



# Tackling Inflation With Insights: Why It Matters

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Founder and CEO

**veylinx**

# THE WALL STREET JOURNAL.

ECONOMY

## **Inflation Surges Worldwide as Covid-19 Lockdowns End and Supply Chains Can't Cope**

The big question for the global economy: Will price rises feed further inflation cycles?

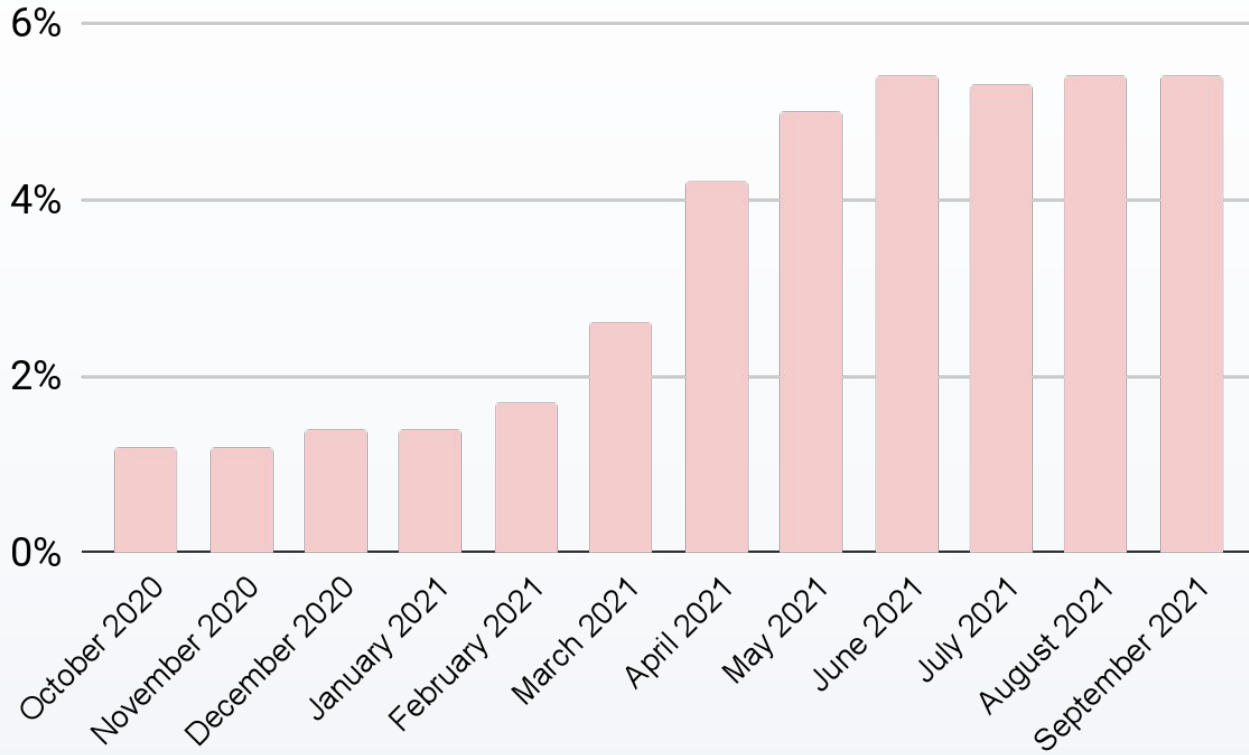
IA

### **Inflation Nation: The Long-Term Effects Of Rising Costs**

November 1, 2021 · 4:49 PM ET



# Inflation Surges to 30-Year High



# 85%

is very concerned  
about inflation

# Procter & Gamble CEO on Inflation Uncertainty

“It’s inevitable we will see an increase in inflation”

