



DIGITAL INNOVATION AND TRANSFORMATION

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

Course code: DIT-006

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

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.

Why Attend

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

Who Should Attend

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

— Learning 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
- Improve competitiveness through intelligent pricing strategies

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
- 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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	London - United Kingdom	€2,100
5 - 9 October 2026	London - United Kingdom	€2,100
12 - 16 October 2026	Barcelona - Spain	€1,925
12 - 16 October 2026	Barcelona - Spain	€1,925
9 - 13 November 2026	Amsterdam - Netherlands	€2,125
9 - 13 November 2026	Amsterdam - Netherlands	€2,125
16 - 20 November 2026	Munich - Germany	€1,725
16 - 20 November 2026	Munich - Germany	€1,725

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.