International Journal of Scientific Research & Engineering Trends
Volume 12, Issue 2, Mar-Apr-2026, ISSN (Online): 2395-566X

AI-Driven Dynamic Pricing System for E-Commerce Using Machine Learning and Business Intelligence Analytics

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ABSTRACT

The rapid growth of e-commerce platforms has increased the need for intelligent pricing strategies that can adapt to continuously changing market conditions. Traditional pricing methods used in online retail are often static and rely heavily on historical data analysis, making them inefficient in responding to dynamic market factors such as customer demand, competitor pricing, and seasonal trends. In modern digital marketplaces, businesses generate large volumes of transactional and behavioural data, which creates opportunities for applying machine learning techniques to improve pricing decisions. This study proposes a machine learning-enabled business intelligence framework for dynamic pricing optimization in e-commerce environments. The proposed system integrates data preprocessing, predictive modelling, and business intelligence analytics to support real-time pricing decisions. During the preprocessing stage, historical pricing data, market trends, competitor price information, and customer behavior patterns are collected and processed to improve data quality and consistency. Support Vector Machine (SVM) is employed as the primary machine learning algorithm due to its ability to handle complex and non-linear relationships within large datasets. The business intelligence component of the framework enables efficient data visualization, monitoring, and analysis of market conditions through interactive dashboards and analytical tools. This integration allows businesses to combine predictive insights from machine learning with data-driven business intelligence reports to determine optimal pricing strategies. The proposed system dynamically adjusts product prices by analyzing multiple influencing factors such as demand fluctuations, competitor behavior, and customer purchasing patterns. Experimental evaluation demonstrates that the integration of machine learning and business intelligence significantly improves pricing accuracy, market responsiveness, and decision-making efficiency. By enabling automated and adaptive pricing strategies, the proposed framework helps businesses maximize revenue, enhance competitiveness, and respond effectively to rapidly changing e-commerce environments.

Keywords: Dynamic Pricing, Machine Learning, Business Intelligence, Support Vector Machine, E-Commerce Analytics, Predictive Modelling, Data-Driven Pricing, Market Intelligence.

I. INTRODUCTION

The rapid growth of digital commerce has significantly transformed the way businesses operate and compete in modern markets. E-commerce platforms have become an essential component of global retail, enabling businesses to reach large customer bases through online marketplaces. In such highly competitive environments, pricing strategies play a crucial role in determining customer engagement, sales performance, and overall business profitability. Companies must continuously adjust product prices based on market demand, competitor actions, seasonal trends, and customer purchasing behavior. Consequently, developing intelligent and adaptive pricing strategies has become a critical requirement for maintaining competitiveness in modern e-commerce ecosystems.

Traditionally, many e-commerce businesses rely on static pricing models or manual pricing adjustments based on periodic market analysis. While these approaches can support basic pricing decisions, they are often inefficient and slow in responding to rapidly changing market conditions. Modern online marketplaces generate vast amounts of transactional and behavioural data, including product demand patterns, customer browsing activities, purchase history, and competitor pricing information. Analyzing such large and complex datasets manually is difficult and time-consuming, making it challenging for businesses to make timely and accurate pricing decisions. Therefore, data-driven approaches are required to efficiently analyze market dynamics and enable intelligent pricing strategies [3], [4].

Machine learning (ML) techniques have emerged as powerful tools for analyzing large-scale datasets and identifying hidden patterns within complex business environments. By learning from historical pricing and sales data, machine learning models can predict demand trends, identify pricing opportunities, and optimize revenue generation. These techniques have been widely applied in several domains such as financial forecasting, recommendation systems, fraud detection, and customer behavior analysis. In the context of e-commerce, machine learning algorithms can assist businesses in implementing dynamic pricing strategies that automatically adjust product prices based on changing market conditions and consumer demand patterns [5], [7], [13].

Despite the advantages of machine learning-based pricing systems, several challenges remain when implementing these models in real-world business environments. E-commerce datasets often contain high-dimensional features, inconsistent data records, and rapidly changing market variables that may affect model performance. In addition, many advanced machine learning models operate as complex decision-making systems, making it difficult for business stakeholders to understand how pricing decisions are generated. This lack of transparency can reduce trust in automated pricing systems and limit their adoption in real-world business intelligence environments [8], [11].

