
AWS
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TRV401

Maximize margins with AI/ML dynamic pricing models

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Implement dynamic pricing to

- Scale and adapt
- Mitigate business risk
- Provide a consistent customer experience
- Augment existing business processes

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Strategy for getting started

- Specific targets
- Search capability
- Risk controls

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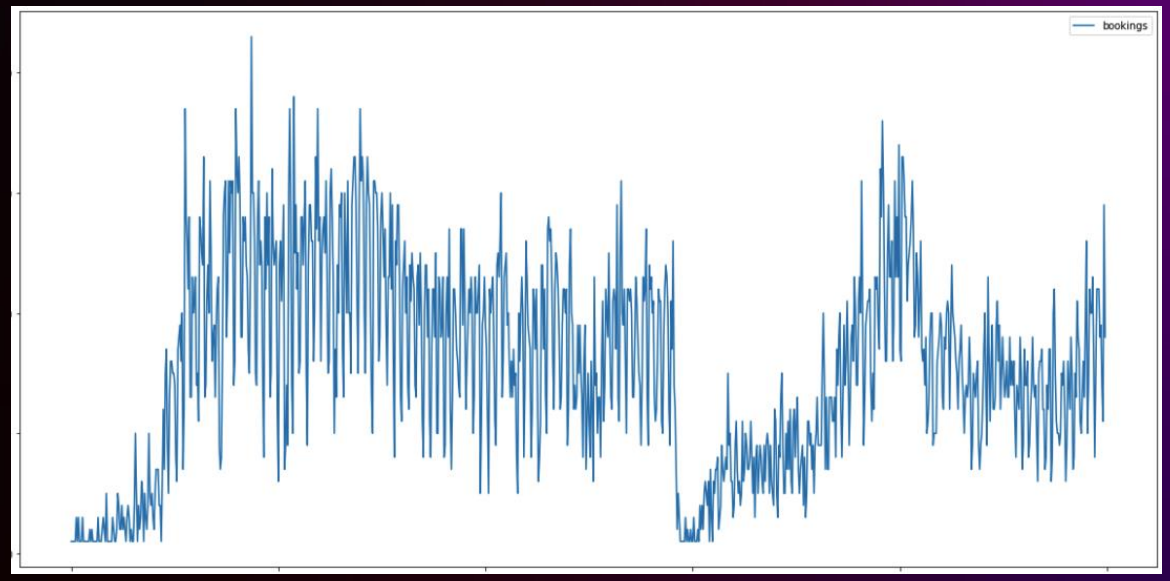
Data sources

- Booking data
- Search data
- External data

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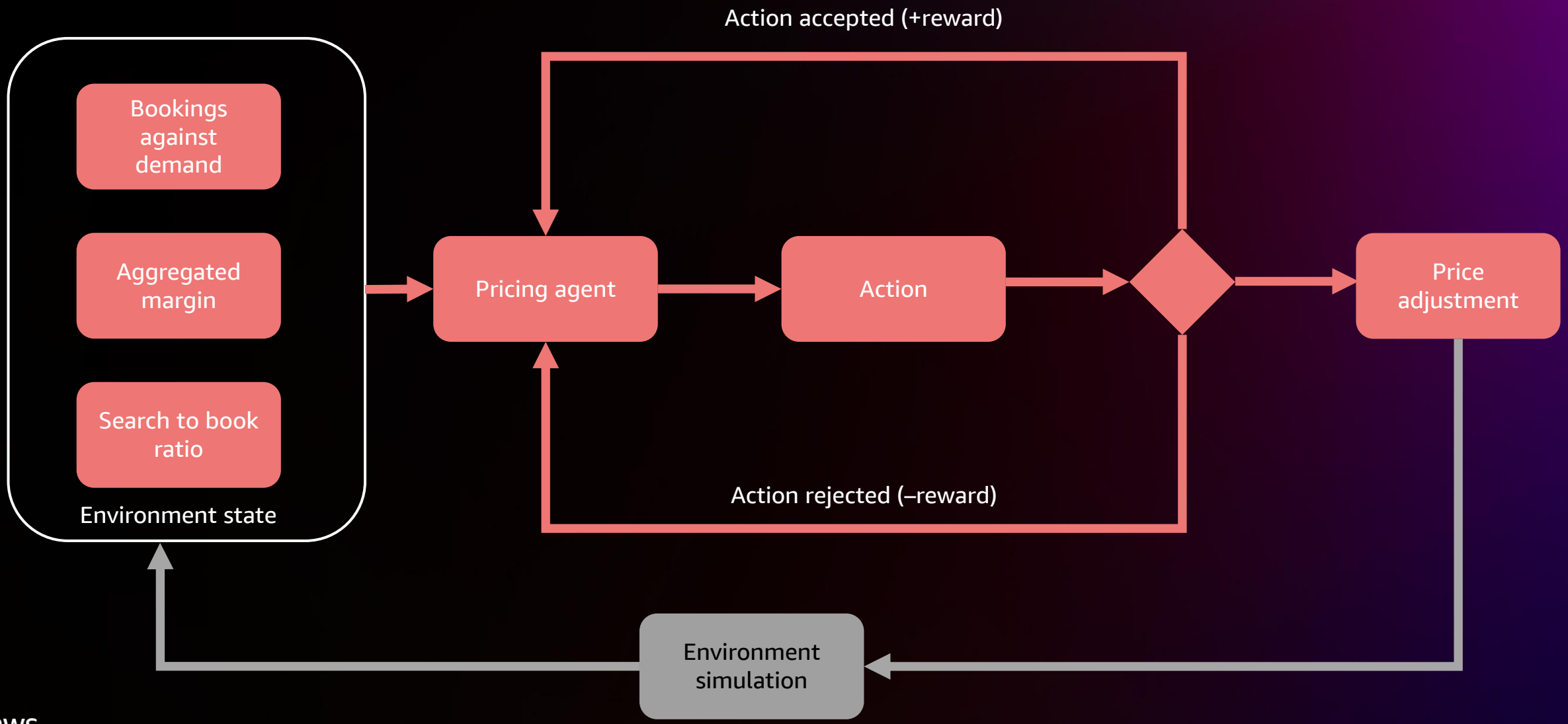
Accurately forecast demand

