

Pricing AI



In grocery retail, success is measured in pennies—but those pennies add up fast. With razor-thin margins, high inventory turnover, regional pricing differences, and a never-ending promotion cycle, grocers need more than gut feel and static pricing sheets to compete. Hypersonix Pricing AI brings the intelligence, automation, and speed required to optimize every price move—at scale.

Hypersonix Pricing AI empowers electronics retailers with the precision to price every SKU intelligently—using elasticity modeling, margin-aware optimization, and predictive analytics. Whether managing promotions, responding to inventory pressure, or adjusting to demand shifts, Pricing AI delivers pricing actions that move at the speed of the category.

Key Features



Rules-Based Dynamic Pricing Engine

Automates price updates based on competitor moves, perishability, and margin targets—down to the item and store level.

Best Fit: Adjusting dairy prices based on local competition or markdowns on slow-moving frozen meals.



Geo-Fenced Price Intelligence

Identifies price sensitivity and competitive pricing by region, store format, and local demand.

Best Fit: Tailoring bread and beverage pricing in urban flagship stores vs. suburban warehouse formats.



Elasticity Modeling for Staple & Perishable Goods

Understands how price changes affect volume for fast-turn items—balancing margin with shelf velocity.

Best Fit: Optimizing prices for eggs, fruits, or ready-to-eat meals during peak demand windows.



Inventory-Aware Markdown Recommendations

Triggers dynamic discounts for expiring, overstocked, or soon-to-be obsolete items.

Best Fit: Auto-discounting deli meats, seasonal snacks, or short-dated inventory before spoilage.



Scenario Simulation for Everyday & Promotional Pricing

Models impact of price or promo structures across SKUs, helping avoid blanket discounts.

Best Fit: Comparing 10% off pantry staples vs. BOGO cereal offers during holiday weekends.

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SPACES**



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