

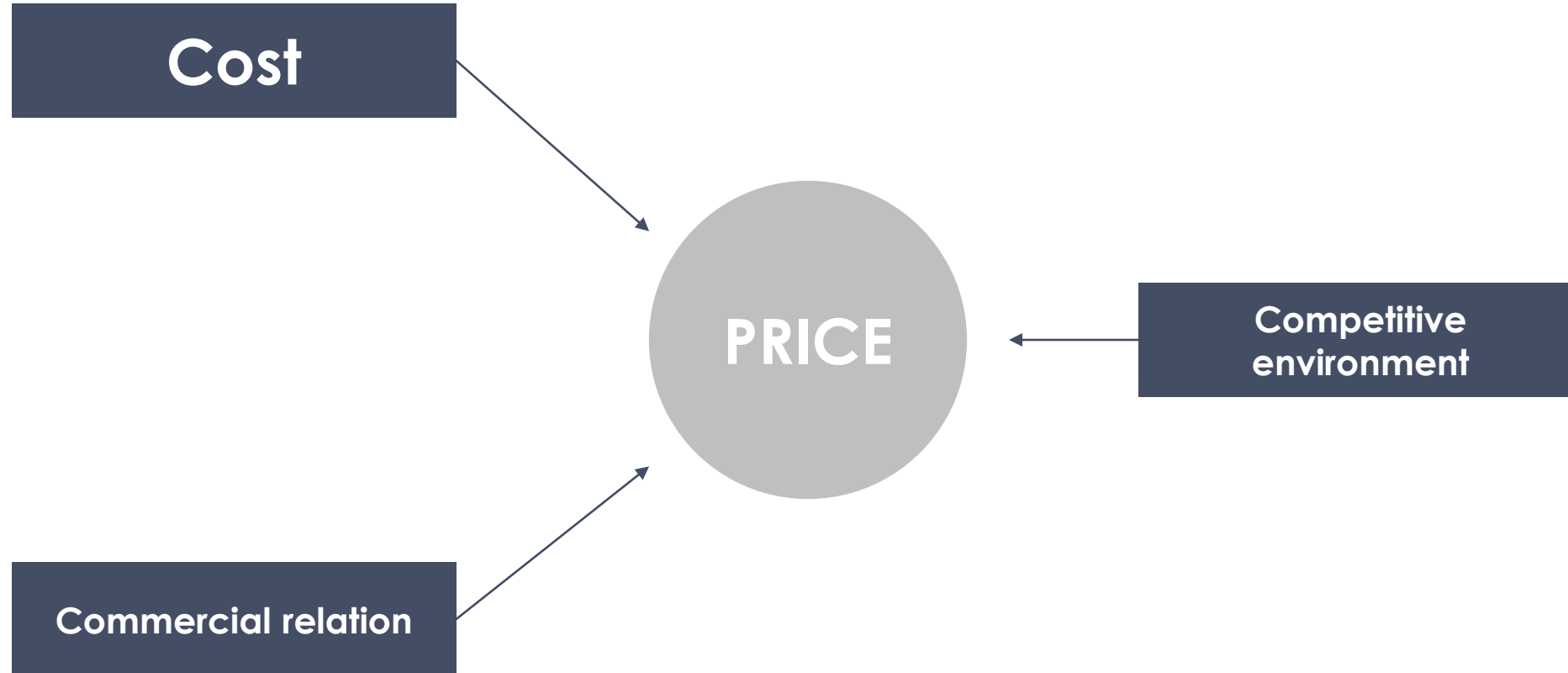


price  
moov

AI-powered pricing strategy at Rent a Car

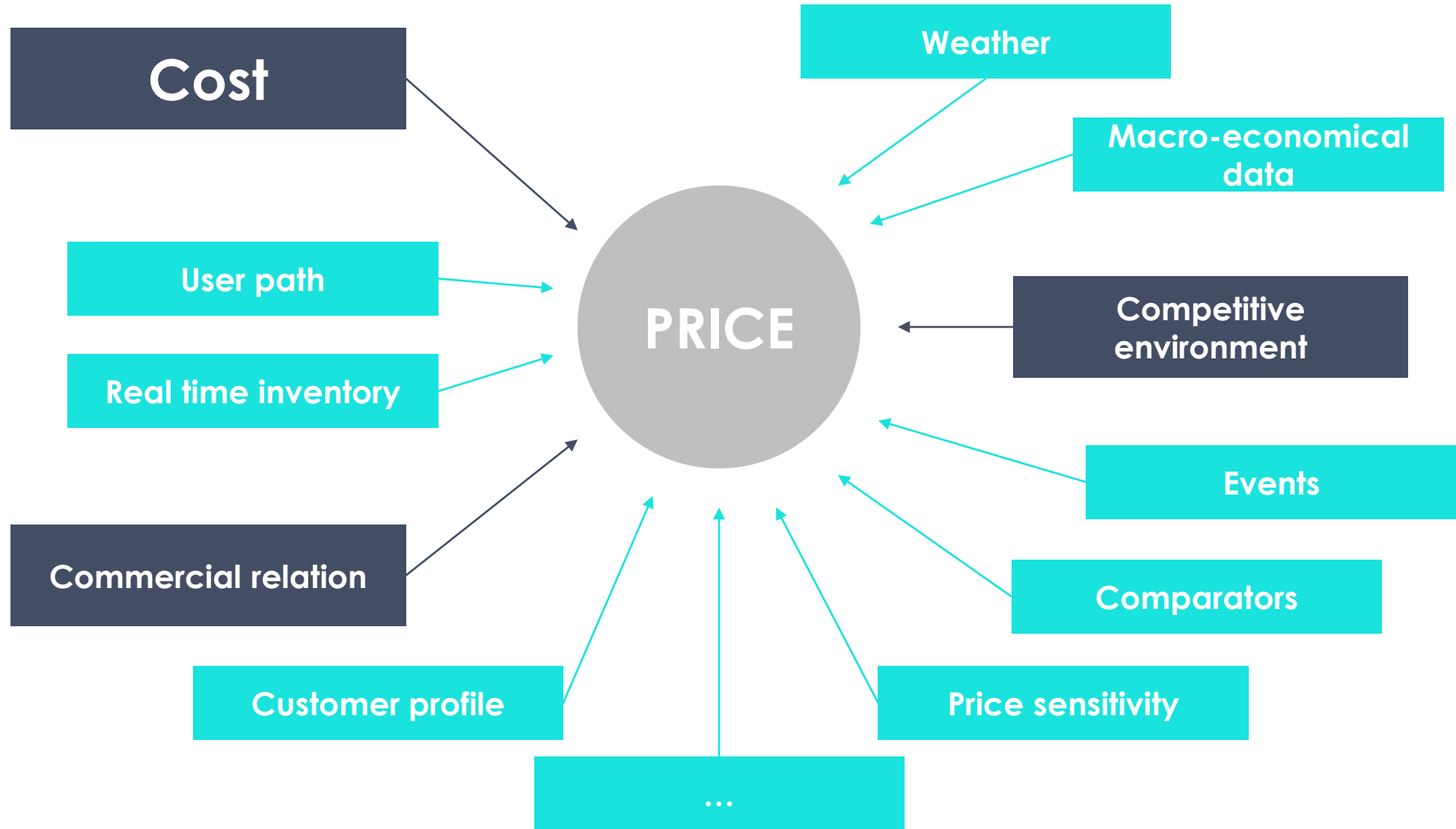
Why use Artificial Intelligence in the making of a pricing policy?