**“How much? I don’t know.”**

— David Taylor





# Ways To Battle Inflation

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- **Raise Prices**



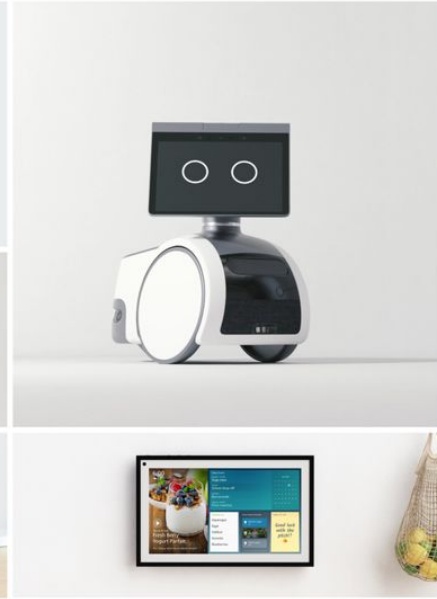
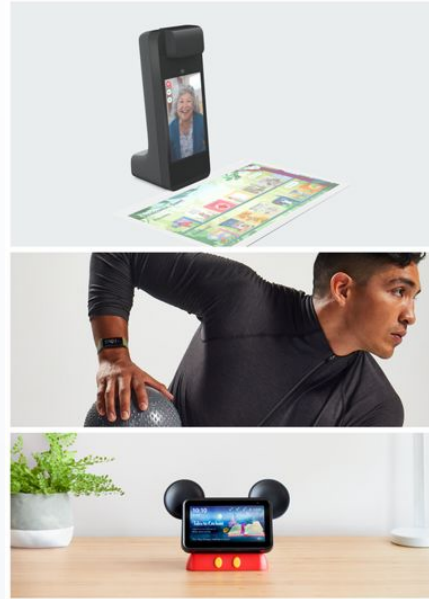
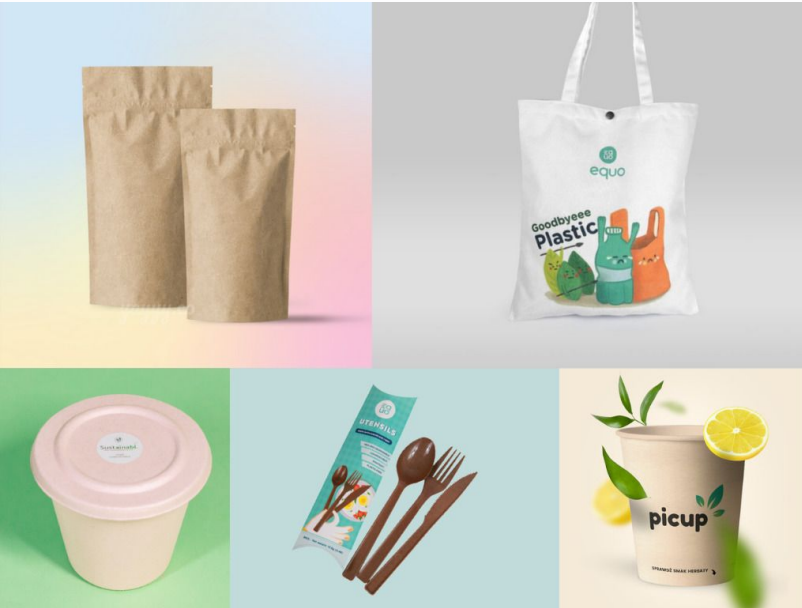
# Ways To Battle Inflation

- Raise Prices
- **Downsizing**



# Ways To Battle Inflation

- Raise Prices
- Downsizing
- **Innovation**



amazon

# General Mills CEO on Elasticity Models

“We're in uncharted territory, to be honest with you. And that's why all elasticity models are always based on historical data, which is useful to a point, **but only to a point.**”

