

AI-Driven Pricing and Discount Intelligence

Team Greenheck

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Problem Statement

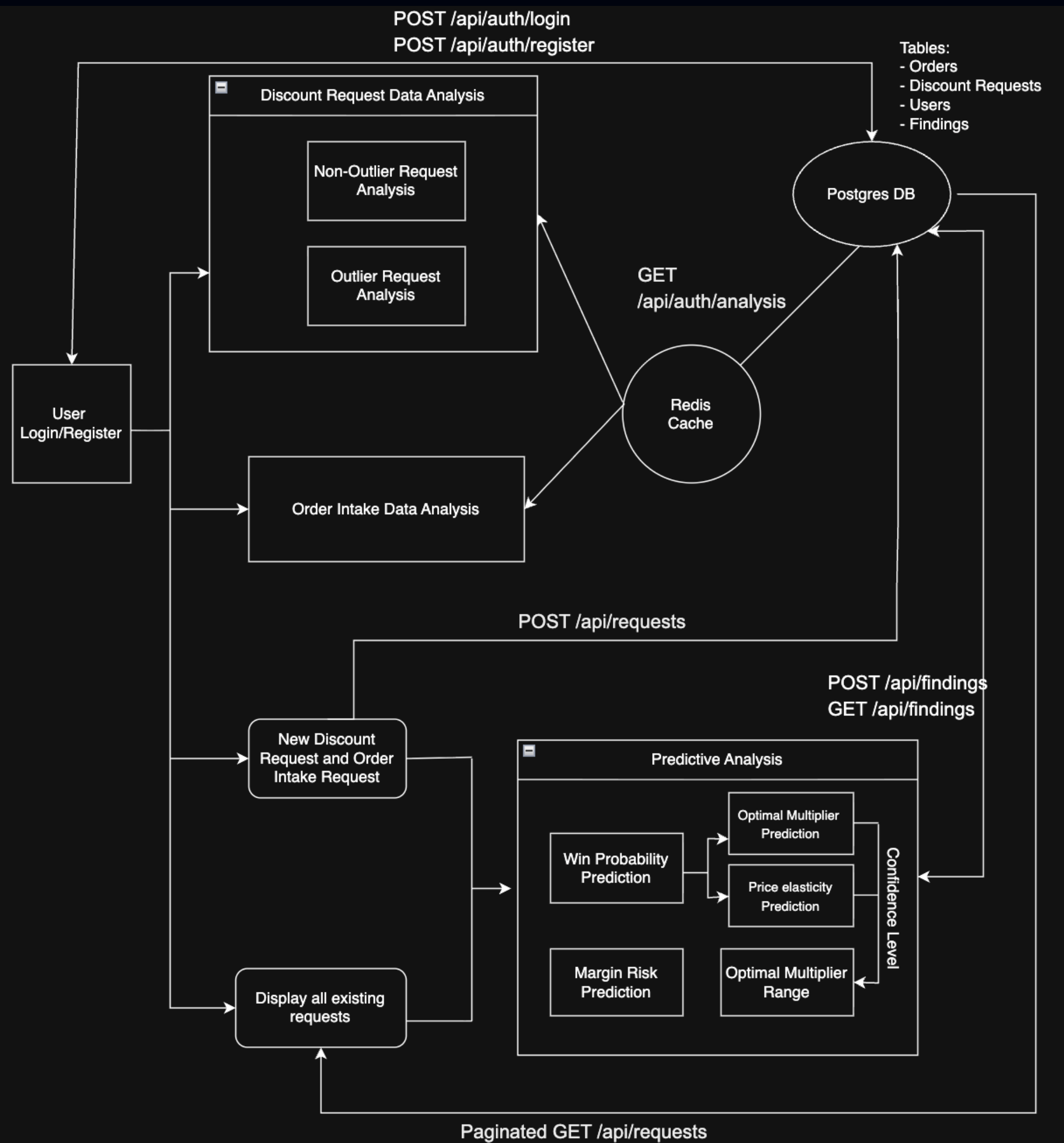
- Pricing : List Price × Multiplier (contract-based)
- Discount Request: Requested to reduce multiplier to increase competitiveness
- Current state: Manual, experience-based approvals
- Goal: Data-driven system for
 - Deal outcome prediction
 - Faster, optimized pricing decisions



Innovative Products. Proven Performance.



