Smart Pricing

- **New paradigm:** Increase revenue by smart dynamic pricing
- **Challenge:** ‘Set right price at the right time’
- **Scientific:** Quantitative models for making optimal pricing policies (stochastic optimization)

**Application areas**

- Airlines
- Car rental
- Hospitality
- Bioscopen
- Culture and heritage
- Golf courses
- Airport parking
- Supermarkets
- Restaurants
- Advertisements
- Online Webshops
- Restaurants
- ...
Smart Pricing

- Research at two levels:
  - fundamental research with PhD students (influential publications)
  - applied projects with MSc students

- Concept of ‘Controlled Variance Pricing’
  - smart way to balance learning and making money
  - collaboration with web shops

- Industry collaborations:
Case Study: Small-Scale Theater

**Unconstraining**: estimation of ‘real’ demand

**Next**: optimal price policy, depending on
- availability of seats
- expected demand and number of days prior to the show

**Price test**: revenue gain some 15%

**Hotel business**: come to our stand!
Smart Mobility: Digital Road Manager

- If 15% follow in-car advice: network unstable
- Digital Road Manager (DRM) platform
- Coordination of traffic
- Smart apps and real-life pilots
- Recognition as ‘route-project’ by Ministry I&M

Industry partners:
Smart Mobility: Incident Management 2.0 (‘IMEX’)
Incident Management 2.0

Great !!!

Make lane idle?
Smart Analytics

- Many companies collect large amounts of data....
- ... but what exactly to do with it?
- New techniques to extract knowledge out of data

data → modeling → optimization

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Amsterdam Centre for Business Analytics (‘ACBA’)

- Maths & CS & Business Administration & all relevant disciplines
- Bachelor and Master program in Business Analytics
- Postgraduate education in Business Analytics and Data Science
- Multi-disciplinary research centers
- Ecosystem: Business and Science
- One-stop-shop: access to all relevant areas of expertise