informatech




DIGITAL INNOVATION AND TRANSFORMATION | DIT-006

# AI in e-commerce: Mastering Dynamic Pricing and Market Analysis

**UK**
+44 33 000 111 90
info@informatech.co.uk
https://informatech.co.uk
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

**NL**
+31 85 74 444 46
info@infomatech.nl
https://infomatech.nl
Waarderweg 50 - 2031PB
Haarlem - Netherlands



# Course content

## Why Attend

What drives profitability in modern e-commerce is no longer just product selection or marketing campaigns —it is the ability to make intelligent, real-time decisions based on data, behavior, and market conditions.

In highly competitive digital markets, prices, demand, and customer expectations change rapidly. Businesses that rely on static pricing or traditional analysis often lose revenue opportunities and market share.

This course is designed to help professionals understand how artificial intelligence is transforming e-commerce decision-making. It focuses on how dynamic pricing models, predictive analytics, and market intelligence systems can be used to optimize pricing strategies, understand customer behavior, and improve overall business performance.

Across five intensive days, participants will explore how AI-driven tools and analytical methods are applied to pricing optimization, competitor analysis, demand forecasting, and strategic decision-making in digital commerce environments.

## Course Methodology

This programme blends practical application with modern digital business insights through:

- Real-world e-commerce case studies and platforms
- Hands-on exercises using pricing and market scenarios
- Interactive group discussions and simulations
- Conceptual introduction to AI-driven analytics tools
- Practical frameworks for immediate business application

## Course Objectives

By the end of this programme, participants will be able to:

- Understand the role of AI in modern e-commerce ecosystems
- Apply dynamic pricing strategies based on market conditions



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## Course Objectives

- Analyze customer behavior using data-driven insights
- Use market analysis techniques to support strategic decisions
- Identify opportunities for revenue optimization through AI
- Understand forecasting methods for demand and pricing
- Improve competitiveness through intelligent pricing strategies

## Target Audience

This course is suitable for:

- E-commerce Managers and Digital Business Owners
- Pricing Analysts and Revenue Managers
- Marketing and Growth Professionals
- Business Analysts and Data Professionals
- Product Managers in digital platforms
- Professionals involved in online retail and marketplaces

## Target Competencies

Participants will develop competencies in:

- Dynamic pricing strategy development
- Market and competitor analysis
- AI-driven decision-making in e-commerce
- Customer behavior analytics
- Demand forecasting and revenue optimization
- Data interpretation for business strategy



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## Target Competencies

• Digital business intelligence application

## Course outline

### Day 1: Foundations of AI in E-Commerce

• Introduction to AI in digital commerce

• Evolution of e-commerce business models

• Role of data in decision-making

• Understanding customer behavior in digital markets

• Overview of AI applications in pricing and marketing

• Key challenges in modern e-commerce environments

### Day 2: Dynamic Pricing Strategies and Models

• Fundamentals of pricing strategies in e-commerce

• Static vs dynamic pricing models

• Demand-based pricing concepts

• Competitor-based pricing approaches

• Real-time pricing adjustments

• Practical examples of pricing optimization

### Day 3: Market Analysis and Customer Intelligence

• Understanding market structure in e-commerce

• Competitor analysis techniques

• Customer segmentation and behavior analysis

• Demand forecasting basics



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## Course outline

• Identifying market trends and opportunities

• Case study: analyzing an online marketplace

### Day 4: AI-Driven Analytics and Decision Support

• Introduction to predictive analytics concepts

• AI models used in pricing and forecasting

• Data inputs for market intelligence systems

• Interpreting AI-generated insights

• Limitations and risks of AI decision systems

• Practical scenario-based exercises

### Day 5: Strategic Optimization and Business Application

• Integrating pricing and market analysis into strategy

• Revenue optimization techniques

• Performance measurement and KPIs in e-commerce

• Automation and intelligent pricing systems

• Future trends in AI-driven commerce

• Final case study and action planning



# Seminar dates

## Available seminar dates

Live dates and pricing for AI in e-commerce: Mastering Dynamic Pricing and Market Analysis generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 7 - 11 December 2026 | Vienna - Austria | Classroom | **€3,400.-** |
| 21 - 25 December 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 14 - 18 December 2026 | Rome - Italy | Classroom | **€3,400.-** |
| 7 - 11 December 2026 | Vienna - Austria | Classroom | **€3,400.-** |
| 21 - 25 December 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 14 - 18 December 2026 | Rome - Italy | Classroom | **€3,400.-** |
| 11 - 15 January 2027 | Madrid - Spain | Classroom | **€3,400.-** |
| 8 - 12 February 2027 | London - U.K | Classroom | **€3,360.-** |
| 8 - 12 March 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 12 - 16 April 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 10 - 14 May 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 14 - 18 June 2027 | London - U.K | Classroom | **€3,360.-** |
| 12 - 16 July 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 9 - 13 August 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 13 - 17 September 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 11 - 15 October 2027 | Madrid - Spain | Classroom | **€3,400.-** |
| 8 - 12 November 2027 | London - U.K | Classroom | **€3,360.-** |



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|---|---|---|---|
| 13 - 17 December 2027 | Dubai - UAE | Classroom | **€4,200.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |