

# aractech

Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-006

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

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# 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.

## Course Methodology

- 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

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

## Target Audience

- This course is suitable for:
- E-commerce Managers and Digital Business Owners
- Pricing Analysts and Revenue Managers
- Marketing and Growth Professionals

# Course outline

## Detailed course outline

Day-by-day outline for AI in e-commerce: Mastering Dynamic Pricing and Market Analysis.

### 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

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### Day 3 - Market Analysis and Customer Intelligence

- Understanding market structure in e-commerce
- Competitor analysis techniques
- Customer segmentation and behavior analysis
- Demand forecasting basics
- 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

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### 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
11 - 15 May 2026	Barcelona	Classroom	€2,975
8 - 12 June 2026	Amsterdam	Classroom	€2,940
6 - 10 July 2026	London	Classroom	€2,940
10 - 14 August 2026	Munich	Classroom	€2,415
31 August - 4 September 2026	Kuala Lumpur	Classroom	€1,575
14 - 18 September 2026	Amsterdam	Classroom	€2,975
5 - 9 October 2026	London	Classroom	€2,940

**Live online option**

Online delivery is available at €1,250.