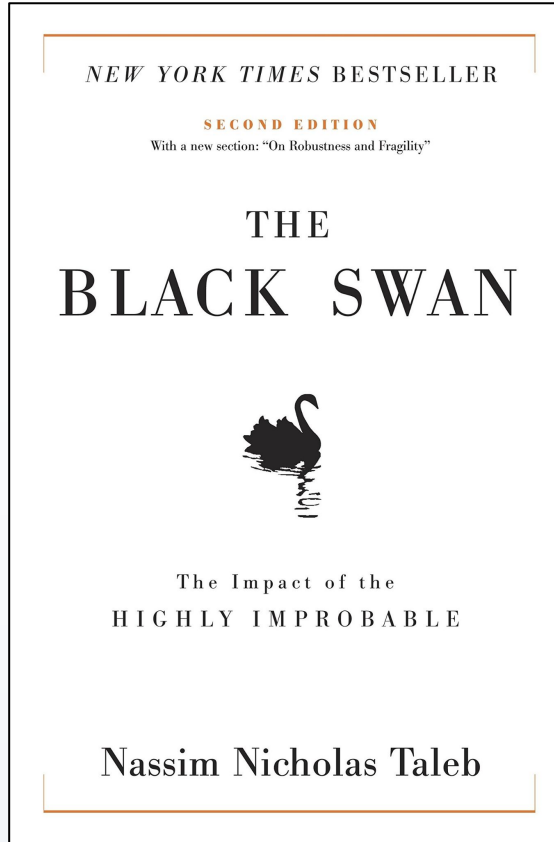
— Jeffrey Harmening



# Traditional Black Box Approach



# The Failure of Black Box Approaches



