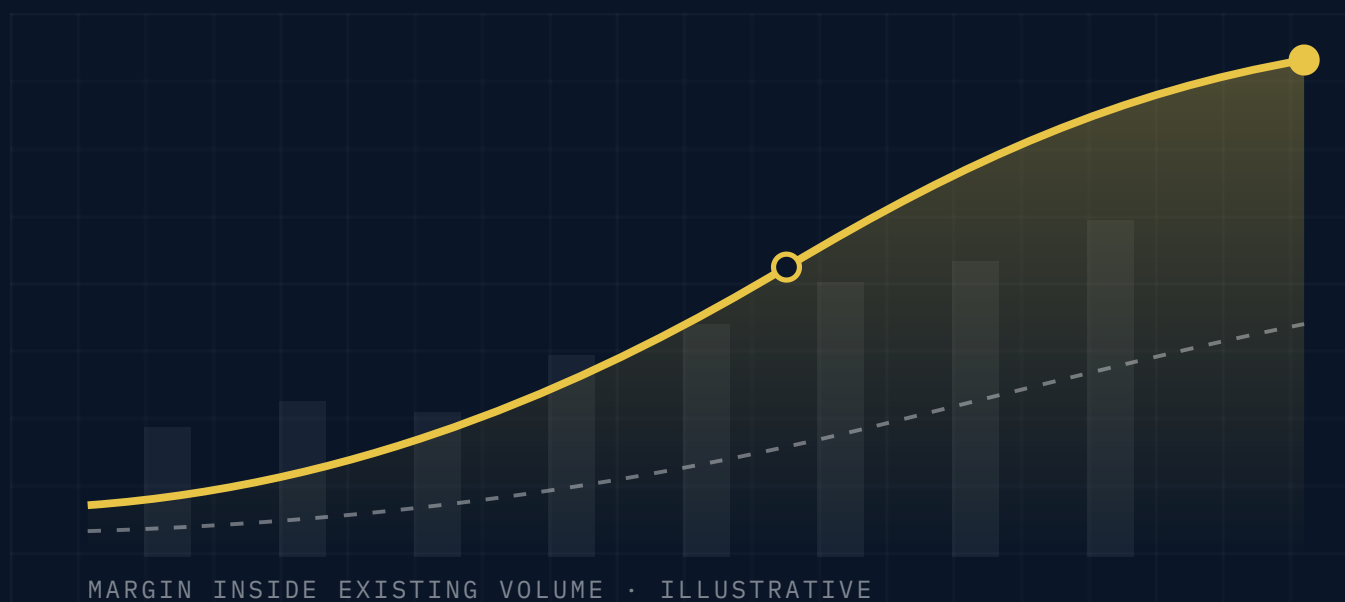


PRICING · FORECASTING · ANALYTICS · AI

The margin is usually *already there*.

YieldLine Advisory is a lean team of senior pricing, quantitative and analytics specialists. We find the margin sitting inside the volume you already have, then build the pricing, forecasting and reporting that keep capturing it, with AI and automation where you want them.



01 · CORE PRACTICE

Pricing & revenue management

02 · DATA & AI

Revenue analytics, BI & AI

03 · QUANTITATIVE

Supply chain, forecasting & working capital



01 · CORE PRACTICE

Pricing & revenue management

The margin is usually already there.



THE PROBLEMS WE SOLVE

Most businesses have margin sitting inside the volume they already have. It leaks through rate setting, discounting, overrides and channel mix, and through dynamic pricing that runs once instead of (close to) real-time. Most pricing problems turn out to be forecasting, data or reporting problems as well, so we cover those too, and the fix doesn't stop at a recommendation.

OUR APPROACH

Diagnose. Transaction, margin and competitor data, plus interviews with the people who set prices and override them. Missing data isn't a blocker; the state of your data is itself a finding.

Design & build. The pricing logic, rules and guardrails that make the changes stick, built in your systems. Larger engines are built by your IT team or a vendor, with us as designer and product owner.

Run & measure. We track results against an agreed baseline so you can see what each change earned.

