

Title (en)

SYSTEMS AND METHODS FOR PRICE POINT AND WATERFALL ADJUSTMENT ANALYSIS

Title (de)

SYSTEME UND VERFAHREN FÜR PREISPUNKT- UND WASSERFALLANPASSUNGSANALYSE

Title (fr)

SYSTÈMES ET PROCÉDÉS D'ANALYSE POUR L'ADAPTATION DES NIVEAUX DE PRIX ET DES CASCADES

Publication

**EP 3103092 A1 20161214 (EN)**

Application

**EP 15746469 A 20150205**

Priority

- US 201414172924 A 20140205
- US 201414172923 A 20140205
- US 2015014693 W 20150205

Abstract (en)

[origin: WO2015120204A1] The present invention relates to systems and methods for price point analysis which identifies dynamic root dimensional causes and enables identification of opportunities. Price point analysis includes analyzing transactions to generate a data set of transactions, identifying a primary waterfall cause of the data set, and lastly generating a discrete root dimensional cause classification by setting the primary waterfall cause as a dependent variable and all other dimensions as independent variables, and clustering the transactions into segments along dimensional boundaries that best explain the primary waterfall cause, thereby identifying the root cause and its location. In some embodiments, the transactions may be pre-processed before analyzing. Also, it relates to systems and methods for waterfall adjustment analysis which identifies continuous root dimensional causes and enables identification of opportunities. Waterfall adjustment analysis includes analyzing transactions to generate a data set of transactions, and then generating a continuous root dimensional cause classification by setting recoverable lift as a dependent variable and selected dimensions as independent variables, and clustering transactions into segments along dimensional boundaries that best explain the primary waterfall cause, thereby identifying the root cause and its location. In some embodiments, the transactions may be pre-processed before processing to allow for the examination of adherence to specific business hypotheses. The selected dimensions are dimensions above the lowest level of a hierarchy, selected by the user as dominant dimensions, and/or dimensions that are the lowest level of the hierarchy and having a cardinality that is less than or equal to the cardinality termination value.

IPC 8 full level

**G06Q 10/04** (2012.01); **G06Q 30/06** (2012.01)

CPC (source: EP)

**G06Q 10/04** (2013.01); **G06Q 10/0637** (2013.01); **G06Q 40/06** (2013.01)

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)

BA ME

DOCDB simple family (publication)

**WO 2015120204 A1 20150813**; EP 3103092 A1 20161214; EP 3103092 A4 20180110

DOCDB simple family (application)

**US 2015014693 W 20150205**; EP 15746469 A 20150205