# Fundamentals of Pricing





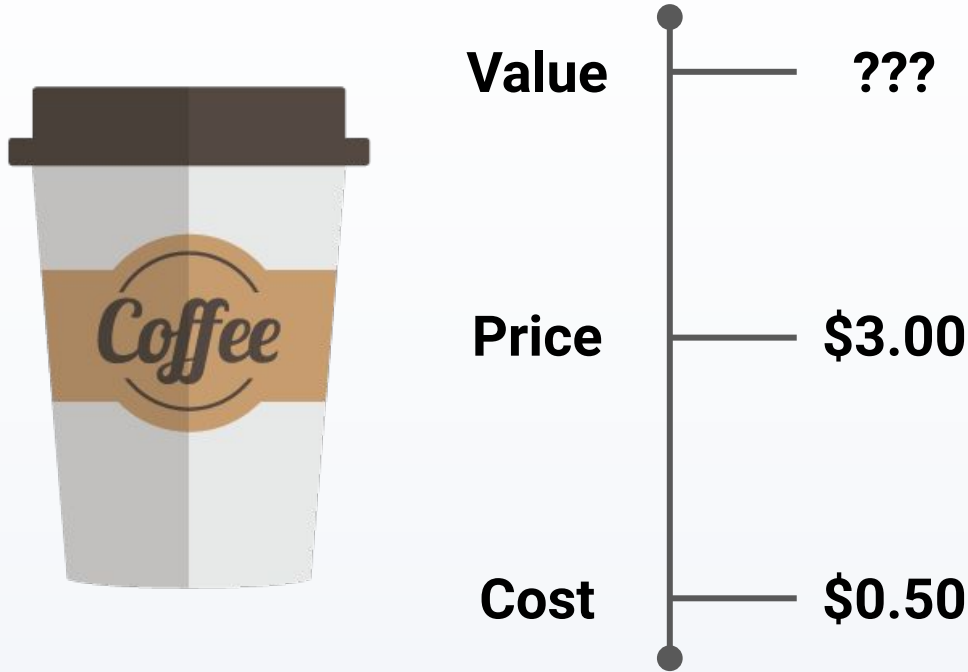
# Fundamentals of Pricing



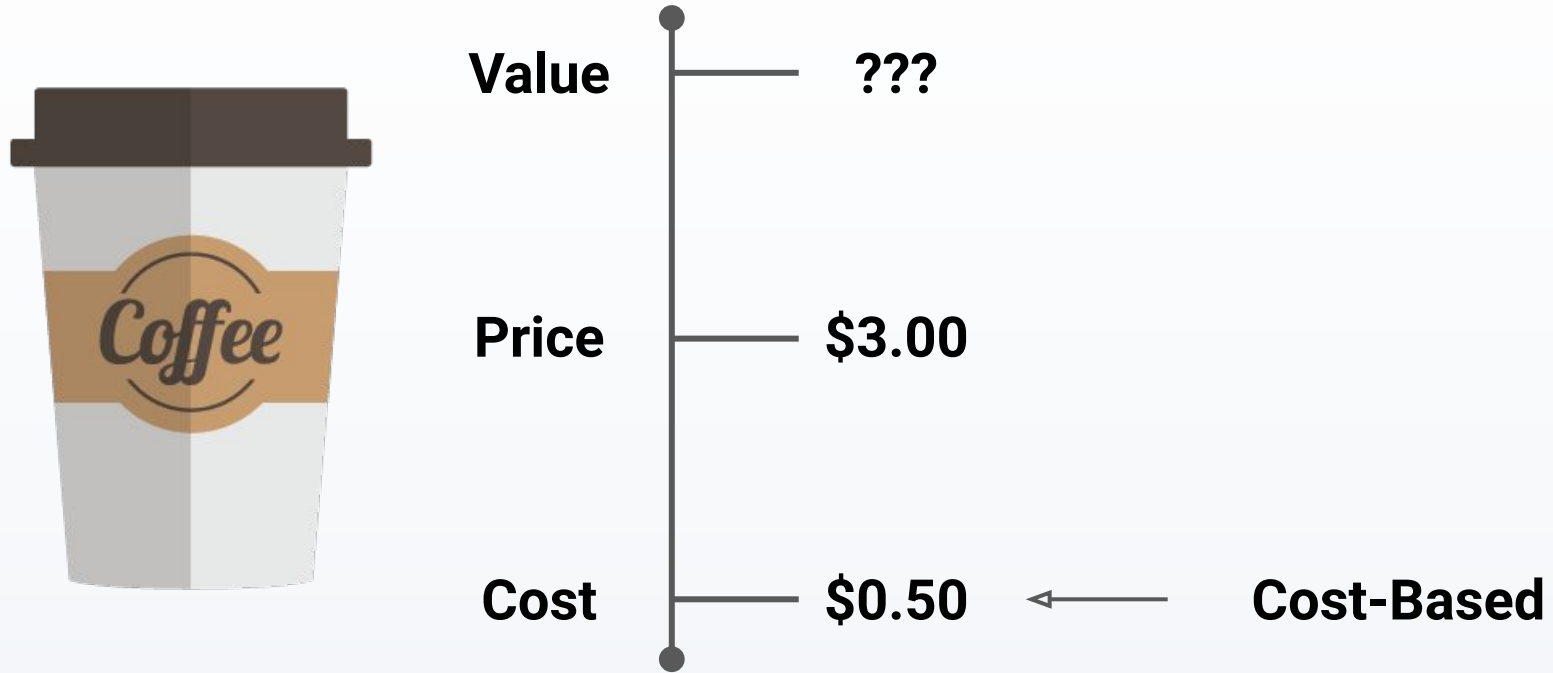
