

Pricing, Profitability & Commercial Analytics Project Portfolio

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Professional Project Summary

This portfolio summarizes the main commercial analytics, pricing, profitability, and Excel/BI automation projects I delivered in my pricing and profitability role. The common theme across these projects was building decision-support tools that combined sales input, ERP data, margin history, customer behavior, product performance, discount history, and financial logic into practical models for pricing decisions, sales requests, supplier cost changes, new product launches, and long-term deal evaluation.

Core Capabilities Demonstrated

Pricing Strategy	Profitability Analytics	Excel / BI Automation	Commercial Decision Support
Catalog and contract pricing, price increase logic, discount strategy, market-based pricing, tariff pass-through.	Contribution margin analysis, cost increase impact, customer/product profitability, CM protection, ROI and NPV logic.	Excel models, formula-based automation, Syspro/report integration, Power BI dashboards, repeatable scoring tools.	Sales request evaluation, quote support, deal scoring, customer prioritization, market entry pricing, executive-ready summaries.

Project List

1. Sales Request Efficiency & Decision-Support Model

Business context	Sales teams needed faster and more consistent pricing guidance, while relevant information was spread across Syspro, sales inputs, customer CM reports, product CM reports, KPI scorecards, discount history, contract history, lowest past prices, and margin history.
Project summary	Built an efficiency Excel model that centralizes the data required to evaluate sales requests. The model supports both short-term request analysis and long-term deal evaluation, allowing pricing decisions to be reviewed through margin impact, elasticity, historical pricing behavior, and time value of money.
Main outputs / analysis	Centralized request intake, Syspro/report references, customer/product profitability, average discounts, lowest historical prices/margins, short-term margin/elasticity assessment, and long-term TVM/NPV-style evaluation for larger annual sales opportunities.
Business value	Improved speed and consistency of sales request evaluation, reduced manual data gathering, gave sales and pricing teams a structured view of whether a request protects margin, creates acceptable risk, or requires strategic review.
Keywords for resume / interview	Excel automation, pricing governance, sales request analysis, margin elasticity, Syspro, contribution margin, time value of money, decision support.

2. New Product Market Entry Pricing Model

Business context	The company was introducing a product that was new internally but already existed in the market. Pricing needed to balance internal profitability targets with what customers were actually willing to pay based on demand forecasts and market data.
Project summary	Created a model that averages two pricing views: internal target pricing based on margin/profitability direction and external market-based pricing based on customer willingness to pay. The model then estimates how much market demand and market value could be captured at the recommended price and under additional discount scenarios.
Main outputs / analysis	Internal CM-based price, market-informed price, blended recommended price, demand capture by price level, market capital/revenue capture, and incremental demand sensitivity based on further discounting.
Business value	Supported launch pricing with both financial discipline and market realism. Helped answer whether a target CM such as 70% was achievable, which customers could be captured at that level, and how much extra demand could be purchased through discounting.

Keywords for resume / interview	New product pricing, market entry, willingness-to-pay analysis, demand capture, CM target testing, discount sensitivity.
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3. Supplier Cost Increase & Tariff Pass-Through Model

Business context	Supplier cost increases and tariff exposure created pressure on contribution margins, especially across product families, country of origin, and customer contract situations.
Project summary	Built pricing logic to compare multiple ways of passing through cost increases: maintaining historical CM%, preserving absolute dollar profit, applying standard increases, and setting tariff-based floors or caps depending on product origin and tariff impact.
Main outputs / analysis	Old vs. new cost comparison, required price to maintain old CM%, required price to maintain gross profit dollars, tariff and origin logic, recommended increase %, and final price recommendation by SKU/customer condition.
Business value	Gave the business a controlled framework for protecting margin while avoiding arbitrary price increases. Helped evaluate when to absorb, partially pass through, or fully pass through supplier/tariff cost pressure.
Keywords for resume / interview	Cost increase analysis, tariff pass-through, CM protection, price increase modeling, SKU-level pricing, profitability impact.

