

# mather:

## How a mid-size CA winery generated over \$100k in extra revenue from Mather's price optimization tool



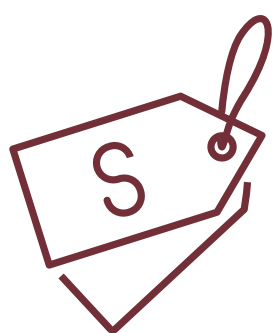
### CASE STUDY

## About

Mather Economics is a global consulting firm, whose wine practice specializes in helping wineries maximize their direct-to-consumer revenue with predictive analytics, actionable insights, and targeted communication strategies.



## Client Challenge



Mather worked with a midsize winery located in Paso Robles, CA, who sought to optimally price a selection of SKUs for their Spring 2022 release while also staying within their depletion, or “time to sellout” goals.

## Approach



- Mather cleaned 10 years of historical sales data and built econometric models to estimate the price elasticities of each SKU.
- Mather forecasted time-to-sellout under different price points, given the estimated production, price elasticity, and historical demand of each SKU.

## Results

Mather delivered depletion forecasts and pricing recommendations that fell within the client’s constraints. The client implemented the recommended adjustments, which will result in \$103,740 in incremental revenue.



*There are all kinds of data wineries should be using. I'm pleased we partnered with Mather's team to help us price and optimize our SKUs.*

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