# Fundamentals of Pricing



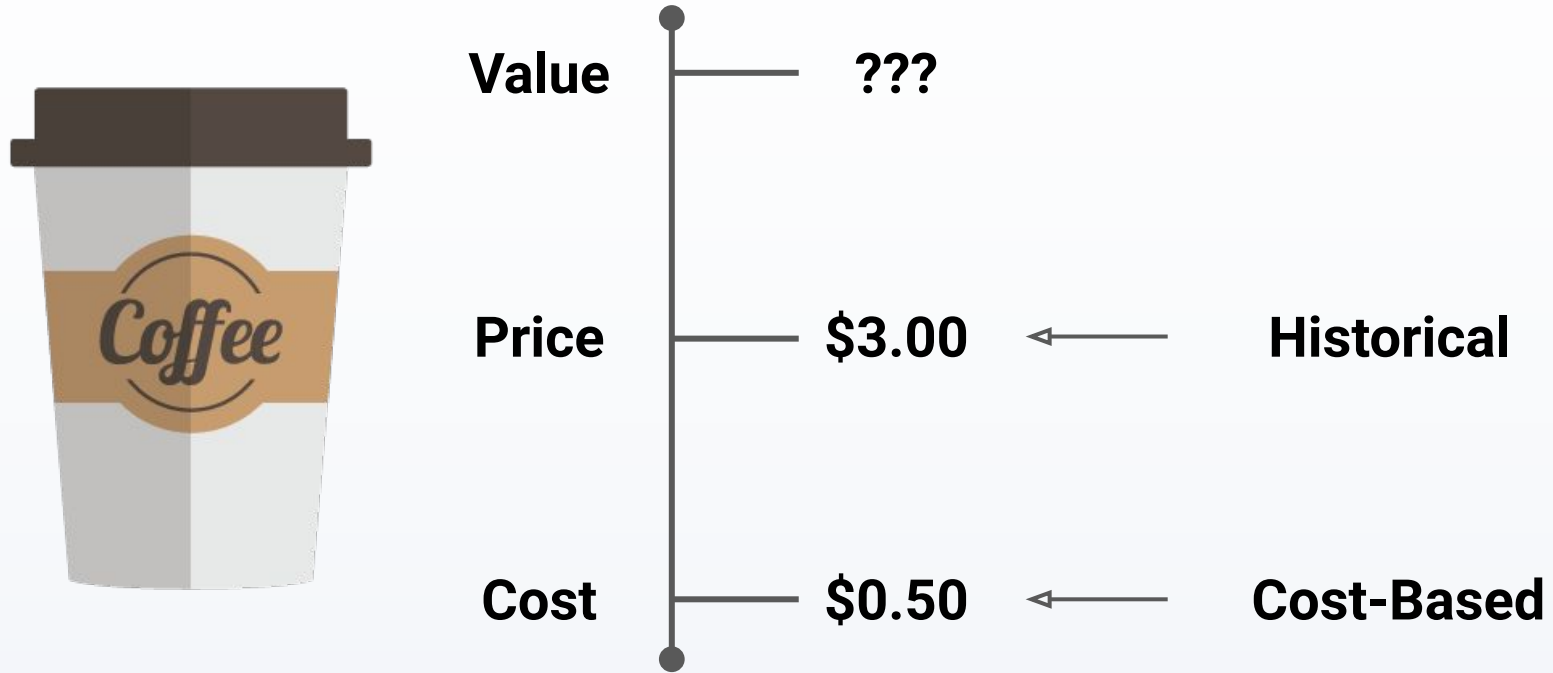
# Fundamentals of Pricing



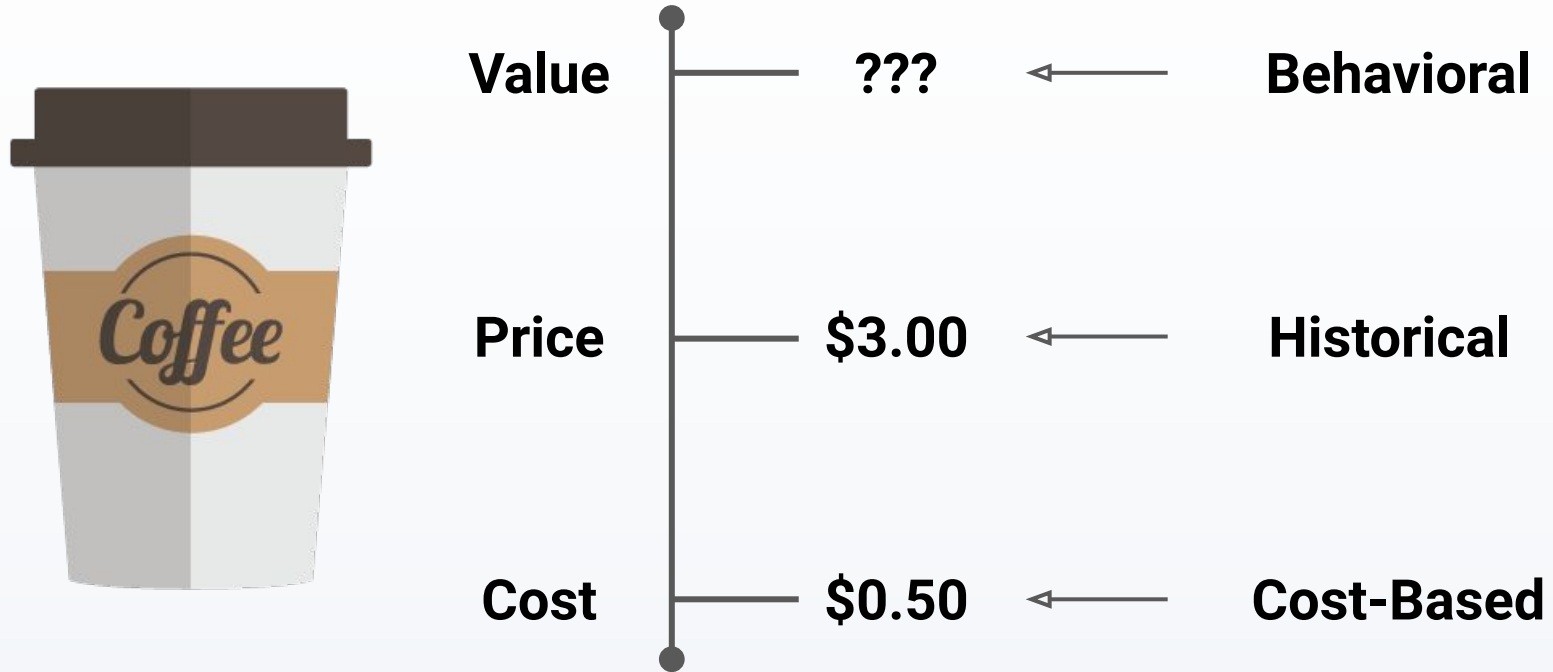
