

Price Optimization



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Price Optimization is a technique that maximizes profitability by using mathematical optimization models or AI machine learning models to optimize price targets and floors. Today we have 3 separate price optimization models:

- [SPOT SpP](#)
- [SPOT Novecare](#)
- [CM Improvement Novecare](#)

The SPOT models share a common code-base and methodology, all the documentation about these common elements is available in the [Price optimization \(SPOT\) - All GBUs](#) section. For GBU specific elements, you can access the links by GBU above.

The shared drive used to store all documentation, analysis and manual files is available [here](#).