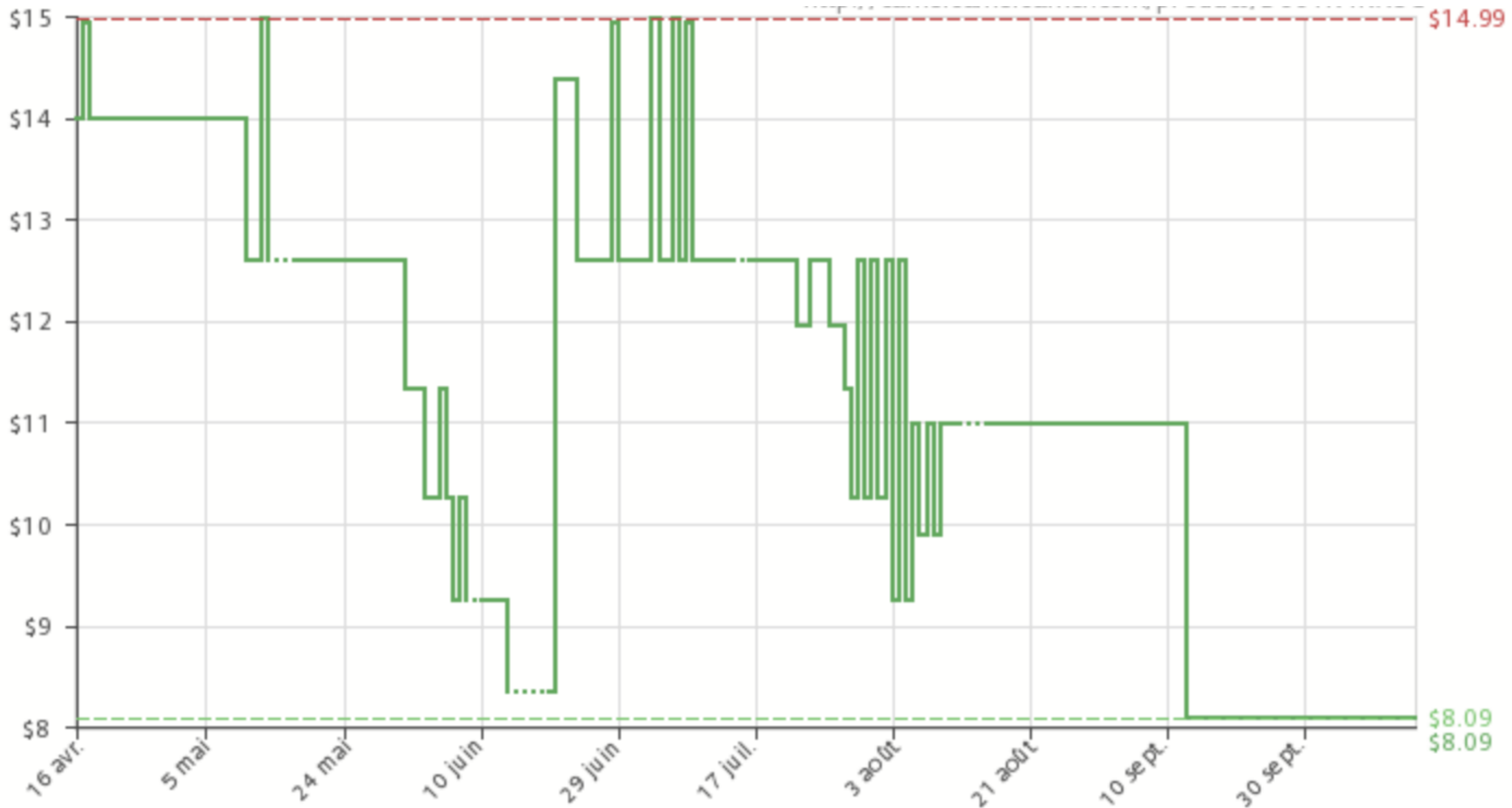
# BEFORE



# BEFORE

# NOW





2017

Types de prix

Le plus bas

Le plus haut



amazon



WHOLE  
FOODS  
MARKET



**AIRFRANCE** 

**Booking**  
**.com**



Principle of dynamic pricing:

Sell to the **best client**, at the **best time**, at  
the **best price**



**A brief history of...**  
Renault Clio's pricing Rent a car agency of Douai



## French leader of proximity car rental industry

- + More than **10.000 vehicles**, spread in **150 categories**, with multiple lengths of rent
- + Several dozens of thousands of clients, professional and private, through **5 different channels of acquisition**
- + Close to **350 agencies** of which **150 franchised**
- + Strong variations of the demand according to the **season** and the **day in the week**



permet à Rent a Car de gérer sa politique tarifaire



PLANNING

MOVEMENTS

PURCHASES

ALLOCATION

INVOICES

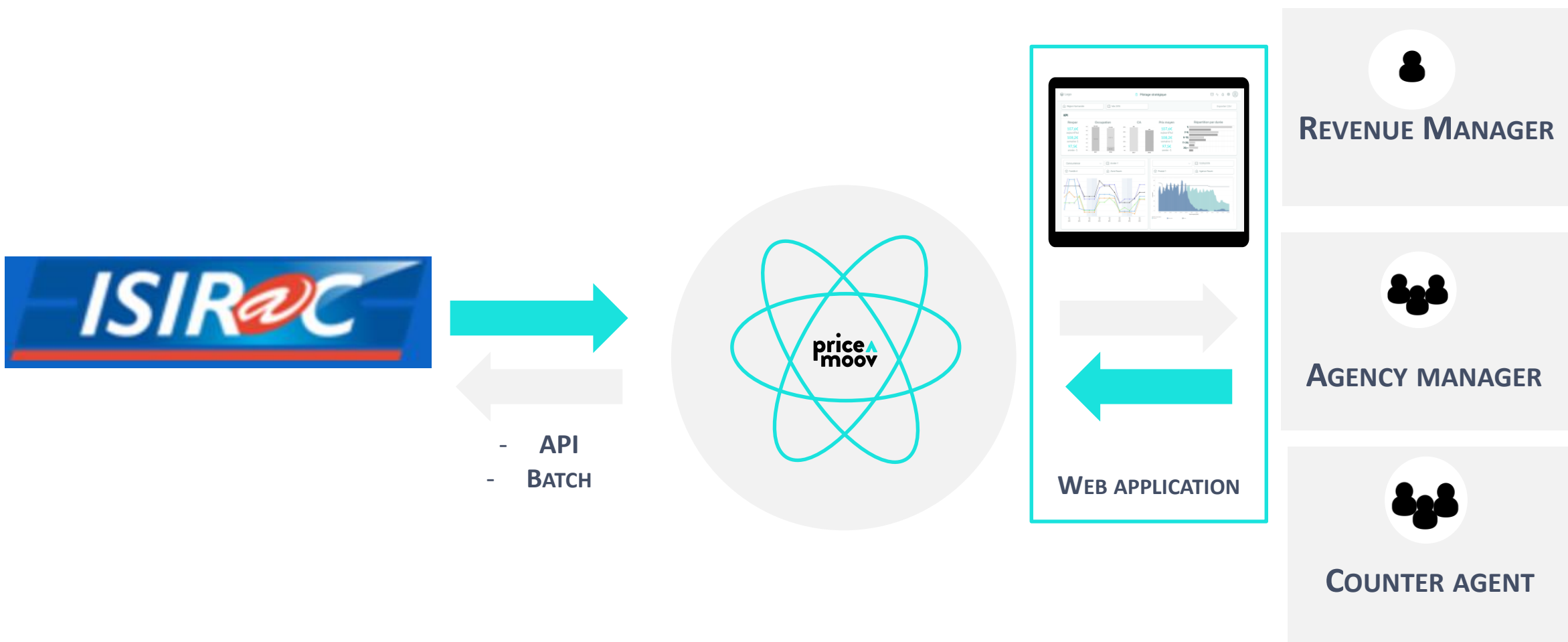
BOOKINGS

PRICE

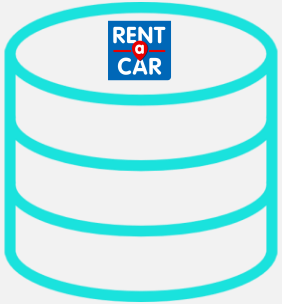
CHANNEL



# Pricemoov allows Rent a Car to outsource price management



Transactional data

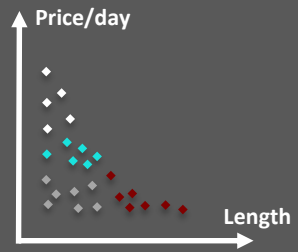


External data



1

CLUSTERING



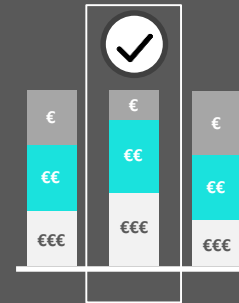
2

FORECAST



3