Architecture

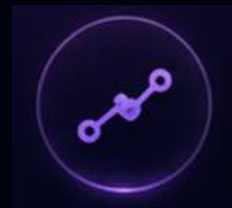


Demo

Takeaways



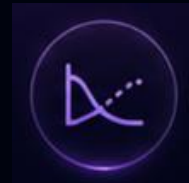
Business --> technical translation of pricing logic



Feature engineering > model selection impact



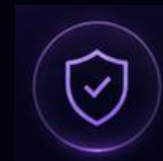
Need for probability calibration to make win predictions usable



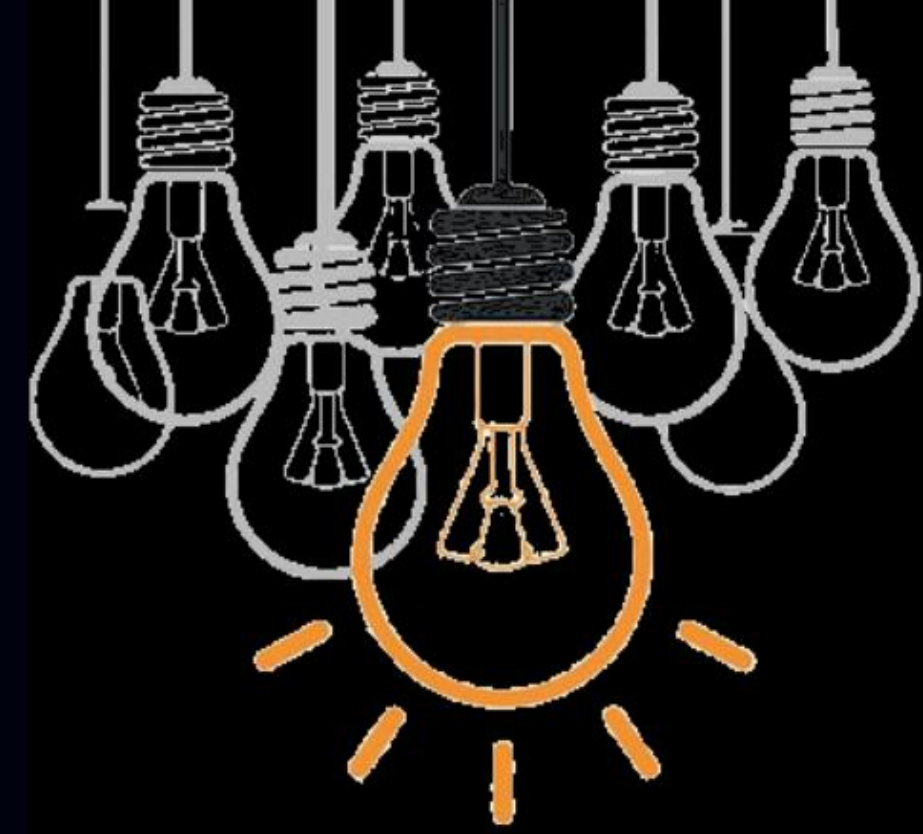
Overfitting risk in flexible models



Noisy, imbalanced real-world data at huge volume



Need for stable, explainable recommendations for trust and usability



Takeaways

Importance of frequent
check-ins

Effectiveness of focusing
on bringing value every
single sprint

Importance of flexibility of
taking on any roles to get
rid of blockers

Communication



Future Work

- Validate models with more historical data
- Strengthen backend security/auth
- Improve deployment setup
- Add clearer confidence/explanation features
- Scale up the current architecture



Thank You