



pricefx

COMPANY

A food and ingredient manufacturer supplying products to retail, foodservice, and other channels.



Problem

Certain products are routinely sold at negative or very thin margins across customers and segments, but their impact is buried in the long tail of the portfolio and hard to see in standard reports.



Solution: Pricefx Unprofitable Product Agent

The Agent analyzes margin by product and product group, pinpoints items that are consistently unprofitable or under-performing versus acceptable margin levels, and quantifies the upside from correcting those prices.

Value Outcome

In this deployment, the agent identified **299** products with negative or very thin margins tied to

\$206,280

in potential margin upside, giving the food manufacturer a clear list of SKUs where targeted price or discount changes can quickly improve product-level profitability.