OPTIMIZATION

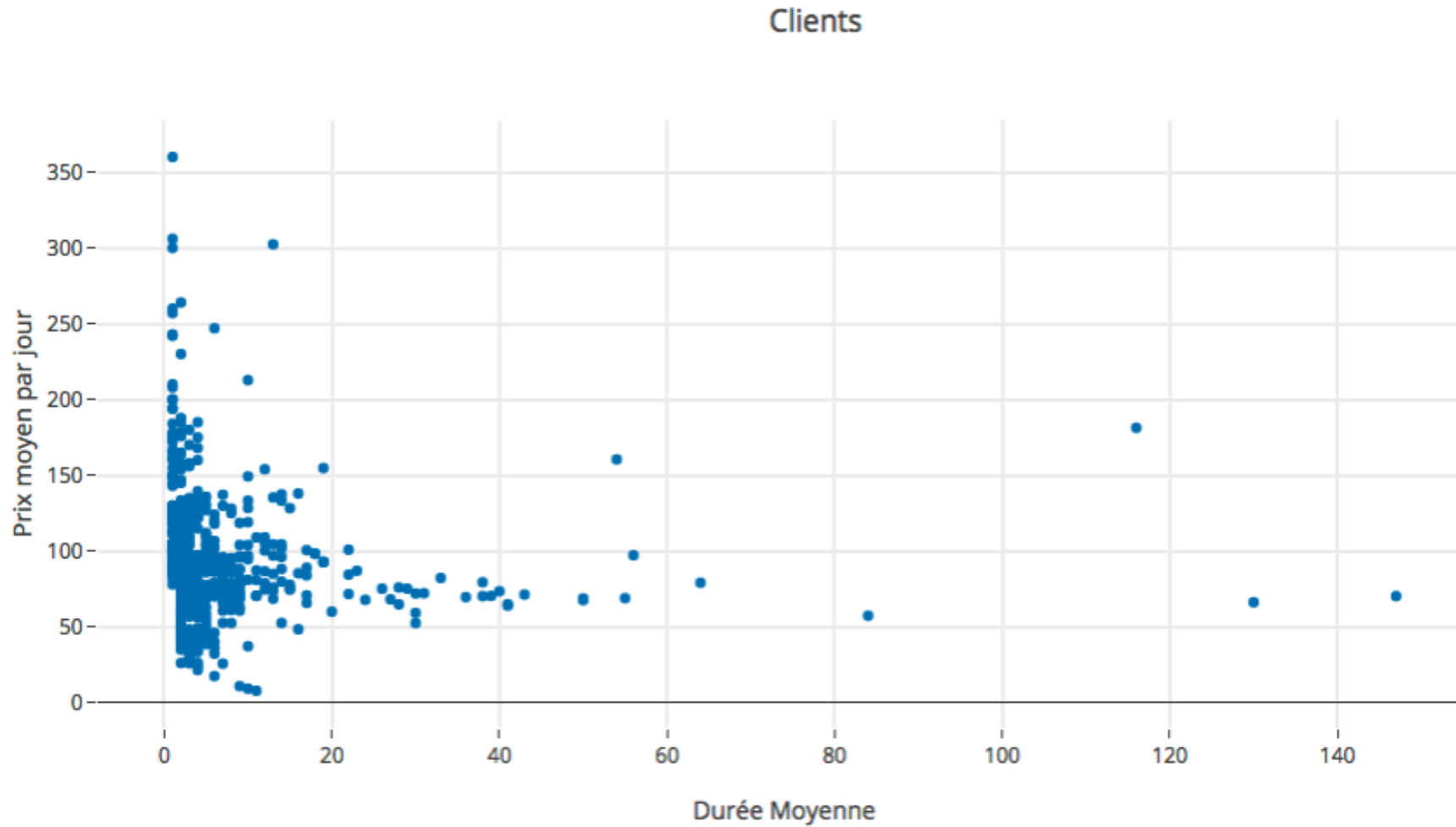


Price recommendation

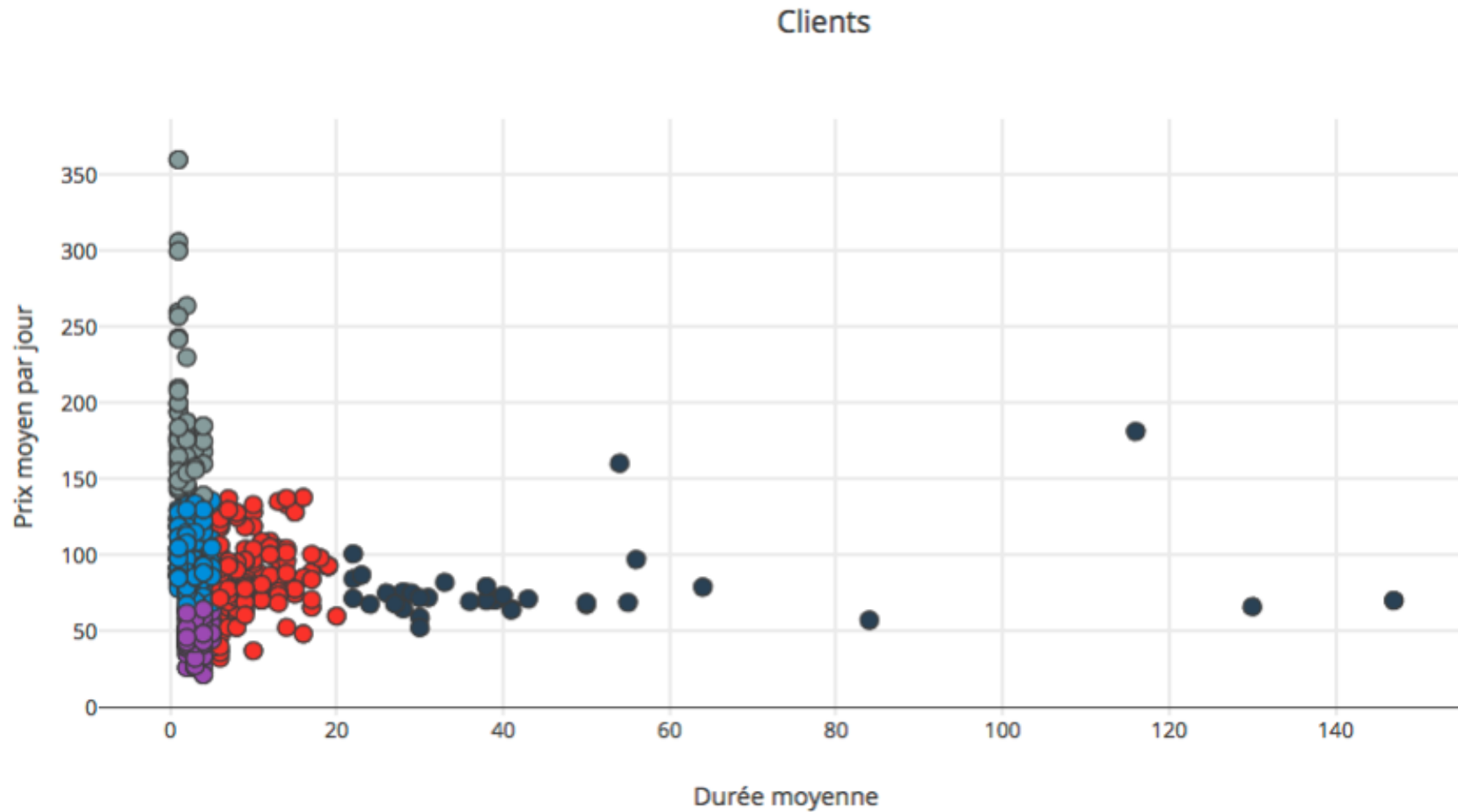
49€



## >> CLIENT CLUSTERING FOR THE CLIO IN DOUAI AGENCY



>> CLIENT CLUSTERING FOR THE CLIO IN DOUAI AGENCY





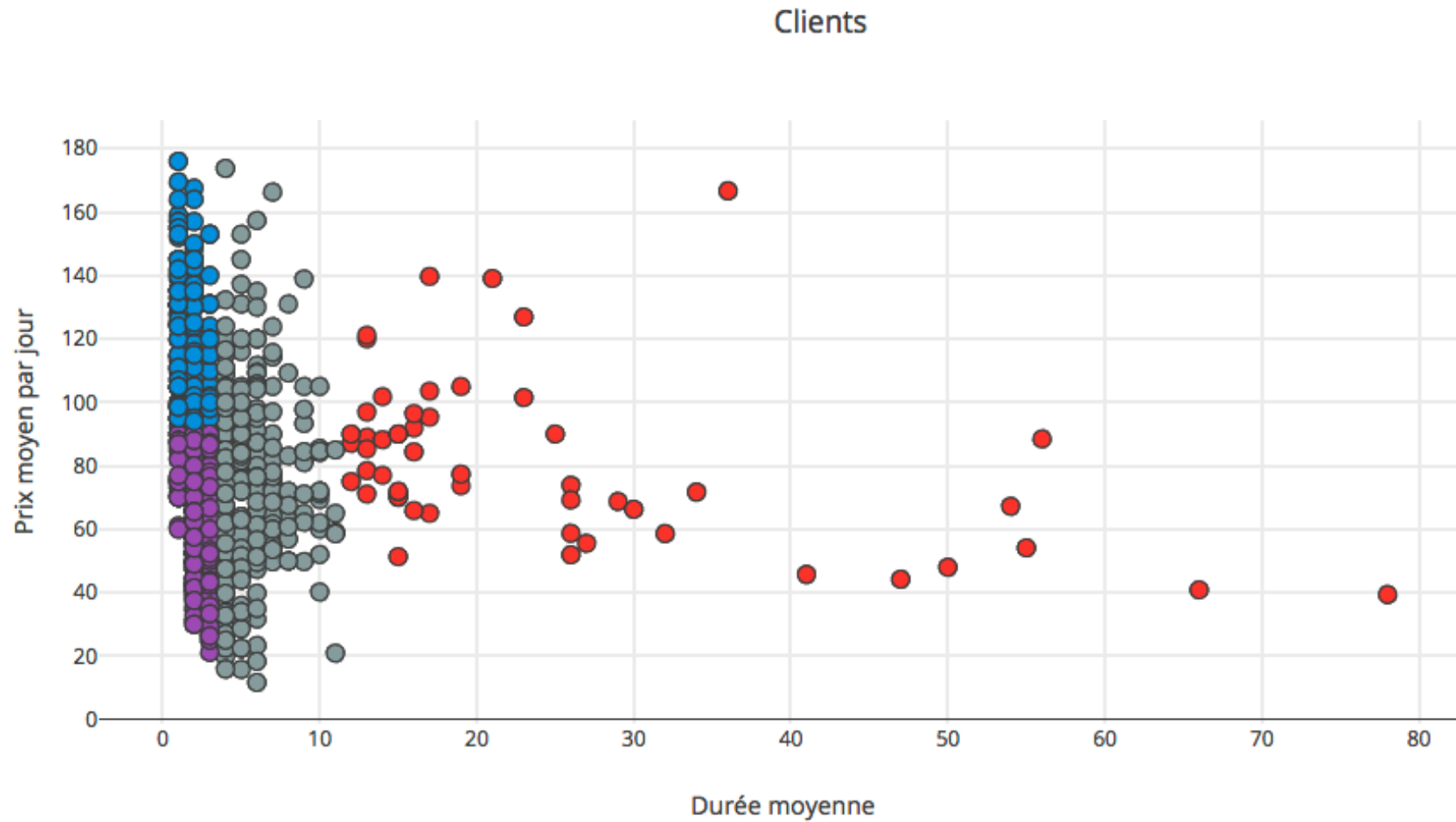


## >> CLIENT CLUSTERING FOR THE TWINGO IN DOUAI AGENCY



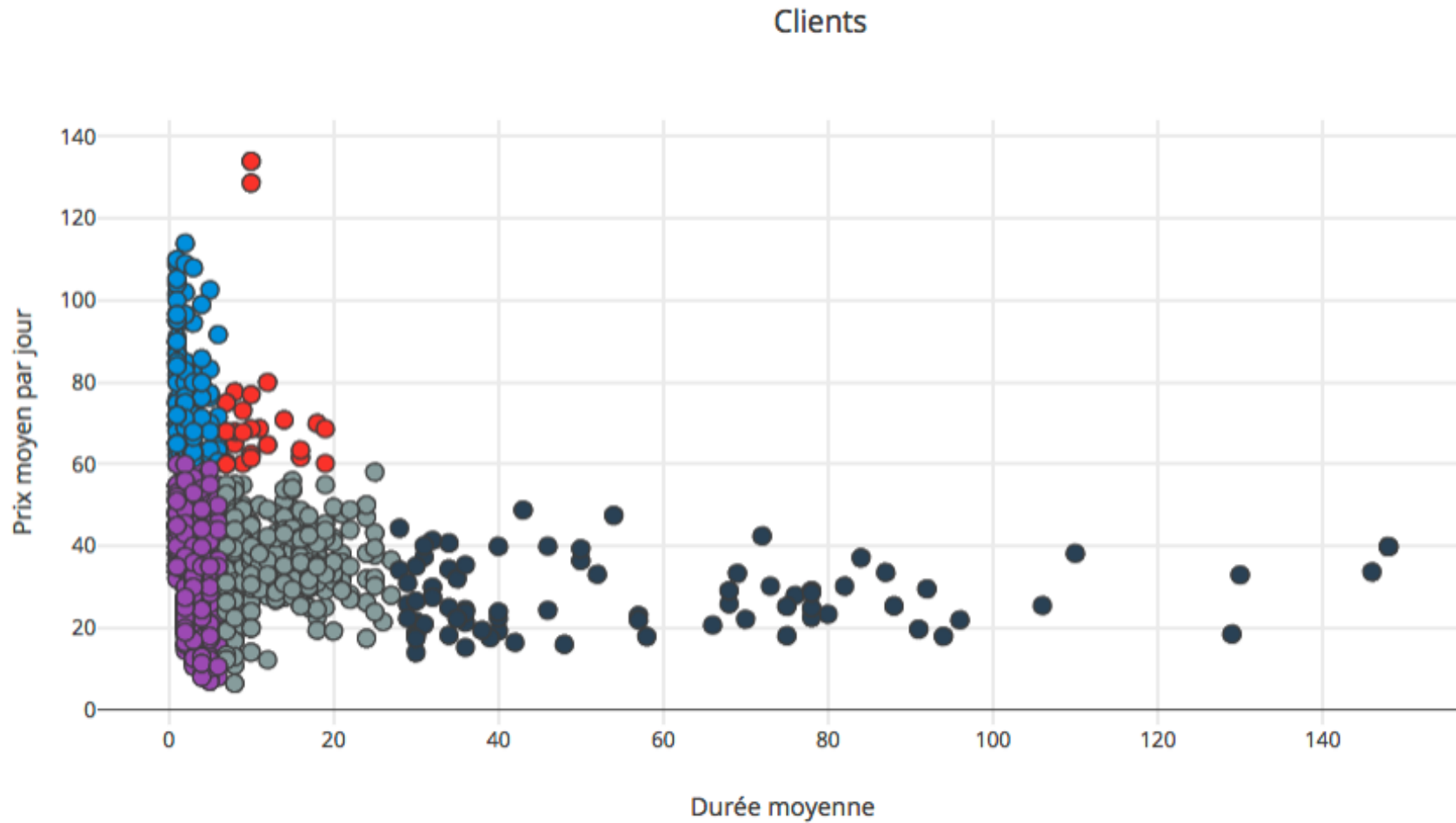