FULL TIMELINE: [HOW AN ENGAGEMENT RUNS](#), PAGE 05

OUTCOMES FROM ROLES OUR TEAM HELD DIRECTLY

Global pricing strategy

▲ ~£15M

EBITDA / year

Dynamic pricing engine

▲ ~£5M

Added EBITDA / year

Channel & pricing turnaround

▲ 620%

Revenue growth YoY

These figures come from roles our team held directly, not from client engagements.

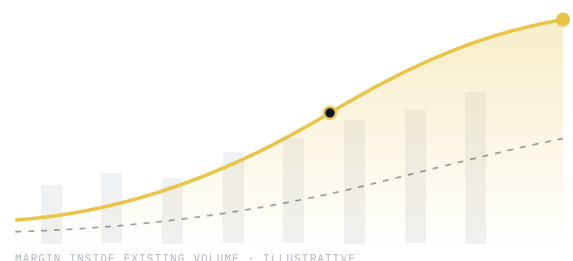
TYPICAL DELIVERABLES

- Sized and ranked leakage findings, each paired with the change that fixes it
- Pricing and discount guardrails
- Dynamic pricing and yield management running (close to) real-time
- Channel and rate-structure recommendations
- Performance reporting your team trusts

Everything runs in your environment and belongs to you; we don't sell or host software. AI and automation are optional and used only where they clearly pay back.

SECTORS

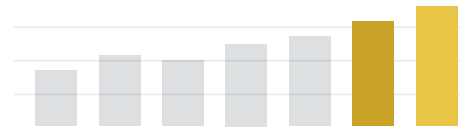
FX and currency, travel and aviation, payments and fintech, banking and financial services, multi-channel retail, and subscription and technology.





02 · DATA & AI

Revenue analytics, BI & AI



THE PROBLEMS WE SOLVE

Most pricing problems turn out to be forecasting, data or reporting problems as well. We see the same pattern often: prices that move faster than reporting can follow, reports people don't trust, analysts who spend their week refreshing spreadsheets, and no clear view of which customers are at risk or most valuable. We fix the analytics behind these problems, so the work doesn't stop at a recommendation.

OUR APPROACH

Diagnose. We go through your data, reporting and the people who rely on it.

Design & build. We build the dashboards, models and automations in your systems, with sensible guardrails, and then get your team using them.

Run & measure. We track results against an agreed baseline so you can see what each change earned.

FULL TIMELINE: [HOW AN ENGAGEMENT RUNS](#), PAGE 05

TYPICAL DELIVERABLES

- Performance reporting and BI dashboards people trust
- Predictive models for churn and customer value
- Value tracking against an agreed baseline
- Practical AI and automation for routine work such as report refreshes, rate checks and commentary

OUTCOMES OUR TEAM HAS DELIVERED

Reporting automation

▲ **90–95%**
Analyst time freed

Data platform redesign

▼ **43%**
Lower data costs

These figures come from roles our team held directly, not from client engagements.

Built in your environment

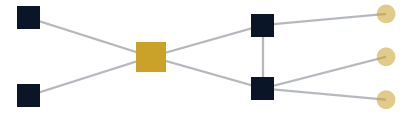
We build in Python, SQL, BI and current AI tools. Everything runs in your environment and belongs to you. We don't sell or host software. AI is optional: every service works without it, and we suggest it only where it clearly pays back.





03 · QUANTITATIVE

Supply chain, forecasting & working capital



THE PROBLEMS WE SOLVE

Most pricing problems turn out to be forecasting, data or reporting problems as well. Demand forecasts that don't hold up. Stock sitting in the wrong place. Working capital tied up in inventory. A currency supply chain whose costs nobody can fully see. When prices move faster than reporting can follow, decisions get made on guesswork.

OUR APPROACH

We do FX supply chain analysis, demand forecasting and inventory optimisation that release working capital. The people doing it have run a global currency supply chain themselves. Our team has carried the target inside global businesses rather than recommending it to someone else.

Every engagement has a senior lead who stays on it from start to finish, backed by specialists in quantitative modelling and analytics.

Diagnose works through your transaction, margin, stock and operational data, with interviews of your decision-makers. **Design & build** delivers the forecast model, rules or reporting that make the changes stick.

