

# Pricing Analytics



Carrier Transicold

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# Carrier Refrigeration - Overview



Revenue  
**\$ 20.5 B**

## Refrigeration

### 01 — Transport Refrigeration **\$4.5b**

- Truck & Trailer (Transicold) **\$2b**
- Sensitech **\$0.3b**
- Container **\$0.7b**

### 02 — CCR **\$1.5b**

- Truck & Trailer (Transicold) **\$2b**
- Sensitech **\$0.3b**
- Container **\$0.7b**




Transport Refrigeration




Commercial Refrigeration

## BU Overview

**Container**



Container refrigeration



Controlled atmosphere

**Truck Trailer**



Trailer refrigeration



Truck refrigeration

**Cargo Monitoring**



Temperature monitoring solutions



Supply chain visibility

**Food Retail & Warehouse**



Remote cabinet



Compressor rack

# Refrigeration Analytics Transformation – Overview



## Vision

A robust data platform to drive the strategic top line revenue growth and improve operational efficiency of the Global Carrier Refrigeration Business. A Foundation for ML and AI and other advanced analytics to grow the business.

## Value



### Visibility

KPI Dashboard to monitor health and performance objectives



### Efficiency

Eliminate Manual effort to collect and manipulate data



### Experience

Self-service platform with actionable insights

## Drivers

- ✓ Improve performance and generate revenue growth
- ✓ Realize cost efficiency
- ✓ Focus on business-critical activities
- ✓ Drive Strategic programs