4. Discount, Elasticity & Quote Conversion Analysis

Business context	The business needed to understand whether discounts were actually improving conversion and whether higher discounts were creating enough volume to justify the margin loss.
Project summary	Analyzed customer behavior across discount bands and quote conversion patterns. Connected discount levels to customer counts, sales, profit, quote conversion, and implied elasticity to estimate where discounting creates value versus where it destroys margin.
Main outputs / analysis	Discount band segmentation, quote-to-sale conversion analysis, sales/profit by discount level, elasticity estimates between discount tiers, and profit-maximizing discount logic.
Business value	Helped move discounting away from intuition and toward evidence-based decisions. Supported better sales guidance on when a discount is justified, how much to offer, and where discounting should be limited.
Keywords for resume / interview	Price elasticity, discount optimization, quote conversion, margin trade-off, customer segmentation, profit maximization.

5. Customer/Product/Deal Scoring Framework

Business context	Sales and pricing decisions needed a consistent way to judge whether a customer request, product opportunity, or new deal deserved special pricing or commercial support.
Project summary	Developed a scoring approach combining product value, customer value, and deal attractiveness. The logic considered annual usage value, product CM, current deal value, annual customer revenue, growth trend, CM trend, years active, and deal-level profitability.
Main outputs / analysis	Product score, customer score, deal score, ranking logic, weighted factors, threshold rules, and recommendation categories for approval, review, or rejection.
Business value	Created a repeatable decision framework that reduced subjectivity, helped prioritize high-value opportunities, and provided a structured explanation for pricing approvals or pushback.
Keywords for resume / interview	Scoring model, deal evaluation, customer profitability, product profitability, commercial prioritization, weighted decision matrix.

6. Catalog & Contract Price Optimization

Business context	Catalog prices and customer contract prices required different strategies. The company needed to identify which products could support increases, which customers were underpriced, and where historical discounts or contract behavior created margin leakage.
Project summary	Built analysis to compare catalog pricing, customer contract pricing, historical prices, discounts, lowest past prices, margins, and customer/product CM. The work helped segment pricing opportunities and identify where increases could be applied with the least commercial risk.
Main outputs / analysis	Catalog vs. contract price comparison, historical minimum price/margin checks, discount and CM trend review, product/customer segmentation, and prioritized price increase opportunities.
Business value	Supported more disciplined annual price reviews and helped avoid blanket pricing decisions. Allowed the business to target increases where value and margin opportunity were strongest while protecting strategic accounts.
Keywords for resume / interview	Catalog pricing, contract pricing, historical price analysis, margin leakage, price optimization,

interview	customer segmentation.
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7. Bulk-to-Size Product Cost & Price Allocation

Business context	For products with parent codes, size suffixes, and bulk SKUs, costs and prices needed to be allocated accurately from bulk format to different packaged sizes.
Project summary	Built logic to allocate bulk cost into finished sizes using pack-size multipliers plus labor and packaging assumptions. Also developed parent/size price relationships to anchor prices using the highest-revenue size and scale other sizes by price ratios.
Main outputs / analysis	Parent-code grouping, bulk cost allocation, size-level cost build-up, highest-revenue size identification, price ratio propagation, and size-level pricing recommendations.
Business value	Improved consistency in product family pricing and reduced the risk of underpricing certain sizes because of incomplete cost allocation or inconsistent size relationships.
Keywords for resume / interview	Cost allocation, parent/child SKU analysis, bulk SKU pricing, pack-size logic, price ratios, SKU architecture.

8. Product Line Decline / Sales Performance Root-Cause Analysis

Business context	A product line declined significantly year over year, requiring analysis to identify the products, customers, and sales ownership driving the underperformance.
Project summary	Performed a waterfall-style investigation to isolate the main products causing the decline and connect them to customer and salesperson-level activity. The analysis focused on identifying whether the issue was volume, price, conversion, customer churn, sales execution, or account concentration.
Main outputs / analysis	YoY sales decline breakdown, top negative product contributors, salesperson/customer linkage, volume vs. price impact, and recommended follow-up questions for sales management.
Business value	Converted a high-level decline into specific causes and accountable areas. Helped management focus on the products and sales channels responsible for the loss instead of treating the decline as a generic market issue.
Keywords for resume / interview	Sales variance analysis, root-cause analysis, product line decline, YoY performance, salesperson performance, customer churn.

