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# Dynamic Pricing for Online Retail Course: Elasticity, Price Rules and Margin Testing

22 – 26 February 2027  
Paris





## Dynamic Pricing for Online Retail Course: Elasticity, Price Rules and Margin Testing

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### Programme Summary

Dynamic pricing for online retail is the subject of this one-week training course for e-commerce, pricing and commercial leaders, ending in a pricing playbook for one product range. Prices on digital shelves can change within minutes, yet many teams set them by habit or by copying rivals. The programme moves from demand signals to market data, price rules, controlled tests and oversight, using cases from fashion, grocery and consumer electronics. Mars Training Centre UK delivers this programme on dynamic pricing for online retail to mixed-organisation cohorts.

### The Business Case

An online shop can adjust thousands of prices daily, and every change affects margin, sales volume and customer trust. Without agreed rules, automated pricing drifts toward discounting wars and unexplained price gaps between customers. A common method lets leaders decide what an algorithm may change, within which limits and with what proof that the change paid off.

- Gross Margin: Improves as price changes are tested against a control before they are rolled out.
- Customer Trust: Improves as fairness rules limit unexplained differences between shoppers.
- Decision Speed: Improves as approved price rules replace case-by-case sign-off.

### Principles and Evidence Base

- OECD Work on Algorithms and Collusion: Warns that pricing algorithms tracking rivals can lead to tacit coordination, and shapes the oversight rules built in Sessions 4 and 5.
- Price Elasticity of Demand: Measures how sales respond to price, and underpins the demand analysis in Sessions 1 and 3.
- Controlled Experiment Design: Separates the effect of a price change from seasonal and promotional noise, applied in Session 4.

### Intended Participants

- Heads of e-commerce who own the online sales plan and margin targets.
- Pricing managers who set price rules and review algorithm output.
- Commercial directors who approve pricing policy across channels.
- Category leaders who balance range, stock and price in their product lines.
- Finance business partners who check margin and test results.

Typical functions include online retail, wholesale distribution, travel and consumer goods.



## Learning Outcomes

1. Participants will be able to evaluate price sensitivity by product group using sales history and elasticity estimates.
2. Participants will be able to construct a competitor price monitoring plan that separates useful signals from noise.
3. Participants will be able to design price rules with floors, ceilings and margin limits for automated changes.
4. Participants will be able to justify a controlled price test and read its result against a baseline.
5. Participants will be able to diagnose fairness and coordination risks in an automated pricing set-up.
6. Participants will be able to prioritise pricing actions into a playbook for one product range.

## Programme Structure

### Day 1: Dynamic Pricing for Online Retail and Demand Signals

What drives demand for a product, and how far does price move it?

- Price Elasticity Estimation
- Demand Driver Inventory
- Product Group Segmentation
- Seasonality and Promotion Calendar
- Sales History Data Check

### Day 2: Competitor and Market Data

Which market signals deserve a pricing response?

- Competitor Price Monitoring Plan
- Matching Products Across Shops
- Price Position Map
- Signal Reliability Scoring
- Response Trigger Table

### Day 3: Price Rules and Guardrails

What may an algorithm change, and where must it stop?

- Rule-Based Price Floor and Ceiling
- Margin Limit Setting
- Rounding and Price Point Conventions
- Stock and Lead Time Rules
- Approval and Override Procedure



## Day 4: Experiments, Measurement and Oversight

Did a price change pay off, and is the system behaving fairly?

- Controlled Price Test Design
- Baseline and Holdout Comparison
- Margin and Volume Result Reading
- OECD Algorithms and Collusion Review
- Fairness Between Shoppers Check

## Day 5: Pricing Playbook for One Product Range

Do the earlier records add up to a working pricing method?

- Applying the Session 1 Price Elasticity Estimation
- Testing the Session 2 Response Trigger Table
- Reviewing the Session 3 Margin Limit Setting
- Checking the Session 4 Controlled Price Test Design
- Completing the Dynamic Pricing Playbook

## Methodology

The programme uses a data workshop method built on a shared case of an online retailer with a wide range, frequent promotions and aggressive rivals. Participants work on prepared sales and price tables and then adapt each tool to a product range from their own business.

- Suggested activity: Estimating elasticity for three contrasting product groups and ranking them by price sensitivity.
- Suggested activity: Drafting price rules for a seasonal range and stress-testing them against a rival price cut.
- Suggested activity: Presenting a test design and fairness review to a mock pricing committee.

## Capstone Output

Each participant completes a dynamic pricing playbook for one product range. It holds an elasticity summary, a competitor monitoring plan, a rule set with margin limits, a test design and an oversight checklist. The playbook is used at work to brief the commercial director, brief a pricing tool supplier and agree which price changes may run automatically.



## Frequently Asked Questions

### **Is dynamic pricing for online retail training suitable for leaders without a data science background?**

Yes. Dynamic pricing for online retail is taught through sales tables, rules and tests. It assumes experience in e-commerce, pricing, category or finance work but no programming or modelling skills.

### **Which models does dynamic pricing for online retail training rest on?**

Dynamic pricing for online retail training rests on price elasticity of demand, controlled experiment design and the OECD work on algorithms and collusion, which guides oversight of rival-tracking price rules.

### **How is the playbook from dynamic pricing for online retail training used at work?**

You use the playbook to brief commercial leaders, set price rules and margin limits for automated changes and agree the tests that prove a price change paid off.

### **How does dynamic pricing for online retail differ from revenue management in travel?**

Dynamic pricing for online retail centres on large product ranges, rival shops and margin rules, while revenue management in travel centres on perishable seats and rooms sold against fixed capacity.