

# Leading Fashion E-commerce Retailer Optimizes Pricing Strategy with DataWeave's AI-Powered Pricing Intelligence

## Company and Industry Profile

A leading player in online fashion retail, this e-commerce company has firmly established itself as a market leader through exceptional customer experiences and innovative retail strategies.

The company has distinguished itself by embracing digital transformation and data-driven decision-making.

Amid this landscape, the company has stayed ahead of the curve by investing in advanced analytics and AI-powered solutions to optimize its operations and enhance customer experience.



Type:  
**Public**



Headquarters:  
**US**



Industry:  
**Fashion and Apparel E-commerce**



Annual Revenue:  
**\$2B+**





## The Challenge

Operating in the highly competitive e-commerce fashion market, the retailer faced significant challenges in balancing optimal pricing strategies with sustained profitability. The company's pricing enhancements focused on over **200,000 high-conversion SKUs, benchmarked against 30 key competitors**. However, their existing pricing intelligence solution fell short, causing multiple issues:

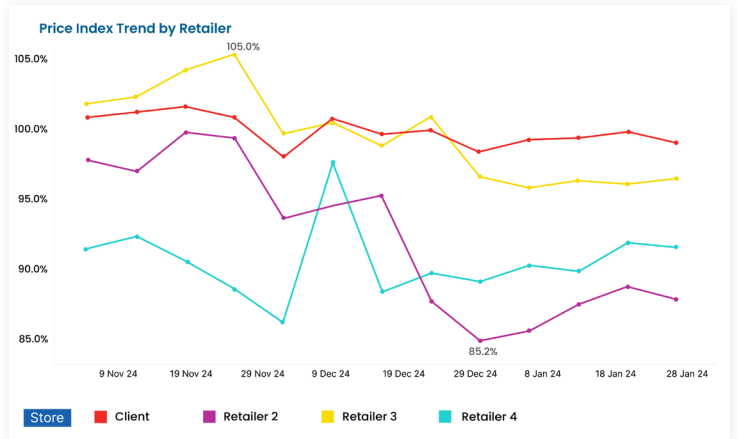
- Unreliable data compromising decision-making
- Inaccurate product matching, resulting in flawed price comparisons
- Poor customer service from the incumbent provider
- Delays in ongoing competitive pricing insights dramatically affected revenue

With conversion rates between 2.0 - 2.5% and average order values ranging from \$125 - 150, even minor pricing improvements could meaningfully impact revenue. Therefore, the company required a robust, scalable solution capable of delivering accurate, timely pricing insights.

# Partnering With DataWeave

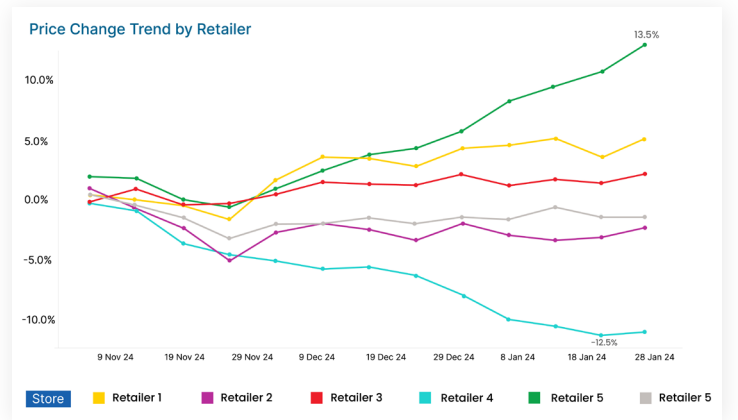
## Price Improvement:

The retailer selected DataWeave to implement an AI-powered pricing intelligence solution tailored to their needs, capable of scaling seamlessly.



