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CSP Pricing - Global WAPP Visualization and Price Elasticity Automation

Rohith Reddy Amanganti

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A B S T R A C T

Weighted average price positioning is the process of gauging the market and pricing our products with a similar configuration at a lower price. It is a crucial step in product analysis and, as a result, it has been a widely used technique in most of the industries. For our project, we propose an automated Power BI dashboard reducing whole lot of manual effort and making the process a completely automated one. Another important postulate would be to provide a drillable capability in Power BI where on can view WAPP numbers at order code level as well. This would also facilitate the user with the historical data as well as an option to dynamically select and view the weekly WAPP trend.

Price Elasticity is one of the most renowned techniques to determine the effect of price change on the quantity supplied on the demand of the product. This technique helps the business to determine the optimal price or the direct effect of price change on the demand for the product. The process involves a supervised machine learning model to determine the optimal price change. For our project, we propose to automate this process in order to reduce a whole lot of manual effort.

[Computing methodologies]: Python Automation, SQL server (SSMS & SSIS), Excel, Power BI