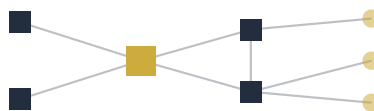
FULL TIMELINE: [HOW AN ENGAGEMENT RUNS](#), PAGE 05

TYPICAL DELIVERABLES

- Sized and ranked findings, each paired with the change that fixes it
- Demand forecast models
- Inventory and currency supply chain optimisation
- Reporting and dashboards
- Full documentation and team handover

Outcomes

Working capital released from stock and the currency supply chain, forecasts your team trusts and uses, and measured results against an agreed baseline. Everything runs in your environment and belongs to you. AI and automation are optional and used only where they clearly pay back.





HOW AN ENGAGEMENT RUNS

Diagnose, build, then prove it

All three practices follow the same four steps. This work pays for itself quickly or it isn't worth doing. This is the shape most engagements take.

STEP	WHAT HAPPENS	FOCUS BY PRACTICE
WEEK 0 FREE Intro call	Forty-five minutes on what you sell, how decisions get made today and where you think the problem sits. If we're not the right people, we'll tell you on the call.	SAME ACROSS ALL THREE PRACTICES Free, forty-five minutes.
WEEKS 1-6 Diagnose	We work through your data and interview the people who make and override decisions. Findings reach you as they land, with a first set of changes you can put live straight away.	PRICING Transaction, margin and competitor data; the state of your data is itself a finding. ANALYTICS Your data, reporting and the people who rely on it. SUPPLY CHAIN Transaction, margin, stock and operational data.
MONTHS 2-6 Design & build	We build what makes the changes stick, in your systems and with sensible guardrails. Larger engines are built by your IT team or a vendor, with us as designer and product owner.	PRICING Pricing logic, rules and guardrails. ANALYTICS Dashboards, models and automations, then getting your team using them. SUPPLY CHAIN Forecast model, rules or reporting.
ONGOING Run & measure	We track results against an agreed baseline so you can see what each change earned. Then we hand over fully documented, or stay on as fractional leads.	SAME ACROSS ALL THREE PRACTICES Measured against an agreed baseline.

A senior lead, start to finish

Every engagement has a senior lead who stays on it from start to finish, backed by specialists in quantitative modelling and analytics. Everything runs in your environment and belongs to you; we don't sell or host software.

NEXT STEP

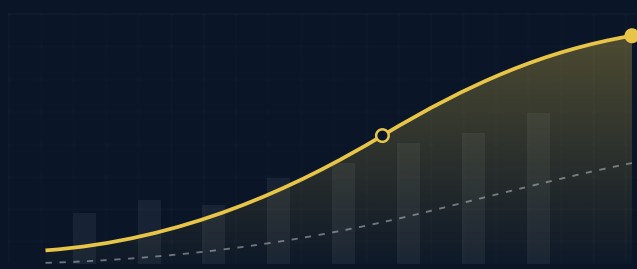
Book an intro call

Forty-five minutes, free, on what you sell, how decisions get made today and where you think the problem sits. If we're not the right people, we'll tell you on the call.

CONTACT

hello@yieldlineadvisory.com

yieldlineadvisory.com



SECTORS · WHERE WE'RE MOST USEFUL

We go deep in a small number of industries rather than shallow across everything. If your prices move faster than your reporting can follow, we've probably seen your problem before.

Foreign exchange & currency

Spreads, fees and rate setting across branch, online, ATM and partner channels, plus the currency supply chain and working capital behind them.

Travel & aviation

Yield management, fare and ancillary pricing, and distribution economics, including GDS environments.

Payments & fintech

Pricing tiers, FX margin on transfers, and the trade-off between headline rate and take rate.

Banking & financial services

Margin and fee management, operations and customer analytics, and quantitative models that stand up to scrutiny.

Multi-channel retail

Online, store and partner pricing that pull against each other, plus the stock and promotions underneath.

Subscription & technology

Price tiers and packaging, churn and retention models, and customer health scoring.

WHY YIELDLINE · OPERATORS, NOT A SLIDE FACTORY

We've held the number

Our team has run pricing, supply chain and analytics functions inside global businesses, carrying the EBITDA target rather than recommending it to someone else.

We design it and get it built

Lighter models, automations and dashboards we build ourselves. Larger engines are built by your IT team or a vendor, with us as designer and product owner.

A bench, not one consultant

A senior lead stays on it start to finish, backed by specialists. You're never handed to juniors after the pitch.