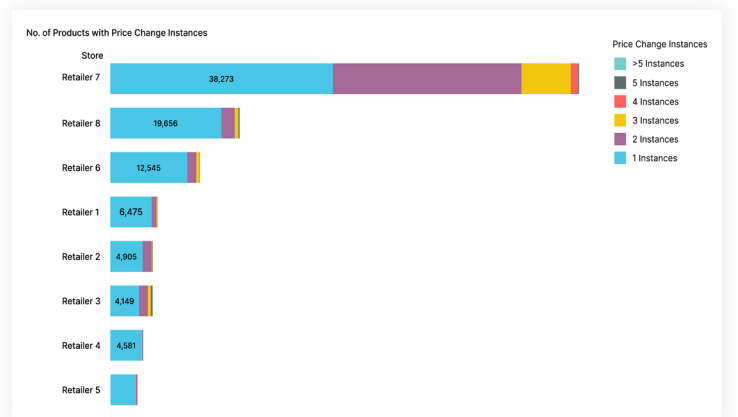
## Implementation Scope:

- AI-driven price matching across multiple competitors
- Daily identification of pricing optimization opportunities and proactive outlier detection
- Custom dashboards featuring comprehensive pricing metrics
- Ongoing data monitoring and rigorous quality



## Technical Achievements:

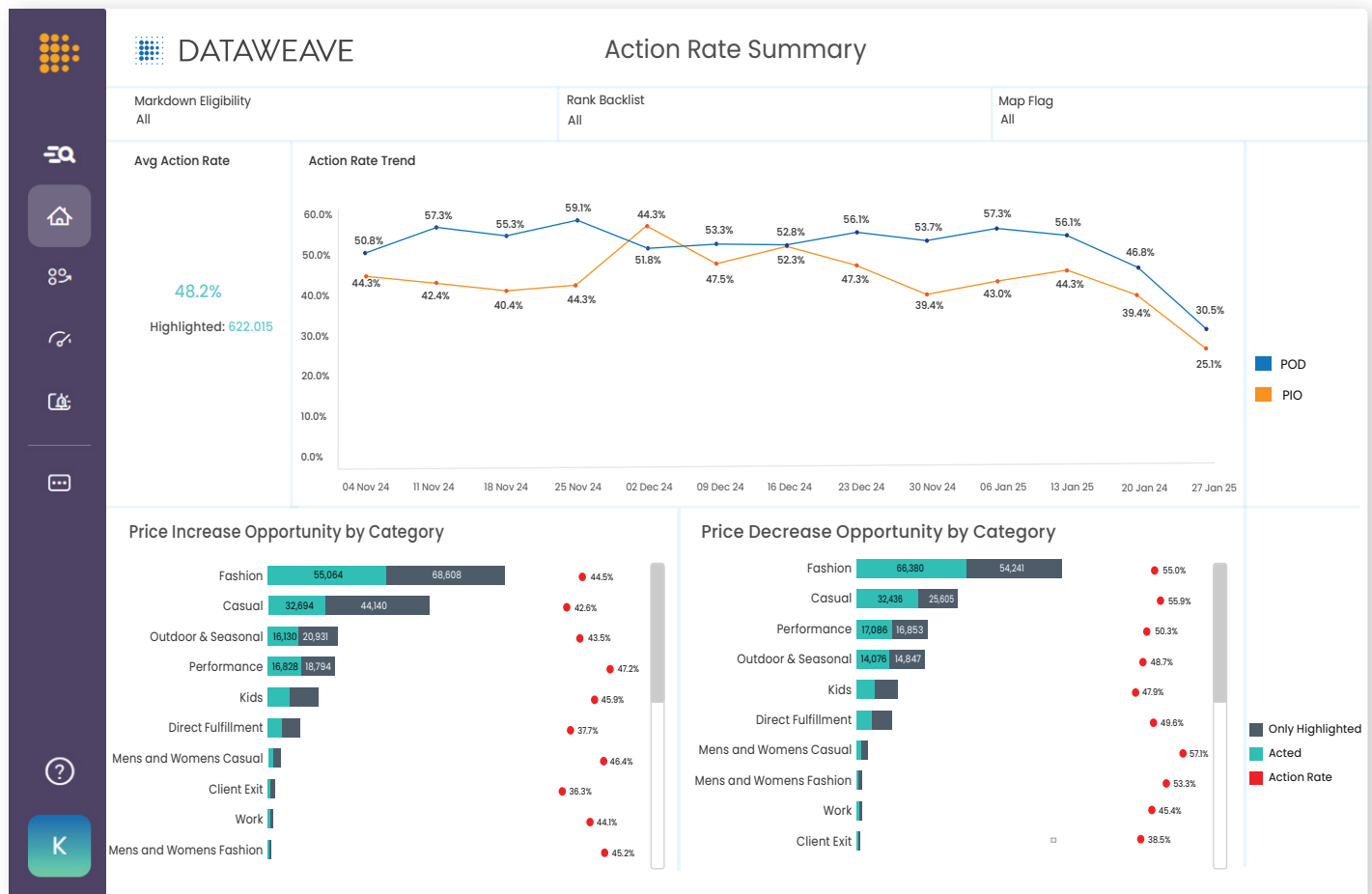
- Efficiently tracked and analyzed over 200,000 SKUs across 30 competitors
- **Achieved a 75% match** rate for top-priority SKUs, surpassing the fashion industry benchmark of 50%
- Maintained an industry-leading accuracy rate, with 95%+ matching accuracy
- Implemented daily data updates for timely and