- Not all datasets are time series
- Focus on key influencing features
- Determine how frequently you want to refresh



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Build your recommendation engine



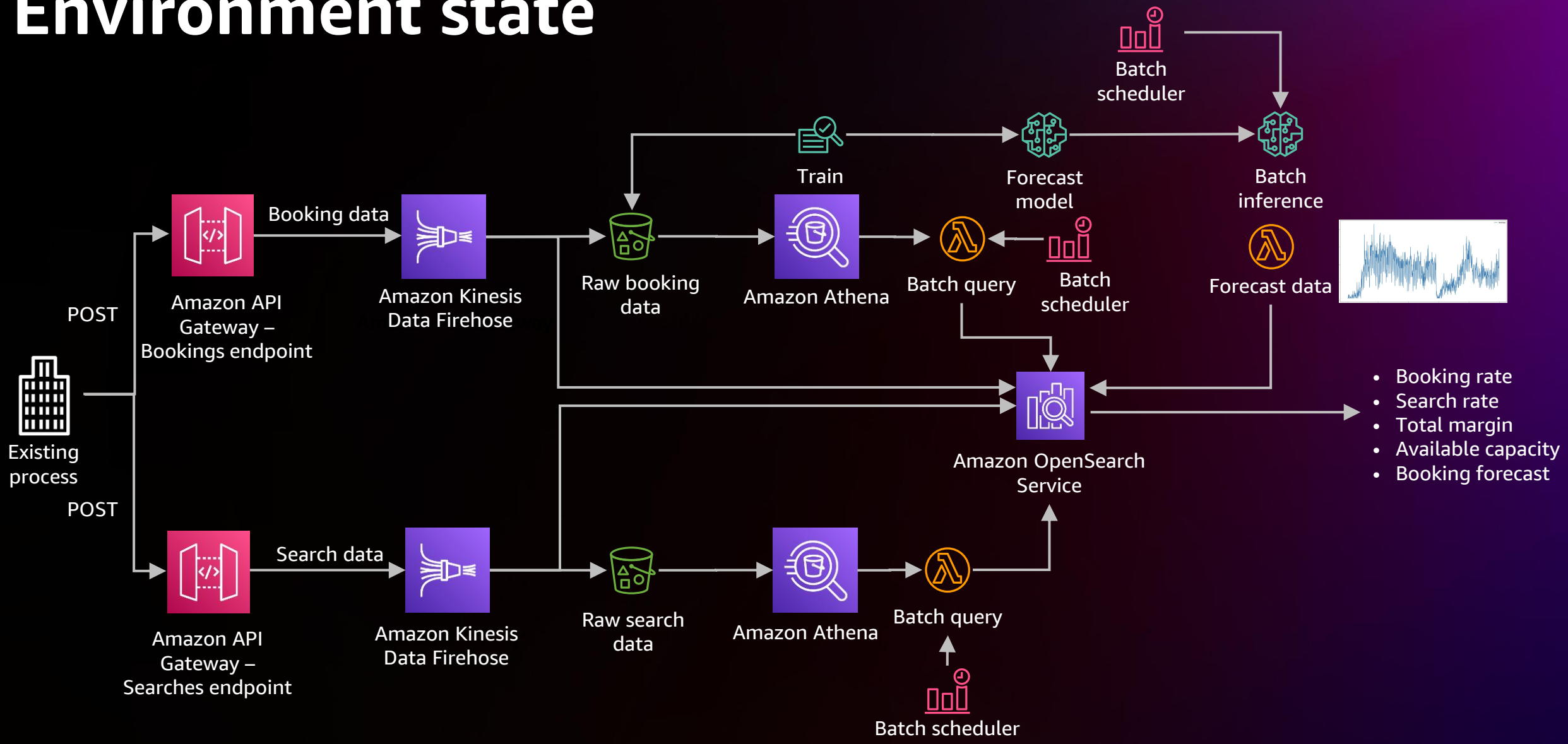
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Frequency of change policy

