Price Optimisation Analyst – Job Profile (Commercial)

Purpose: The Price Optimisation Analyst is responsible for developing and executing data-driven pricing strategies across our retail business. This role leverages and interprets the output of advanced third-party pricing technology to identify opportunities to optimize pricing, ensuring we remain competitive while maximising commercial performance and providing fair value to our members and customers. The analyst will collaborate closely with commercial and finance teams.

- **Reporting To:** Senior Merchandising, Technology & Analytics Manager

- **Essential skills and experience:**
  - Data Analysis & Interpretation: Strong analytical skills with the ability to interpret the outputs of advanced pricing models, identify trends, and translate them into actionable insights.
  - Pricing Expertise: A solid understanding of pricing theory and strategy, including lifecycle pricing, promotional mechanics, and competitor-based pricing.
  - Technical Proficiency: Experience with data querying languages (e.g., SQL), a high level of proficiency in business intelligence tools like Power BI, and experience in using or managing third-party pricing optimisation technology.
  - Retail Acumen: Knowledge of key retail commercial metrics and the factors that influence pricing decisions in a convenience retail environment.
  - Communication: Ability to translate complex data and analysis into clear, actionable insights for commercial stakeholders
- **Qualifications**:
  - A degree in a quantitative field such as Mathematics, Economics, Statistics, or Business with a focus on Analytics is desirable
  - Proven experience in a pricing, revenue management, or a similar commercial analytics role.

- **Role Levelling**: P2

We make a *difference* to Members & customers

✓ Area of responsibility:

- Conduct detailed competitive price analysis to ensure our product offering provides excellent value for money to our members and customers.
- Analyse the impact of price changes on sales and customer behaviour to ensure pricing strategies are not only profitable but also maintain customer trust and loyalty.
- Work with the commercial team to develop pricing strategies for new products and promotions that are both appealing to customers and commercially sound.

✓ Measures of success:

- **Market Competitiveness**: Consistent ranking within a defined competitive price index against key rivals.
- **Customer Value**: Positive feedback from customer surveys regarding perceived value and pricing fairness.
- **Commercial Performance**: Measurable improvements in key metrics like sales volume, margin, and profitability directly attributable to pricing strategies

We're *better* every day

✓ Area of responsibility:

- Continuously improve the effectiveness of the third-party pricing technology by ensuring high-quality data inputs and critically evaluating the outputs.
- Automate pricing analysis and reporting processes to increase efficiency and allow for more frequent, data-driven price adjustments.
- Stay current with industry trends and advancements in price optimisation software and techniques and propose ways to leverage our technology for greater effectiveness.

✓ Measures of success:

- **Model Accuracy**: Increased accuracy of demand and sales forecasts from pricing models, as measured by the third-party technology.
- **Process Efficiency**: Reduction in the time required to perform routine pricing analysis and reporting.
- **Innovation**: Successful implementation of new analytical tools or methodologies that improve pricing effectiveness

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Price Optimisation Analyst – Job Profile (Commercial)

We're a *caring* community | We work together with *purpose*

We're a caring community

✓ Area of responsibility:

- Ensure pricing strategies are ethical, transparent, and align with our co-operative values, avoiding predatory pricing practices.
- Work with commercial teams to ensure pricing strategies support local suppliers and producers, promoting their products fairly within our retail environment
- Provide clear analysis on how pricing decisions impact different customer segments, ensuring fairness across our diverse community

✓ Measures of success:

- **Ethical Pricing**: No reported issues or negative feedback related to unfair or opaque pricing.
- **Supplier Support**: Measurable success in supporting local and ethical suppliers through strategic pricing.
- **Community Feedback**: Positive internal and external feedback regarding the fairness and transparency of our pricing approach.

We work together with purpose

✓ Area of responsibility:

- Collaborate with the Commercial Reporting & Analytics Manager to ensure that pricing analysis and reporting is fully integrated into the wider commercial reporting suite.
- Partner with commercial, marketing, and finance teams to implement pricing strategies and communicate their impact on business performance.
- Act as a subject matter expert on pricing, providing strategic guidance and supporting cross-functional initiatives

✓ Measures of success:

- **Reporting Integration**: Seamless integration of pricing analytics into Power BI dashboards for wider business use.
- **Stakeholder Alignment**: Strong, positive feedback from key stakeholders on the quality of analysis and collaborative approach.
- **Project Impact**: Measurable contribution to collaborative projects that require pricing expertise, resulting in successful commercial outcomes.

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