



Using **BRIO**, the price optimization engine of **Sciative**, the art, and crafts business of the United States increased its rate of sales by **20%**.

Solution by Sciative

- Establishes consistency, agility, and transparency in dynamic pricing strategies with 99% accuracy.
- Ensures personalized pricing, tailored to every unique SKU and sale that win your customer's loyalty.
- Utilized an extremely robust and highly scalable pricing engine.
- Deployed tracking of Sales performance by unit sales, sub-category contribution, sale rank, conversions metrics.
- Identified Inventory turns by automation (days of stock, slow-moving items, risk of OOS)

Issue faced by the company

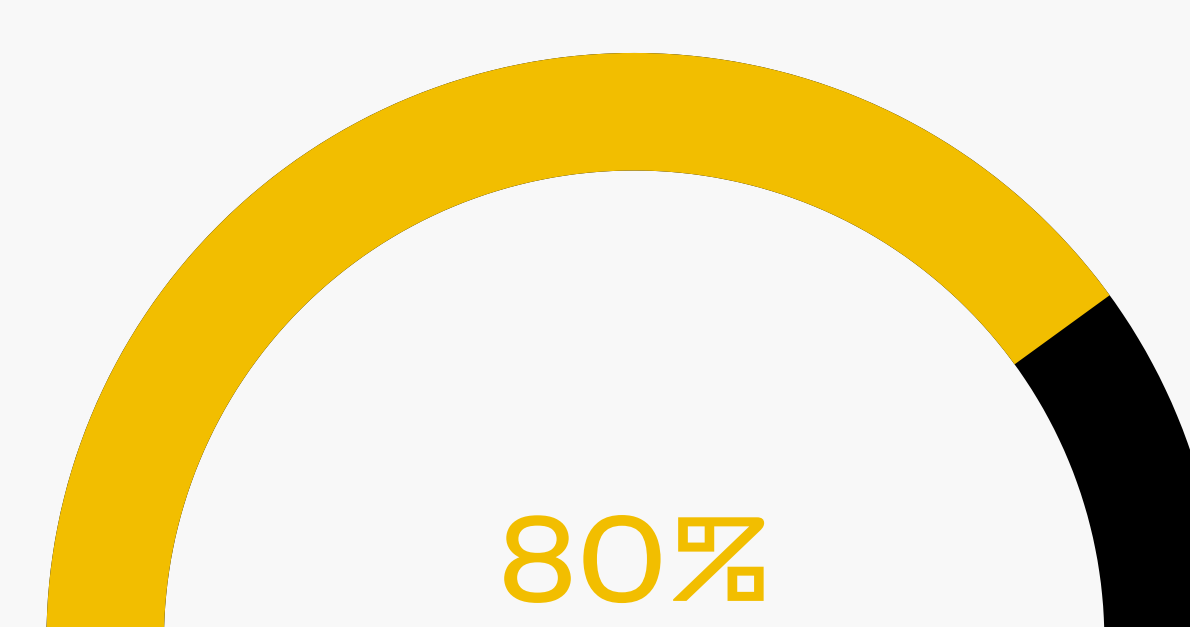
One of the biggest art and crafts businesses in the USA was struggling to get higher revenues in a highly competitive market landscape.



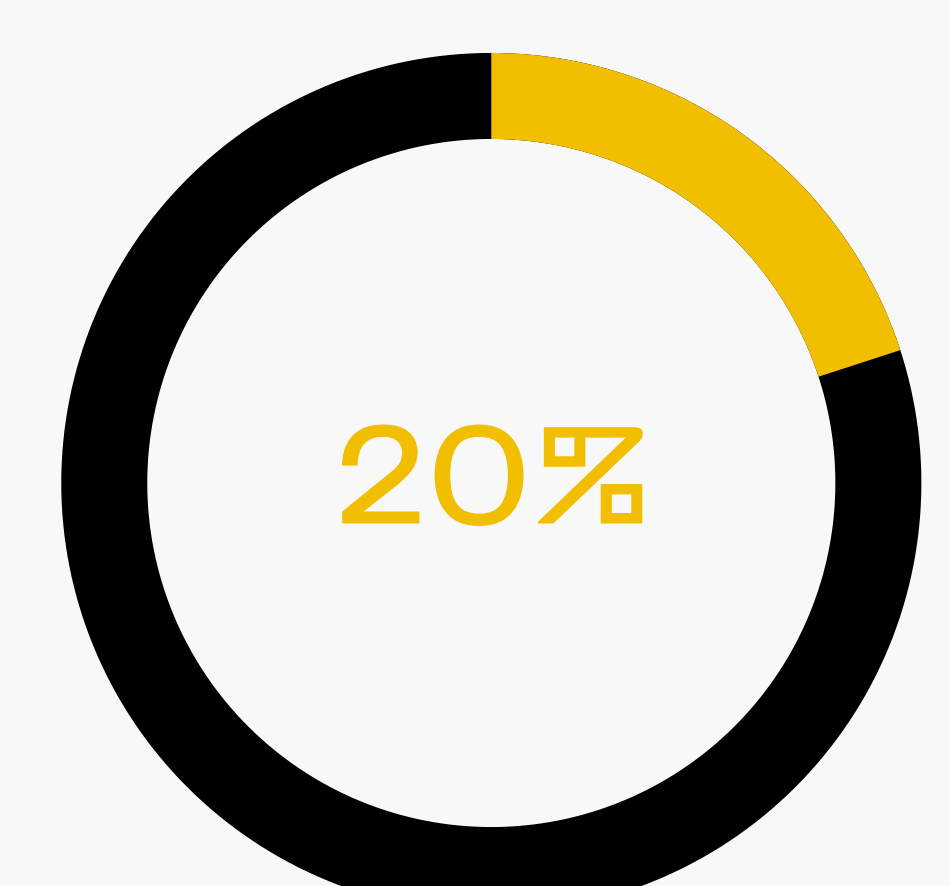
Results delivered by Sciative



Improvement in Online product listing



Reduction in Non-Performing Asset (NPA) Inventory.



Improvement in Rate of Sale