## >> CLIENT CLUSTERING FOR THE 308 IN DOUAI AGENCY



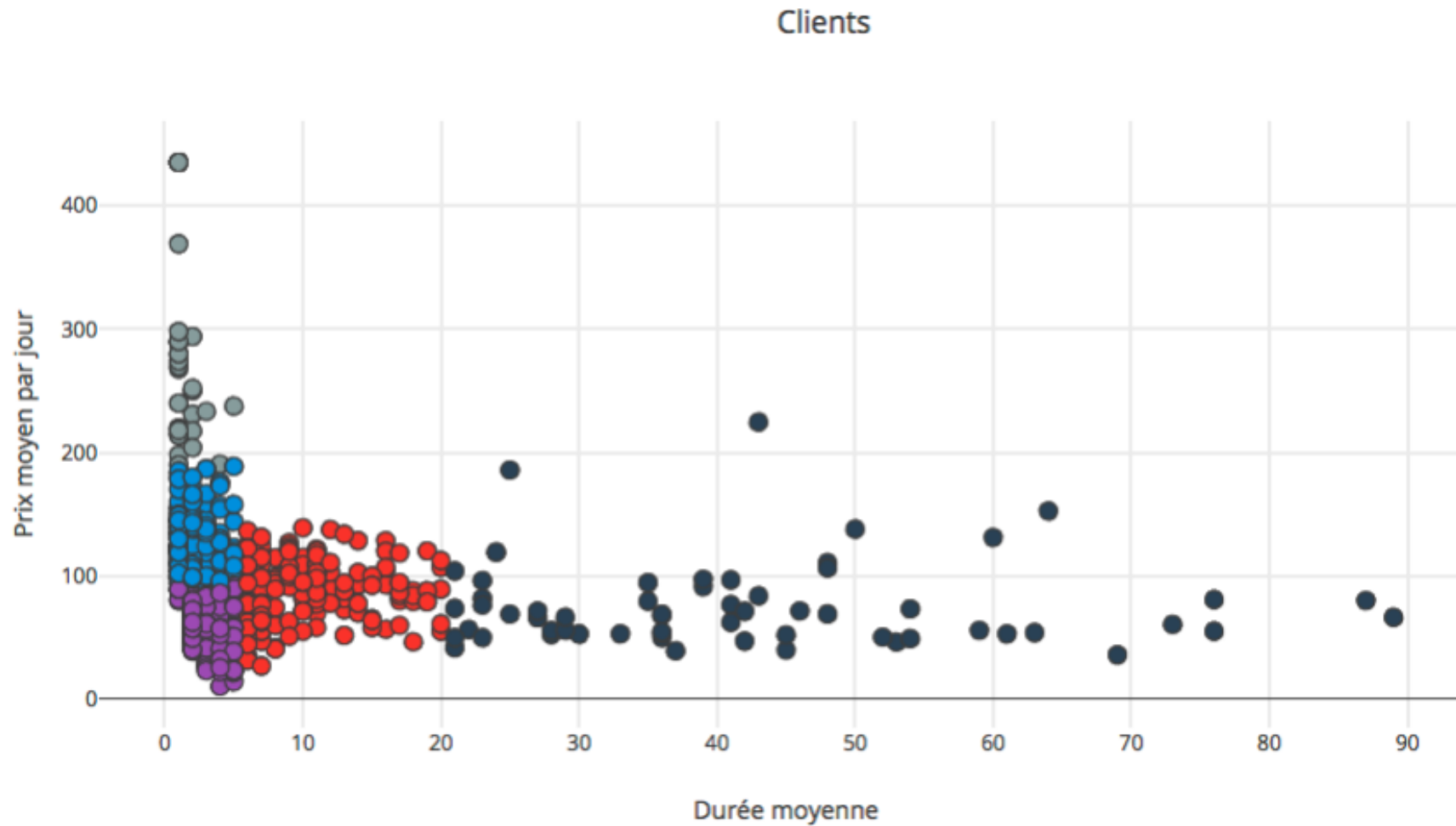


## >> CLIENT CLUSTERING FOR THE QASHQAI IN DOUAI AGENCY

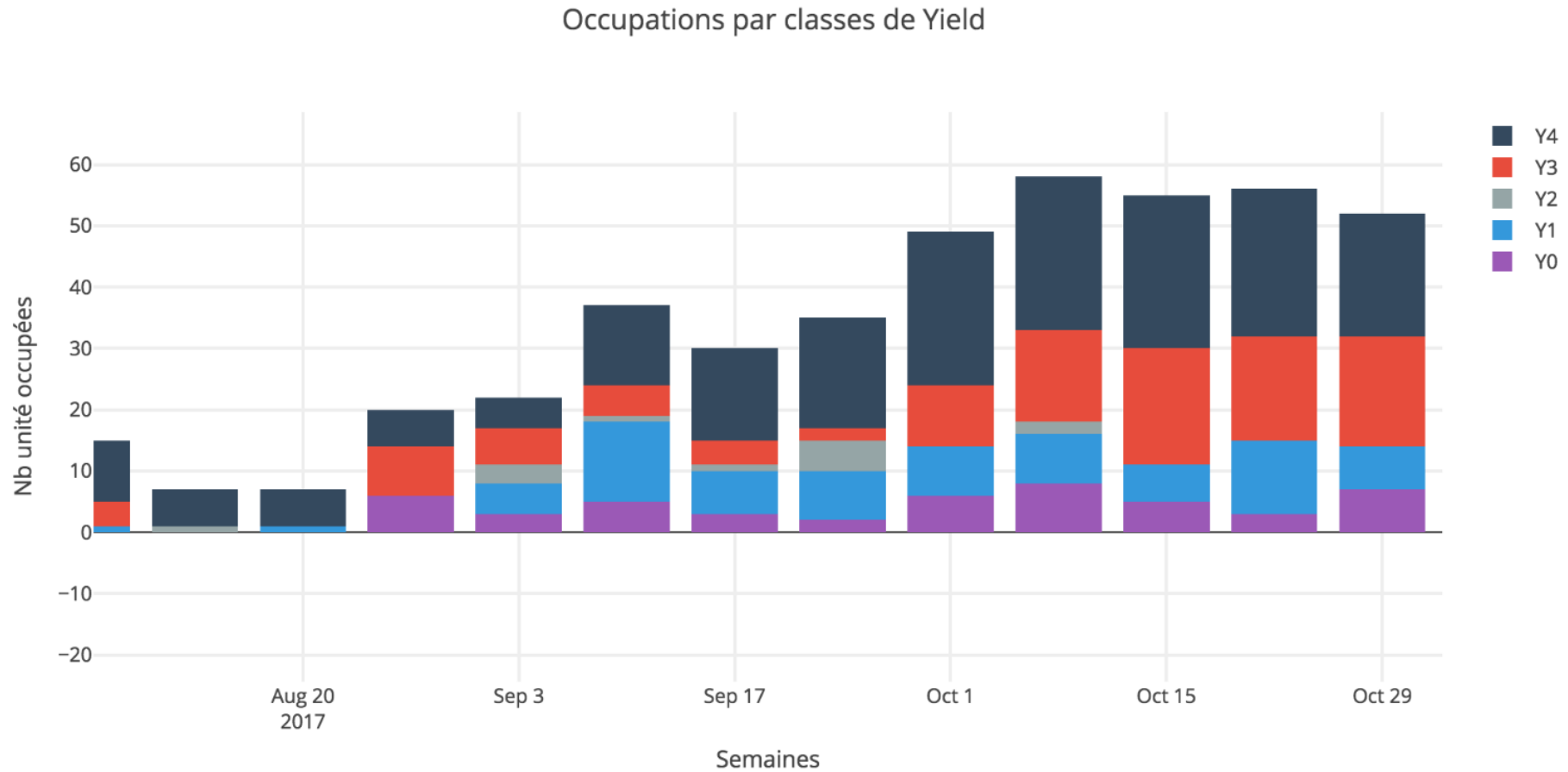




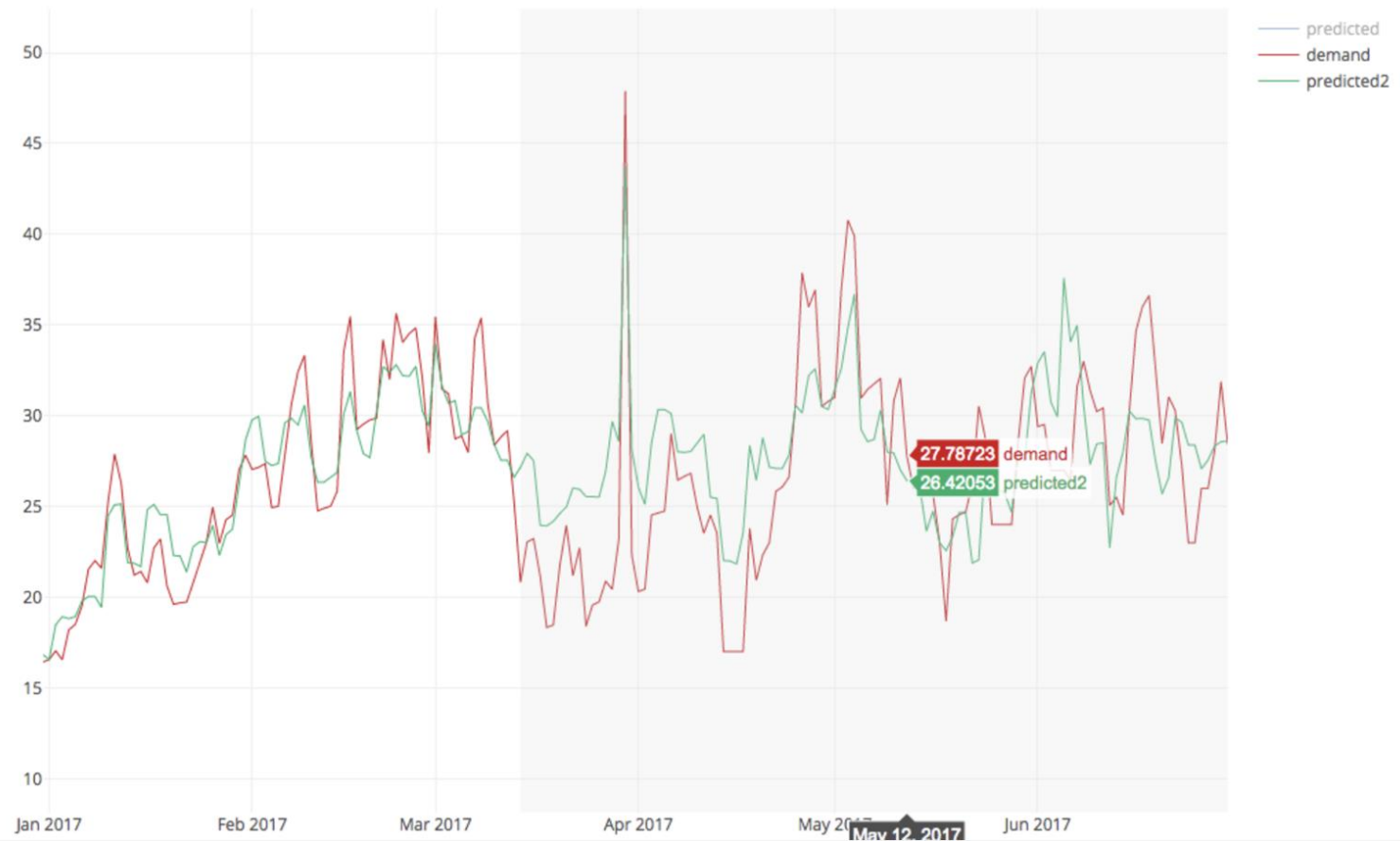
## >> CLIENT CLUSTERING FOR THE KANGOO IN DOUAI AGENCY



