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COURSE BROCHURE

AI in E-commerce Course: Dynamic Pricing and Market Analysis

19 – 23 April 2027
Amsterdam

AI in E-commerce Course: Dynamic Pricing and Market Analysis

Ref: 118_2970 **Date:** 19 – 23 April 2027 **Location:** Amsterdam **Fees:** 6200 GBP

AI in E-commerce is a 1-week training course on dynamic pricing and market analysis for e-commerce managers, pricing analysts and marketplace sellers, ending with one work product: a dynamic pricing rulebook that sets price floors, ceilings, change limits and experiment rules for a chosen product range. Online shoppers compare prices in seconds and marketplace rivals reprice hourly. Jupiter Prime Training runs this course on AI in E-commerce.

Why AI in E-commerce Matters Now

Three forces shape online pricing today: shoppers who see every competing offer on one search page, marketplace algorithms that reward the lowest landed price with the buy box, and finance teams watching margins shrink with every promotion. A retailer that prices from measured elasticity and clear guardrails protects margin and keeps loyal customers; one that lets a repricing tool chase rivals downward starts price wars and teaches shoppers to wait for discounts. The course uses the NIST AI Risk Management Framework AI RMF to test pricing models and ISO/IEC 42001 to assign responsibility for automated price changes.

Who Gains Most from AI in E-commerce

- Pricing analysts who set and test price points across a catalogue
- Category managers who balance sales volume, margin and stock clearance
- Marketplace sellers who compete for listing position and the buy box
- Promotions planners who design discounts, bundles and flash sales
- Customer insight leads who track reviews, returns and price perception

An online retail team that sends its pricing analyst, category manager and promotions planner together gains most, since each price change touches all three plans.

AI in E-commerce Capabilities

Each outcome replaces a pricing guess with a measured response from shoppers or rivals.

- Calculate price elasticity by product family from order history — the category manager setting targets
- Design a competitor price tracking feed with matching rules — the pricing analyst reacting to rivals
- Test price changes through controlled A/B and holdout experiments — the e-commerce manager approving rollout
- Specify floors, ceilings and change-frequency guardrails — the finance partner protecting margin
- Weigh promotion lift against cannibalisation and post-promotion dips — the promotions planner
- Assess customer trust signals linked to price moves — the brand owner guarding reputation

Key AI in E-commerce Terms

- Dynamic pricing — adjusting online prices frequently in response to demand, stock, competitor prices and time.
- Price elasticity of demand — how much quantity sold changes when price changes by a given proportion.
- Buy box — the featured offer slot on a marketplace listing, usually won by price, delivery and seller rating.
- Promotion cannibalisation — sales a discount takes from other products or future periods rather than creating new demand.
- Price guardrail — a rule limiting how low, how high or how often an automated price may move.
- Holdout group — customers or products kept on the old price to measure the true effect of a change.

AI in E-commerce Day by Day

Day 1: Online Markets and Price Signals

- Market Analysis of Category Size, Share and Price Bands — Positioning
- Competitor Price Tracking Feeds and Product Matching — Reliable Comparisons
- Marketplace Buy Box Mechanics — Price, Delivery and Rating Trade-Offs
- Order, Traffic and Basket Data Preparation — Pricing Model Inputs
- Customer Price Perception Survey and Review Mining — Trust Baseline

Day 2: Measuring Demand Response

- Price Elasticity Estimation by Product Family — Target Price Ranges
- Cross-Price Effects and Substitute Mapping — Range Pricing
- Seasonality and Event Demand Patterns — Peak Pricing Windows
- Stock Level and Ageing Signals — Clearance Price Triggers
- NIST AI RMF Measure Function — Validating Pricing Model Accuracy

Day 3: Dynamic Pricing Engines

- Rule-Based Versus Machine Learning Repricing — Choosing the Engine
- Reinforcement Learning Price Agents — Exploration Limits and Risks
- Floors, Ceilings and Change-Frequency Guardrails — Margin Protection
- Price War Detection and Response Rules — Avoiding Downward Spirals
- ISO/IEC 42001 Ownership of Automated Price Changes — Accountability

Day 4: Promotions, Experiments and Customer Trust

- Promotion Lift and Cannibalisation Modelling — Discount Depth Decisions
- A/B and Holdout Price Experiments — Measuring True Effect
- Personalised Pricing and Fairness Limits — Customer Trust
- Price Transparency Messages and Reference Prices — Shopper Confidence
- Returns and Complaint Signals After Price Moves — Reputation Monitoring

Day 5: Practising the Dynamic Pricing Rulebook

- Applying Elasticity Estimates to a Consumer Electronics Range — Target Prices
- Applying Guardrails to a Fashion Marketplace Seller — Repricing Limits
- Applying Experiment Design to a Grocery Delivery Promotion — Rollout Decision
- Pricing Review Cadence and Exception Escalation — Weekly Routine
- Dynamic Pricing Rulebook — Floors, Ceilings, Experiments and Owners

Applying AI in E-commerce After the Course

- Estimate elasticity for one product family from the last six months of orders and share target ranges.
- Run one holdout price experiment on a small product set and report the measured effect.

AI in E-commerce Questions FAQ

What is AI in E-commerce dynamic pricing and why does it matter now?

It is the use of machine learning to set online prices from demand, stock and competitor signals, backed by market analysis. It matters now because rivals reprice hourly and shoppers compare offers instantly.

Which roles gain most from AI in E-commerce pricing and market analysis?

Pricing analysts, category managers, marketplace sellers and promotions planners gain most. Each sets or changes prices and needs evidence of how shoppers and rivals respond.

How does AI in E-commerce differ from a general digital marketing course?

It centres on price rather than advertising or content. The one week go to elasticity, competitor tracking, repricing engines, guardrails and experiments that decide what a product should cost online.

What do you bring back from AI in E-commerce?

You bring back a pricing rulebook for one product range with target prices, guardrails, price war responses, experiment rules and named owners for each automated change.

AI in E-commerce: The Way Forward

The dynamic pricing rulebook is ready to apply. Its first decision is which product range moves to automated repricing, and the pricing analyst agrees it with the category manager and finance. After one month, revisit the guardrails: experiment results and customer feedback show whether limits are too tight or too loose.