

Always-on competitor pricing and availability intelligence for Consumer Products and Retail

Executive Summary

A leading Consumer Products manufacturer needed a consistent, daily view of competitor activity across major retailer websites, including pricing, promotions, stock-on-hand availability, and product movements. They wanted data that was analytics-ready, reliably refreshed, and delivered securely into their environment, without the overhead of building and operating an internal data extraction platform.

"This gave us a single market view our teams could use every day, without building and maintaining the machinery behind it."

The Challenge

In competitive retail categories, speed matters. Pricing changes daily, promotions shift quickly, and availability varies by store and region. Manual checks and inconsistent data sources make it difficult to respond with confidence.

The client needed a solution that could:

- Capture competitor product, pricing, store, stock, and sales measures at scale.
- Standardise and cleanse data so teams could trust it.
- Deliver insights quickly enough to be operational in weekly trading and pricing routines.
- Run as a managed subscription with clear support, reliability, and governance.

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What we delivered

Peraison delivered a fully managed **Retail Market Data DaaS and Analytics Subscription**, including:

1) Daily retail market datasets

- Daily ingestion, cleansing, and enhancement of retailer datasets across product, store, stock, and sales.
- Product extraction volume up to 10,000 products, nominated by the client and adjustable as required.
- Raw data provided on request, alongside AI and ML enhanced cleansed outputs.

2) Secure delivery into the client environment

- Data shared via Snowflake Secure Data Sharing to the client's Snowflake account.
- Peraison hosted and operated the end-to-end pipeline in a managed cloud model.

3) Analytics enablement for Day 1 adoption

- A **Qlik** starter application delivered with core outcomes such as market share views, price changes and alerts, SKU comparison, and data accuracy checks.
- The standard application was shaped collaboratively during onboarding to align to baseline reporting needs.
- A **Power BI** version of the standard application is available as part of the subscription if the client transitions tools.



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What we delivered

Turning web data into analytics-ready information

Retail market data is only valuable when it is reliable. The service applied data quality rules and ML and AI methods to improve reliability and usability, including:

- Price change detection, including direction and magnitude.
- Removal of unnecessary products and data quality validation checks.
- Imputation for missing values and smoothing for stock or vendor drops.
- Sales de-noising and outlier handling using ML, with periodic retraining and monitoring.

Operating model and service reliability

The service was delivered with clear operational expectations:

- Daily refresh published by **10:00 AEST or AEDT** each business day.
- Business-hours support with defined response SLAs.
- Data remediation process, including corrected data re-issued within **48 hours** after notification.

Governance and risk management

Because the service relies on the continued availability of retailer website data, the operating model includes defined handling if access is disrupted, including service suspension if data cannot be collected and clear provisions if access cannot be restored.

Peraison also committed that no client data is used to train, fine-tune, validate, or otherwise improve ML models, with segregation controls to prevent cross-client access or use.

Recovering an at-risk transformation program

The Results

The engagement produced measurable delivery outcomes and enabled repeatable commercial usage:

- A daily competitor dataset delivered as a managed subscription, reducing the need for internal infrastructure and operational support.
- Daily refresh cadence achieved with delivery by **10:00 AEST or AEDT** each business day.
- Secure delivery via **Snowflake Data Sharing**, enabling fast ingestion and broader internal adoption.
- Data reliability improvements through AI and ML cleansing and ongoing monitoring, supported by a formal remediation pathway within **48 hours** of issues being raised.
- A standard analytics application enabling immediate visibility of market share, price alerts, SKU comparisons, and accuracy checks.
- Availability target for the data share set to **95 percent monthly**, supporting confidence in day-to-day use.

Looking to the future

With a trusted baseline established, the roadmap naturally extends to broader category coverage, additional nominated retail channels, and future capability releases such as multi-retailer comparisons and demand forecasting modules.