FPPO – Fuel Price Planning & Optimization

An integrated application that supports both strategic planning and daily price optimization

If you're responsible for fuel pricing at a retail chain with hundreds or thousands of stores, you know that retail fuel price management requires both tactical execution -- ensuring the implementation of optimal store-level pricing by day and even time-of-day -- and high-level strategic planning to achieve your volume and margin targets. If you don't have an integrated software solution to handle both the planning and optimization aspects of fuel pricing, you are behind the curve in this increasingly competitive retail market. If your current fuel pricing solution is too limited for your evolving needs, now is the time to look at FPPO from First Analytics.

A complete, integrated solution that handles both strategic pricing analysis and daily store-level price optimization

Maximize your profitability

FPPO provides a complete, integrated solution for pricing analytics that will enable you to:

- **Outsmart your competition:** Understand the interaction of own price, competitor price, sales, and profits; predict competitor response; predict customer response; review predictive accuracy over time

- **Hit your volume and profit targets consistently:** Optimize store-level pricing to balance multiple goals and constraints, such as competitive price differential, gross margin, and supplier volume targets.

- **Develop stronger strategic plans to grow your business:** Get accurate forecasts of future volume and profit. Predict the impact of alternative pricing strategies prior to implementation by running "what if?" simulations

Why choose First Analytics for your fuel pricing application?

- **We wrote the book on Competing on Analytics.** We know how to apply the most advanced statistical techniques to complex datasets and the unique challenges of retail fuel pricing.

- **We know how to turn big data into better decisions.** We have successfully taken millions of raw data points from multiple sources and built working predictive models to make millions of automated pricing decisions. Our analytic solutions are all powered by best-in-class SAS predictive modeling and optimization engines.

- **We work with you.** Our highly consultative approach with your own staff will enable and extend your internal analytic capabilities, leaving you in a stronger competitive position.

FIRST ANALYTICS®

Enable both operational managers and strategic planners to share powerful analytical tools.

What the service includes

- **A cloud-ready, multi-user web application,** with a point-and-click interface designed for business managers. Includes step-by-step workflows and a complete set of dashboards and downloadable outputs.

- **Predictive engine:** Analyzes historical data to quantify the impact of each causal variable on sales and profits

- **Optimization engine:**
  - Recommends optimal store-level pricing given your current goals and constraints

  - Forecasts volume and profit for future quarters, for the chain and individual markets

  - Runs ad hoc "what if?" simulations to evaluate alternative strategies

Solution outcomes and benefits

- **Optimal store-level pricing with less effort.** Our best-in-class approach for daily store-level price optimization incorporates all of the variables that can impact customer traffic and gross margin, and provides all the flexibility you need to specify constraints and achieve volume and profit targets.

- **Better strategic decision making that considers both competitor and customer response.** "What if?" simulation capability lets you predict the volume and margin impact of alternative pricing strategies before you implement a change, whether for the whole chain, a single market, or a targeted group of stores.

- **Confidence that the process is working.** The application helps you set achievable volume plans (calculated by store, by grade, by day; rolled up for executive reporting) and alerts you to exceptions. Dashboards also track actual results vs. model predictions.