# Strategic Pricing Responsiveness

DataWeave's PricingPulse dashboard provides data-driven insights that help the retailer assess the impact of their pricing strategies by analyzing trends and changes over time.

- Monitored price change impact by highlighting week-on-week trends where prices were adjusted by more than 2% relative to competitors.
- Tracked action rates averaging 48.2% weekly, demonstrating the retailer's ability to act on daily pricing opportunities.
- Validated category-specific adjustments, such as Fashion, where they acted on 55% of price decrease opportunities and 44.5% of price increase opportunities.
- Balanced margin preservation by auditing how data-driven price changes influenced competitive positioning over time.



# Business Impact

The integration of DataWeave's pricing intelligence solution resulted in significant improvements across key performance indicators:

- Enhanced decision-making through consistent **95%+ data accuracy in product matches**.
- Improved match rates for high-priority products, surpassing SLA expectations.
- The retailer experienced substantial benefits through DataWeave's distinctive advantages, resulting in a Net Promoter Score (NPS) of 9, indicating exceptional customer satisfaction.
- Streamlined and accelerated pricing decisions, directly impacting profitability and market competitiveness.



# The DataWeave Difference

The retailer experienced substantial benefits through DataWeave's distinctive advantages:

## Accuracy

- AI-driven, industry-best 95%+ product matching accuracy
- Human-in-the-loop verification significantly enhancing data reliability
- Match rates consistently 25-30% higher than competitor offerings

## Reliability & Scale

- Seamless management of extensive SKU volumes (200,000+) across 30 sources
- Reliable and timely delivery of pricing insights

## Quality of Service

- Dedicated, responsive customer success team
- 24x7 support
- Highly flexible approach tailored to custom client requirements
- Proactive communication and prompt issue resolution

# About DataWeave

DataWeave is an AI platform that enables retailers and consumer brands to accelerate sales growth and optimize marketing investments via comprehensive and granular market intelligence across channels. By delivering advanced insights into pricing and assortment strategies and analyzing the digital shelf, DataWeave empowers businesses to optimize key performance indicators, including pricing, share of search, promotions, content, and availability, with an overlay of competitive and market intelligence.

## Get in Touch

Email: [contact@dataweave.com](mailto:contact@dataweave.com)

[Request a Demo](#)

For information on DataWeave's solutions, visit [www.dataweave.com](http://www.dataweave.com)

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