules

ESTIMATE

Incompetitor  
by Intelligence Node

Amazon US Fashion

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

Fashion

My Category  
Dresses and Jumpsuits

My Host  
AMAZON

My Brand  
MICHAEL KORS

Target Price to be

Above-Below

Equal to

Above

Below

MINIMUM

MACY'S

50

MINIMUM

SEARS

200

Apply Conditions

Cancel

Apply

## Generate Smart Prices

ESTIMATE

Incompetitor  
by Intelligence Node

Amazon US Fashion

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES  
1 Rule

DATE  
26/09/16

WEBSITES  
All

CATEGORY  
Fashion

BRANDS  
All

PRICE RANGE  
USD 10 - 200

Rule: Smart Price

My Category  
Dresses and Jumpsuits

My Brands  
MICHAEL KORS

Above - Minimum  
Market Min.

Price  
200 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	Michael Kors	Amazon (US)	84.11 USD 89 USD Max.   80 USD Min.	84 USD	Last Smart Price Update 82 USD Last Time Rule Was Changed- 12/01/17
	Underpriced	Michael Kors	Macy's (US)	130 USD 145 USD Max.   130 USD Min.	138 USD	Last Smart Price Update 136 USD Last Time Rule Was Changed- 12/01/17
	Inline	Michael Kors	Elitify (IN)	235.20 USD 250 USD Max.   230 USD Min.	240 USD	Last Smart Price Update 240 USD Last Time Rule Was Changed- 12/01/17
	Overpriced	Michael Kors	Nordstrom (US)	110 USD 130 USD Max.   100 USD Min.	115 USD	Last Smart Price Update 120 USD Last Time Rule Was Changed- 12/01/17

# 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 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 consumers 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.