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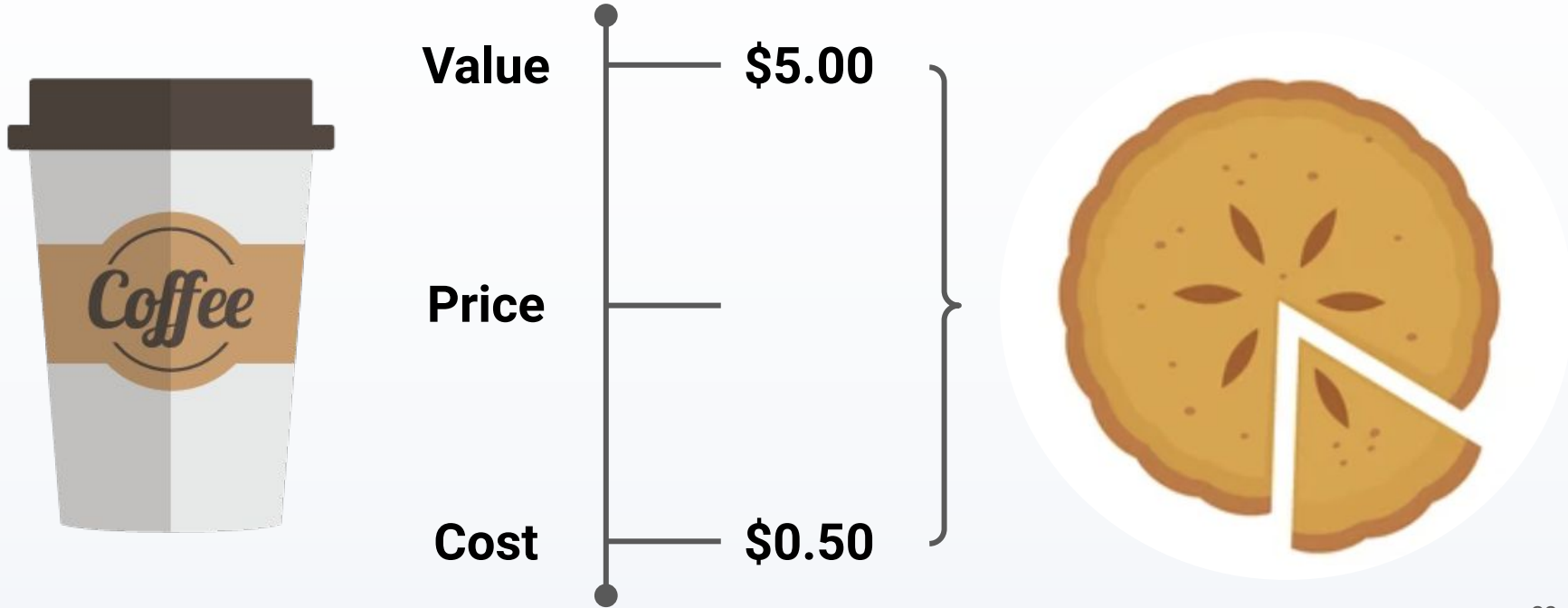
# Fundamentals of Pricing