## Approach



Automated enterprise dashboards and reports



One integrated analytical platform across Global Carrier Refrigeration Business

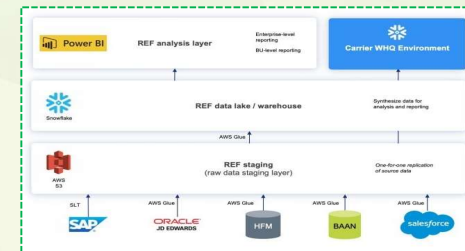


System driven outliers and alerts



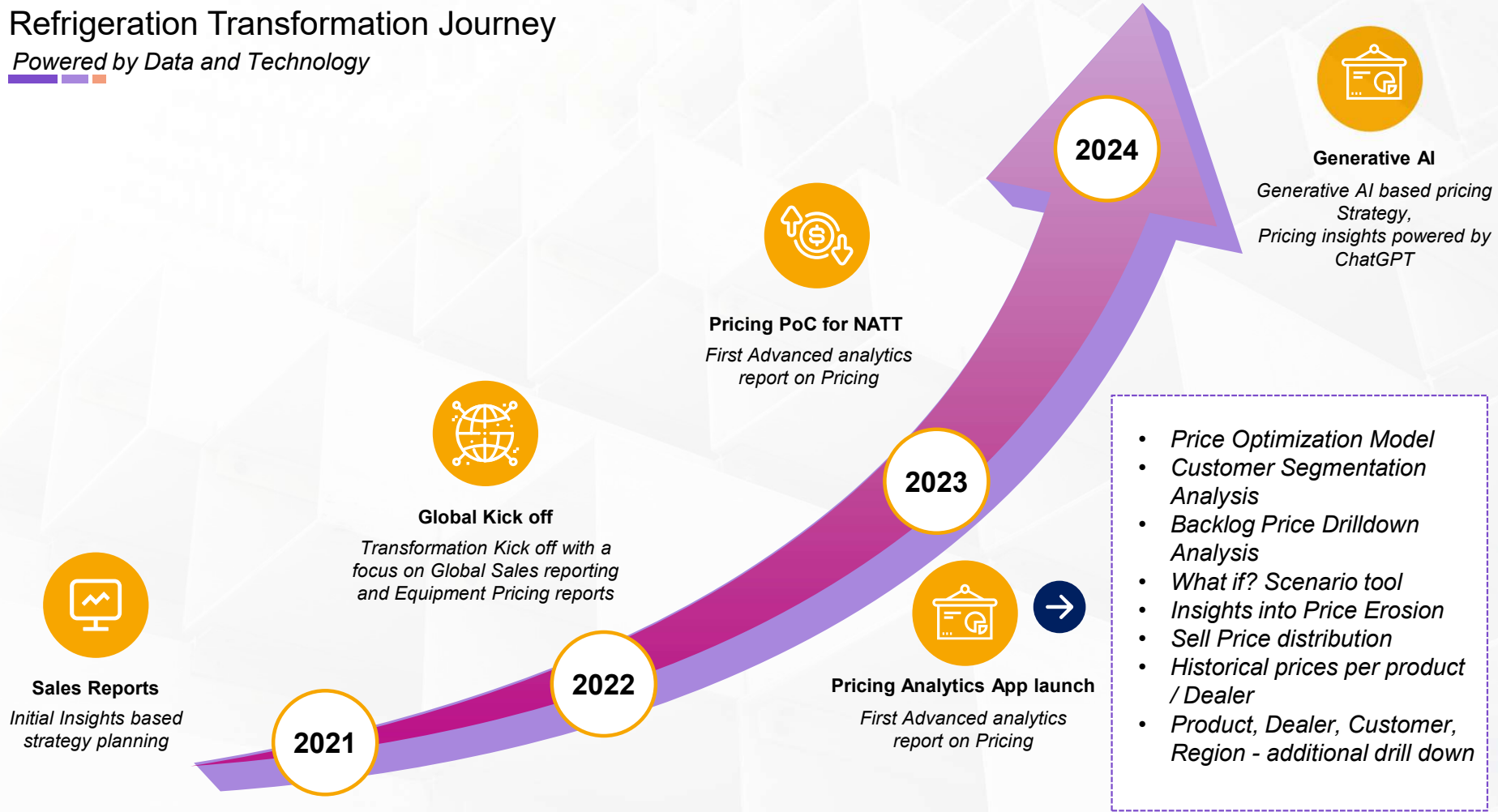
Cross-functional KPIs aligned to business priorities

## Architecture



# Refrigeration Transformation Journey

Powered by Data and Technology







# Global Equipment Pricing Overview

Carrier business wanted insights into sales, product prices, price change, price realization etc. in an easy-to-consume mode to help promote positive business change in the organization and increase the adaptation of modern custom reporting tools such as Power BI to get real time insights into business metrics to promote growth while ensuring competitive pricing.

## Capability needed

-  Business needs SKU level insights into target price and historical pricing
-  Overlook into up-to-date finished goods inventory and backlog
-  Price optimization to identify gaps in low volume - low quantity sales
-  Manual uploads of Target price for products high in demand

## Our Approach

-  User friendly Power BI report for real time insights into sales and backlogs
-  Custom data model to account for Shipments and Backlogs
-  Price elasticity based on demand curve for Quantity and Price
-  Integrate manual uploaded file and production data to analyze patterns of below target price sales

## Value Realized

-  **Saved FTE hours**  
Leveraged past data to sell products at margins
-  **Increased Visibility**  
Insights into backlog allowed for better informed sales and decisions into SIOP
-  **Enabling 10+ Advanced KPIs**  
By enabling metrics to track variance Sales teams can offset low price sales
-  **Increased Revenue by 16% in Q4 2022**  
Having the ability to review a sale against target price ensures optimal revenue growth

# Implementation Methodology – Pricing analytics

## Sales Team

- Regional directors needed insights into how their team is performing
- Top-level information from a margin analysis perspective

## Finance Team

- Finance needs to have automated price realization calculations
- Enable price elasticity curves to help the business make better informed decisions.

