



# PDI Fuel Pricing Retail

**Optimize your strategies with the power of machine learning**

Improve pricing performance and decision making through predictive analytics and modeling

Collaborate with our PDI Fuel Pricing experts to determine the best pricing strategies for your business. Whether the goal is to drive volume or capitalize on margin, PDI Fuel Pricing Retail uses up-to-the-minute competitor data and historical trends to predict the best prices for your sites. Our solution helps automate processes for improved and consistent decision making which helps you stay competitive in a volatile market.



Improve efficiency



Seamless integration



On-the-go decision making



Full transparency



“We chose PDI Fuel Pricing based on its 35 year track record of successfully supporting fuels retailers”

—Site Manager

# PDI Retail Fuel Pricing

- Flexible pricing strategies based on customized rules
- Base pricing decisions on statistical analysis
- Optimize profitability with data from other integrated solutions
- Work with world-class data scientists and pricing experts to build custom strategies
- Automated processes eliminate human error
- Reduces the burden of complex compliance regulations
- Accurate and timely competitor tracking

**35,000+**  
Retail  
Locations

**50+**  
Countries

**35+**  
Years of  
Experience

## Optimize Your Business with PDI Fuel Pricing

The PDI Fuel Pricing Retail engine enables 100% automation:

- Fast decision making
- Rapid price integration
- Real-time competitor information



Statistical predictive modeling assesses what volume impacts will be for every price change to give you maximum margin or volume.

**ERP Data + Promotion & Loyalty Data + Fuel Pricing Data  
= Price Optimization**