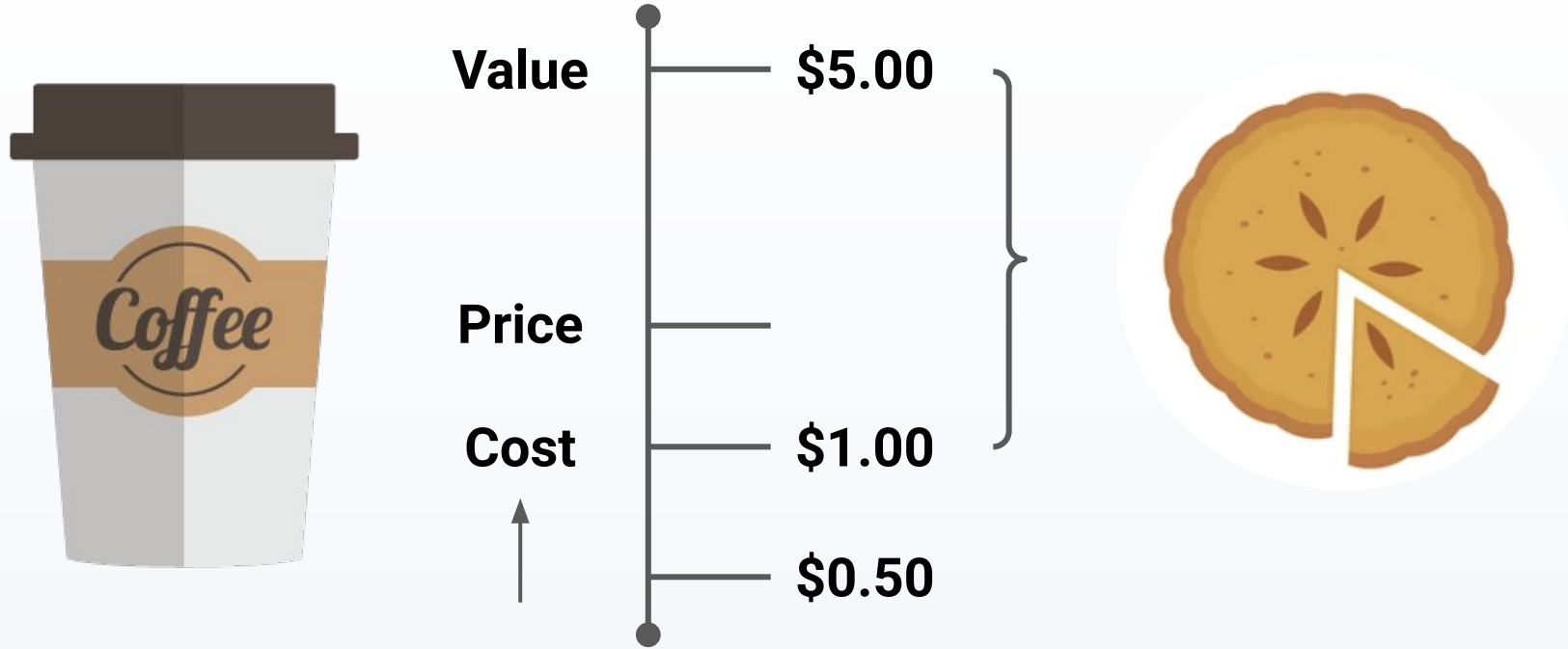
# Fundamentals of Pricing



# Know The Size of Your Pie



# Did Inflation Make the Pie Smaller?







## MARKETS

**U.S. savings rate hits record 33% as coronavirus causes Americans to stockpile cash, curb spending**

The only variable that matters: willingness to pay



# FORTUNE

FINANCE • EYE ON INVESTING

## Fortune 500 companies are raising prices—and consumers don't seem to care

BY SHAWN TULLY

October 12, 2021 8:00 PM EDT



jack ⚡ ✓  
@jack



Hyperinflation is going to change everything. It's happening.