## Executive Team

- Conducted multiple workshop sessions to improve usability.
- Utilized help from executive teams to run their day-to-day calls by using our tool



## Financial Forecasting

- By leveraging historical data, we enabled the business to save \$s by using a simulation model
- Model designed to leverage past prices and target price

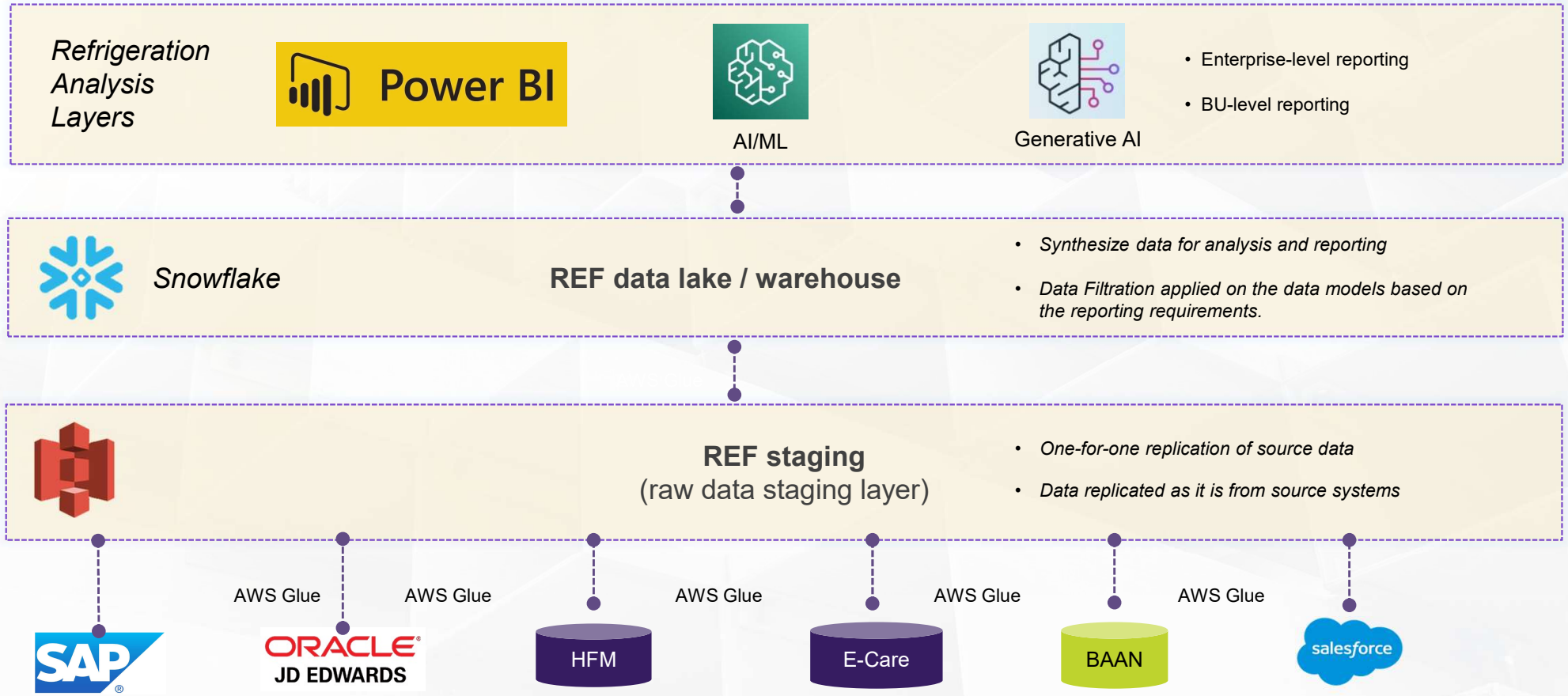
## Pricing Optimization

- Using Demand Curve to optimize price using Margin as a driver.
- Focused on higher price individual sales rather than low-price high-volume sales

## ML Based Analytics

- Customer Segmentation modelling using Clustering
- Used to Identify groups of low volume – low quantity customers

# Architecture



Thank You