9. Promotional Discount Strategy for Strategic Customers

Business context	The company needed to decide whether to offer promotional discounts to a large customer without a full forecast, while still protecting profitability and avoiding discounts on already weak-margin products.
Project summary	Developed a rule-based discount framework using CM%, CM YoY trend, customer growth, and cap rules. The logic blocked discounts where margin was already low, restricted discounts where CM was declining, and capped discounts to control risk.
Main outputs / analysis	Discount eligibility rules, CM threshold checks, YoY margin trend filters, customer growth exceptions, maximum discount caps, and product-level recommendation flags.
Business value	Created a defensible approach for promotional pricing when forecast data was limited. Balanced commercial growth with margin protection and gave sales clear boundaries.
Keywords for resume / interview	Promotional pricing, discount governance, CM thresholding, strategic account pricing, margin protection, rule-based pricing.

10. Power BI Performance Dashboard & Executive Reporting

Business context	Management needed clear views of sales, margin, product categories, customer volume, regional performance, and shipping-related costs.
Project summary	Built dashboard/reporting logic using a business-question structure: What happened, why it matters, what action to take, and how to implement. The dashboards summarized sales by country, sales and CM by category over time, high-volume customers, and shipping costs by container or ship mode.
Main outputs / analysis	Power BI visuals, slicers, cards, product/category views, customer ranking, margin trend summaries, and executive-style interpretation using "What? So What? Now What? How to Implement?"
Business value	Translated raw data into management-ready insights and helped connect dashboard visuals to actual commercial actions rather than just reporting numbers.
Keywords for resume / interview	Power BI, executive dashboard, KPI reporting, contribution margin, sales analytics, business storytelling.

11. Annual Sales Contract ROI / NPV Evaluation

Business context	Large sales opportunities generated revenue over a year, so decisions could not be based only on nominal revenue or simple gross margin.
Project summary	Developed financial evaluation logic to consider monthly revenue, cost timing, profit timing, time value of money, and required return. This helped assess whether longer-term contracts created enough present-value profit to justify pricing concessions.
Main outputs / analysis	Monthly cash flow setup, revenue and cost timing, gross profit stream, discount rate/WACC proxy discussion, NPV logic, and contract return evaluation.
Business value	Added a finance lens to commercial pricing decisions and helped distinguish between deals that look attractive in total revenue and deals that truly create value after timing and margin are considered.
Keywords for resume / interview	NPV, ROI, annual contract evaluation, time value of money, cash flow modeling, financial decision support.

Project Highlights

- Built Excel-based pricing decision tools combining ERP/Syspro data, sales inputs, customer/product contribution margin, discount history, contract pricing, and historical lowest price/margin data.
- Developed pricing models to evaluate short-term sales requests using margin impact, elasticity, historical discount behavior, and quote conversion performance.
- Created long-term deal evaluation logic using monthly cash flows, time value of money, NPV-style analysis, and contribution margin impact for annual sales opportunities.
- Built new product pricing analysis combining internal profitability targets with external market willingness-to-pay data to estimate demand capture and discount sensitivity.
- Analyzed supplier cost increases and tariff exposure to recommend SKU-level price increases that balance CM protection, gross profit preservation, and commercial risk.
- Designed customer/product/deal scoring frameworks to prioritize opportunities and support consistent approval decisions for special pricing and new product offers.
- Performed product line decline analysis to identify the products, customers, and sales ownership driving YoY underperformance and recommend corrective actions.
- Created Power BI dashboard logic and executive summaries translating sales, margin, category, customer, and shipping data into actionable business insights.

Technical Tools & Methods Used

Excel modeling, Power BI, Syspro data extraction/use, contribution margin analysis, price elasticity, discount band analysis, quote conversion analysis, cost pass-through modeling, tariff impact modeling, customer segmentation, product family analysis, parent/child SKU logic, NPV/TVM logic, weighted scoring models, variance analysis, and executive reporting.