10:15 PM · Oct 22, 2021



77.6K

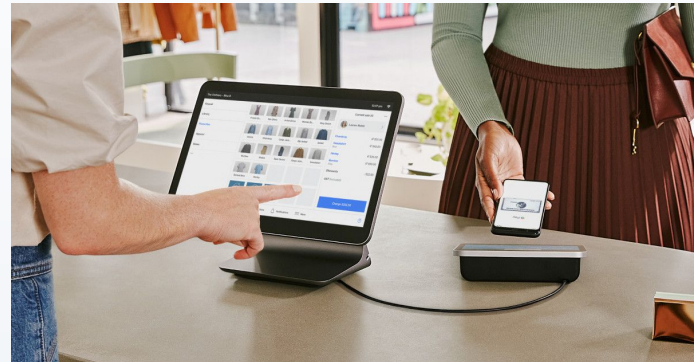


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BUSINESS

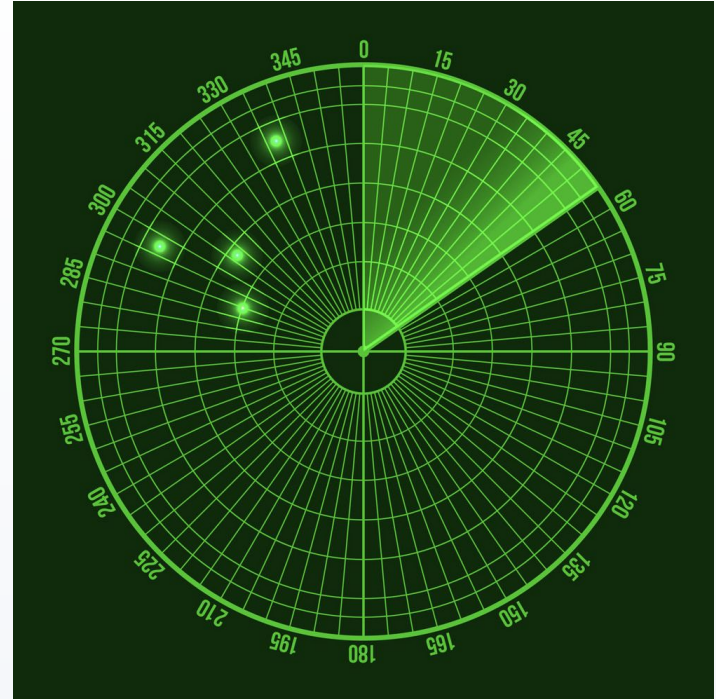
## Dollar Tree to Sell More Items Above \$1 as Costs Rise

Discount chain expanding earlier tests to boost prices, citing higher wage and freight costs



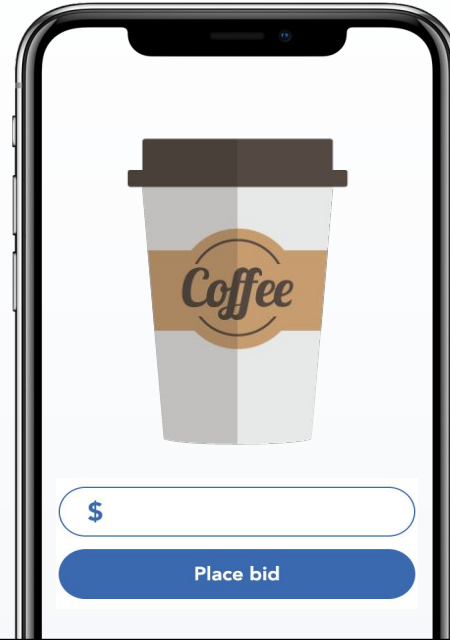
“The discounter has experimented with selling items for \$3 and \$5 **since 2019** in a shelf section labeled Dollar Tree Plus.”

# Behavioral Monitoring of Demand





# Behavioral Monitoring of Demand



Universal Key Metric  
**Willingness To Pay**

# Extraordinary Times Call For Extraordinary Measures



Steer With Confidence



# veylinx



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