

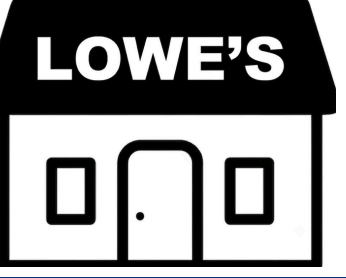
## PROJECT OVERVIEW

### About GE Appliances

**#1**  
Rated Appliance Company in America

**~\$5B**  
Annual Sales from Retail Promotions

**~450**  
SKUs across 5 product lines



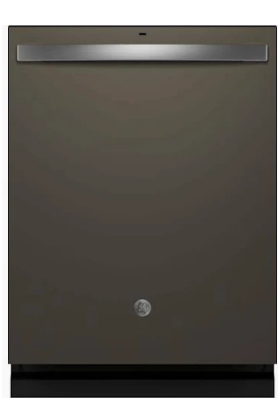
The **GEA Pricing** team focuses on setting promotional pricing strategy across product lines balancing volume sold, revenue, and margin at each key retail partner.

### Problem Statement

Currently, Commercial Directors are making pricing decisions manually for their respective product lines.



Laundry



Dishwasher



Cooking



Global Specialty Products



Refrigeration

**Goal:** Create a data-driven pipeline that predicts demand at different price points and recommends optimal prices to guide Commercial Directors in their pricing decisions.

## Data

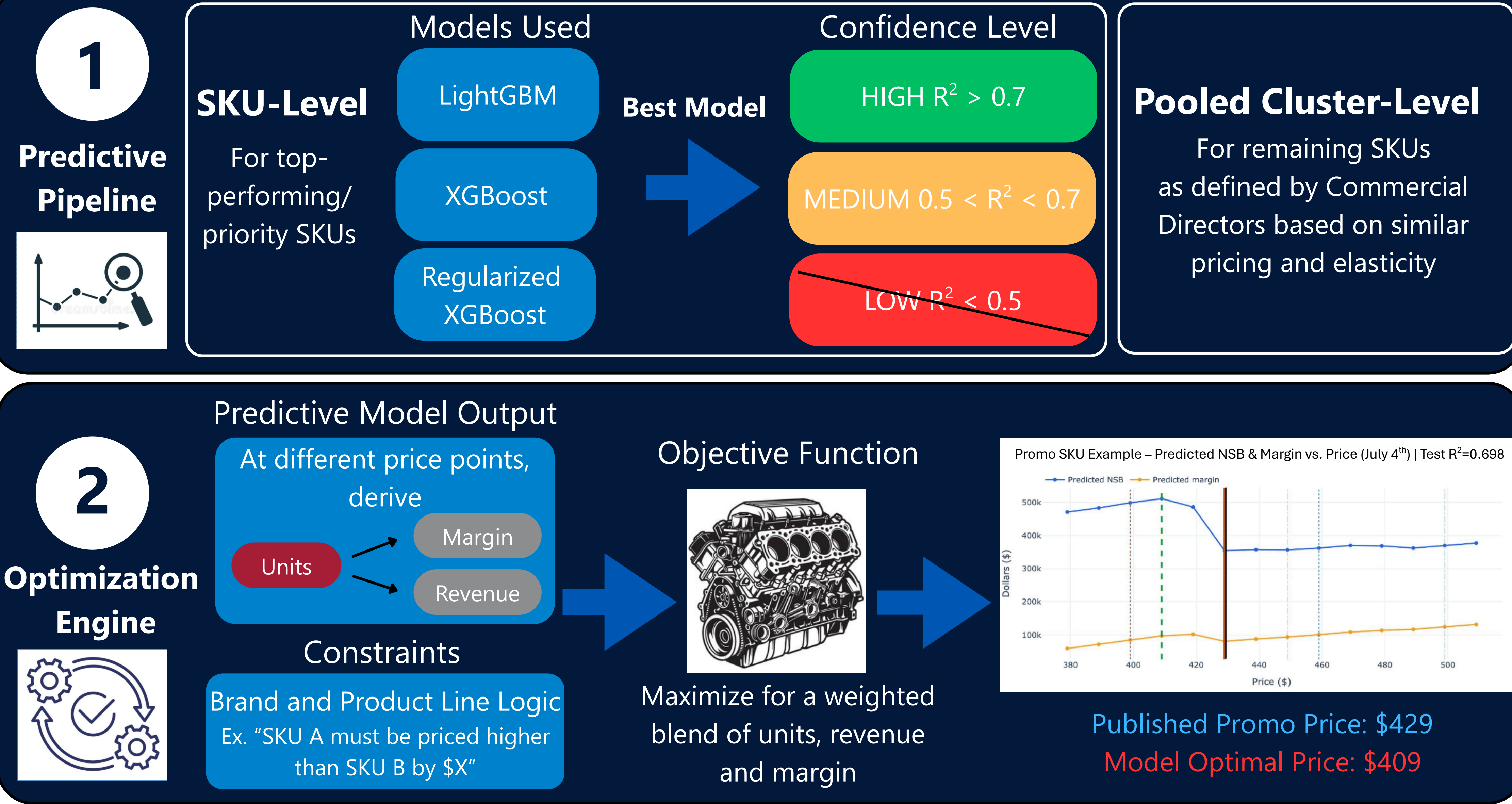
**>39K**  
Internal Promotional Prices

**~4.5M**  
Sales Transactions

**~19M**  
Competitor Prices

**>30K**  
Historical Flooring Records

## METHODOLOGY



## RESULTS

### Business Impact

For key SKUs across all product lines in the upcoming **Labor Day** and **September Spotlight** promotions, we have a projected

**>7K**  
Increase in units sold

**>\$3.2M**  
Increase in revenue

**~\$1M**  
Increase in margin

### Next Steps

- CD-facing Dashboard:** GEA AI Lab to integrate pipeline into a single interface with a chatbot
- Real-World Pilot:** Run a pilot with a subset of CDs adopting model-recommended prices for select SKUs in upcoming promotions, tracking results
- Real-Time Competitor SKU Mapping:** Automate matching of competitor SKUs to GEA products