

# Optimizing costs, pricing, promotions and sales

Maximizing margins in food manufacturing is a complex operation impacted by the weather, special events and competitor activity. Food manufacturers capture vast amounts of information throughout the supply chain to gain insight, control and predictability using Microsoft Dynamics 365, Azure machine learning and Power BI that turn data into actionable intelligence.

**1** MAKING MARGINS IN **FOOD MANUFACTURING** REQUIRES BALANCING **COSTS, PRICING, PROMOTIONS** AND **SALES**



**PREDICTIVE ANALYTICS** PROVIDES UNPRECEDENTED VISIBILITY INTO **THE FOOD MANUFACTURING SUPPLY CHAIN**

**3** MANUFACTURERS **DESIGN PRODUCTS** USING PRECISE DATA ABOUT **COST, NUTRITION, ALLERGENS** AND **TRACEABILITY**



PREDICTIONS ABOUT **WEATHER, EVENTS, DEMOGRAPHICS** AND **COMPETITORS** ENABLE MANUFACTURERS TO SET **PROMOTIONS** BASED ON **DATA TRENDS**



**5** **MICROSOFT DYNAMICS 365, AZURE MACHINE LEARNING** AND **POWER BI** TURN DATA INTO **ACTIONABLE INTELLIGENCE**



THIS POWERFUL INSIGHT ENABLES MANUFACTURERS TO **LOWER COSTS, INCREASE MARGINS** AND DELIVER **WHAT CUSTOMERS WANT, WHEN THEY WANT IT**

For more information on Optimizing costs, pricing and improving profit margins of food products, read our eBook - [How to enhance costing and pricing of food items?](#)

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