- Customer experience
- Realistic window to determine the impact of change?
- What are the maximum bookings over a period?
- Pragmatic interval frequency

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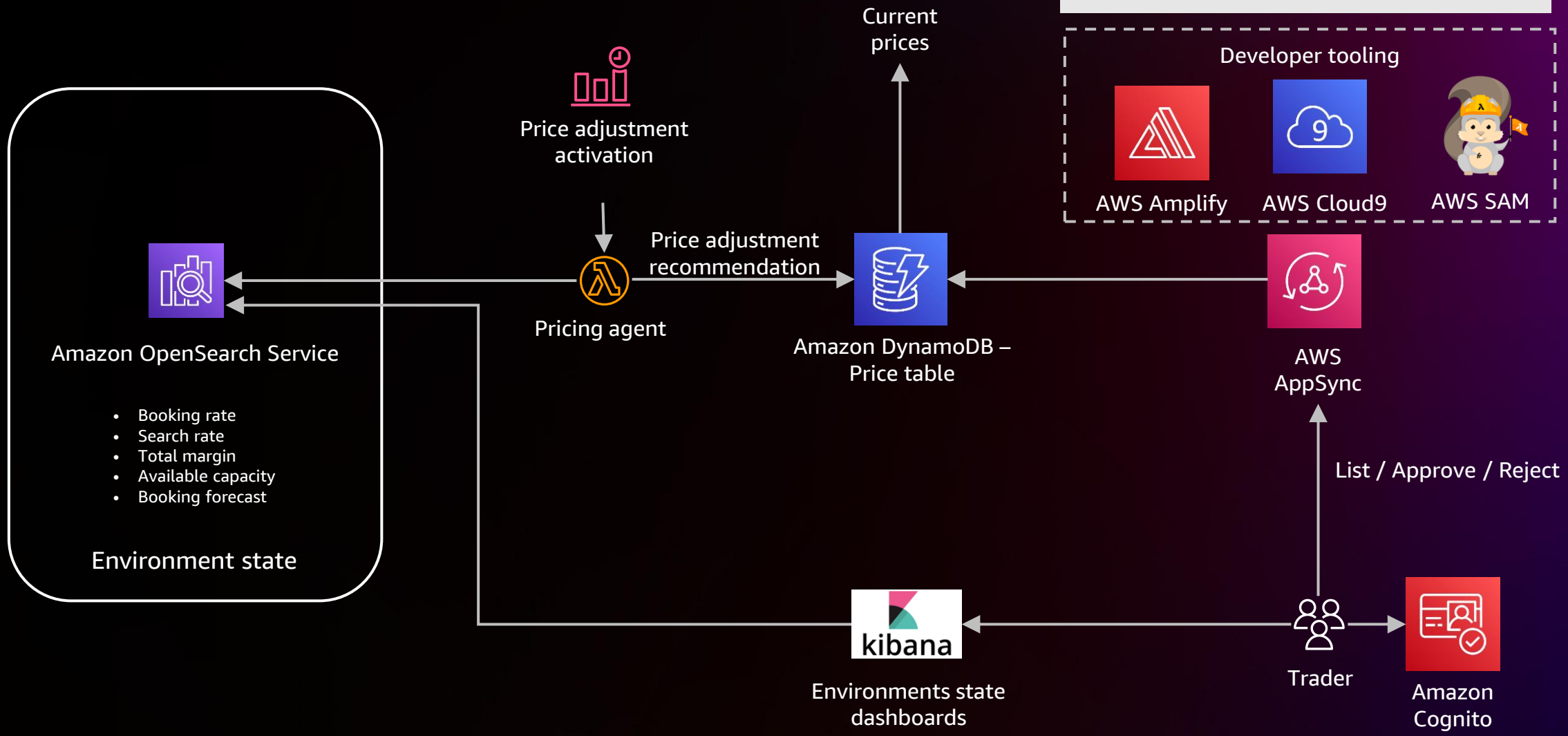
Environment state



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Pricing agent

- The environment state is called from the pricing agent to run the pricing algorithm and make a recommendation.
- Traders approve/reject recommendations. This is then used for subsequent pricing until reactivated.



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Thank you!

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