

Pricing AI



In the fast-paced world of sporting goods retail, pricing can't be reactive. From winter gear sell-through to new drop launches in activewear, every product decision must balance margin, demand, and fierce competition from global brands and digital-native challengers. Hypersonix Pricing AI delivers dynamic, data-driven pricing built for the complexity of your business—automated, explainable, and fast.

Whether you're pricing premium fitness equipment or clearing out team sports gear post-season, Pricing AI helps retailers move from static spreadsheets to smart decisions at scale.

Key Features



Dynamic Price Optimization by Category & Seasonality

Leverage real-time elasticity, demand forecasts, and historical sell-through to price SKUs accurately by season and sport.

Best Fit: Adjusting prices for hiking gear in fall, soccer cleats in summer, or paddleboards as off-season approaches.



Margin-Aware Markdown Planning

Pricing AI recommends markdowns based on velocity, inventory aging, and historical promo response—protecting profits while driving sell-through.

Best Fit: Clearing excess stock on last year's yoga mats or overstocked ski jackets without slashing margins.



Regional & Channel-Specific Pricing

Adapt pricing by geography, fulfillment channel, and market saturation with localized intelligence.

Best Fit: Offering different prices on baseball gloves in Midwest stores vs. West Coast eCommerce, factoring in demand and fulfillment costs.



Elasticity Modeling for Core & Niche Items

Model how customers respond to pricing shifts at the SKU level, helping you stay competitive without compromising margin

Best Fit: Determining ideal price points for resistance bands during New Year fitness spikes vs. niche categories like archery or climbing.



AI-Generated Pricing Scenarios for Promotions & Launches

Simulate pricing strategies and preview impact before launch using multi-model AI forecasts and scenario testing.

Best Fit: Planning intro pricing for a new golf club line or testing discount tiers for seasonal clearance on running shoes.

Trusted by leading global brands including:



LIVING
SPACES



COALATREE
ECO-MINDED GOODS