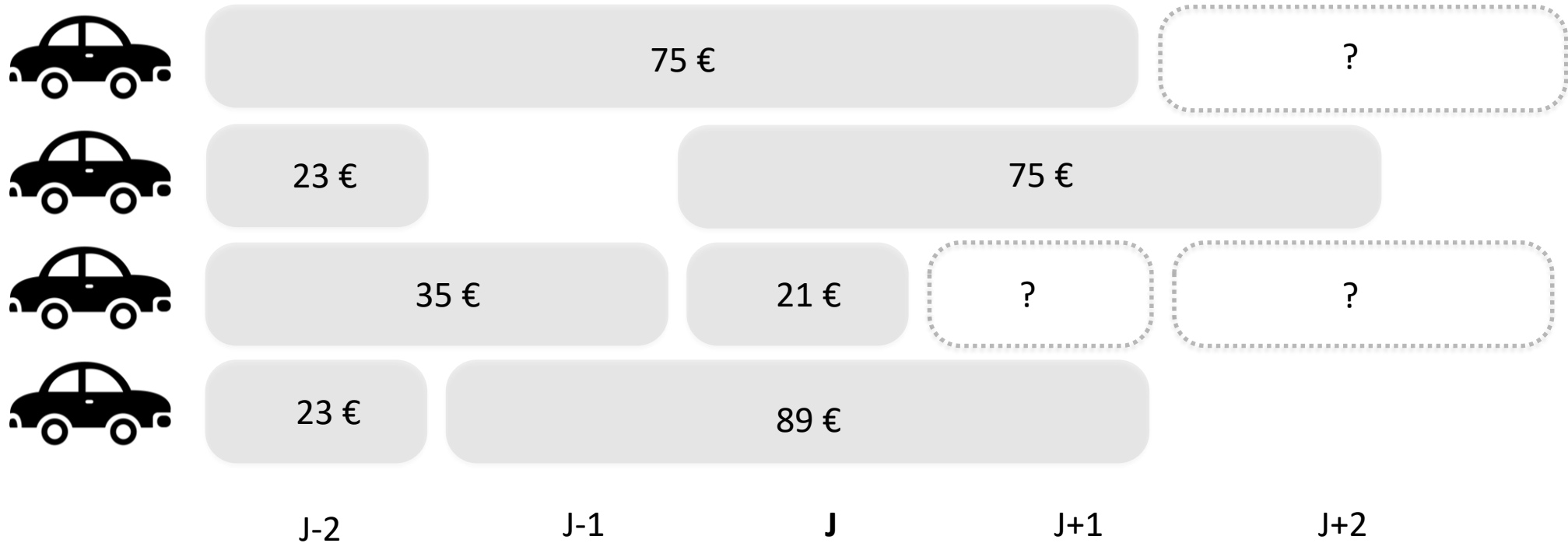
## >> DEMAND FORECAST FOR THE CLIO IN DOUAI AGENCY



## >> DEMAND FORECAST FOR THE CLIO IN DOUAI AGENCY



>> PLANNING MANAGEMENT FOR THE RENTAL OF THE CLIO IN DOUAI AGENCY



JUILLET / AOÛT



Catégorie A

22 jours

APPROUVER TOUT

LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
53€ 10 	49€ 11 	<b>↓49€</b> 12 52€ 	<b>↓49€</b> 13 53€ 	62€ 14 	65€ 15 	<b>↑60€</b> 16 59€ 
<b>↓48€</b> 17 58€ 	<b>↓48€</b> 18 52€ 	<b>↑49€</b> 19 41€ 	<b>↑49€</b> 20 41€ 	<b>↓62€</b> 21 67€ 	<b>↓63€</b> 22 70€ 	60€ 23 
<b>↑48€</b> 24 47€ 	<b>↑48€</b> 25 43€ 	<b>↓49€</b> 26 55€ 	<b>↑49€</b> 27 44€ 	<b>↓62€</b> 28 64€ 	<b>↑63€</b> 29 57€ 	<b>↑60€</b> 30 59€ 
<b>↑48€</b> 31 45€ 	<b>↓48€</b> 01 août 50€ 	<b>↓49€</b> 02 57€ 	<b>↓49€</b> 03 57€ 	62€ 04 	<b>↓63€</b> 05 72€ 	<b>↑60€</b> 06 54€ 





AI-powered Revenue Management Platform