To address these challenges, the integration of Business Intelligence (BI) tools with machine learning techniques has gained significant attention in recent research. Business intelligence systems provide advanced data visualization, reporting, and analytics capabilities that help organizations interpret large volumes of business data. When combined with machine learning models, BI systems enable organizations to transform predictive insights into actionable pricing strategies. This integration allows businesses to monitor market trends, analyze competitor pricing behavior, and make informed pricing decisions through interactive dashboards and analytical tools [1], [2], [9], [10], [12].

Motivated by these challenges, this study proposes a machine learning-enabled business intelligence framework for dynamic pricing optimization in e-commerce platforms. The proposed system integrates data preprocessing, predictive modelling using Support Vector Machine (SVM), and business intelligence analytics to support adaptive pricing decisions. The objective of the proposed framework is to improve pricing accuracy, enhance responsiveness to market changes, and support intelligent decision-making for e-commerce businesses.

The remainder of this paper is organized as follows. Section II reviews existing research related to dynamic pricing strategies and machine learning applications in e-commerce. Section III presents the analysis of the existing pricing systems and the proposed framework. Section IV describes the system architecture and design methodology. Section V explains the implementation modules of the proposed system. Section VI discusses the experimental results and performance evaluation. Finally, Section VII concludes the study and outlines possible directions for future research.

II. LITERATURE SURVEY

Many researchers have explored the application of machine learning and data-driven techniques to improve decision-making across various industries, including finance, healthcare, marketing, and e-commerce. In particular, the rapid growth of online retail platforms has created a strong demand for intelligent pricing systems capable of analyzing large volumes of market data. Machine learning models have been widely used to identify hidden patterns within customer purchasing behavior, competitor pricing strategies, and demand fluctuations. These approaches have enabled businesses to develop automated pricing strategies that improve revenue optimization and competitive positioning in dynamic online marketplaces [3], [4].

Kleinberg et al. investigated algorithmic pricing models for digital markets with the aim of improving pricing efficiency through automated decision systems. Their research demonstrated that machine learning algorithms can analyze historical transaction data and predict optimal pricing strategies based on demand variations and customer purchasing patterns. Although the proposed approach improved revenue generation, it primarily focused on demand prediction and did not integrate business intelligence tools for real-time market analysis.

To improve pricing prediction accuracy, Chen et al. introduced feature engineering techniques for dynamic pricing systems. Their study involved extracting key features such as customer behavior patterns, seasonal trends, and competitor pricing data to enhance predictive modelling performance. The research highlighted the importance of selecting relevant features for machine learning models to accurately capture complex pricing relationships in high-dimensional e-commerce datasets. Several machine learning algorithms, including Decision Trees, Support Vector Machines (SVM), and Neural Networks, were evaluated to determine the most suitable approach for pricing prediction tasks.

Furthermore, Ferreira et al. examined the application of reinforcement learning techniques for dynamic pricing optimization in online marketplaces. Their approach enabled automated price adjustments based on real-time demand fluctuations and competitor pricing strategies. Experimental results indicated that reinforcement learning models could significantly improve revenue optimization compared to traditional rule-based pricing strategies. However, the complexity of reinforcement learning models and the lack of interpretability limited their practical adoption in business decision-making environments.

Other researchers have explored clustering-based and statistical methods for analyzing customer demand patterns in e-commerce platforms. These techniques aim to segment customers based on purchasing behavior and price sensitivity in order to design personalized pricing strategies. While clustering methods can reveal useful behavioural patterns, they may face limitations when dealing with rapidly changing market conditions or real-time pricing adjustments.

Recent advancements in business intelligence systems have also contributed to the development of data-driven pricing frameworks. Business intelligence tools provide interactive dashboards, data visualization, and analytical reporting capabilities that help organizations monitor market trends and customer behavior. By integrating machine learning models with BI platforms, businesses can transform predictive insights into actionable pricing decisions that respond quickly to market dynamics [8], [11].

Despite these advancements, several challenges remain in developing effective dynamic pricing systems for e-commerce platforms. E-commerce datasets often contain high-dimensional data, rapidly changing demand patterns, and complex interactions between multiple pricing factors. In addition, many machine learning models operate as black-box systems, making it difficult for business stakeholders to understand how pricing decisions are generated.

To address these challenges, recent research has focused on integrating machine learning algorithms with business intelligence frameworks to create transparent and scalable pricing systems. Such integrated systems can combine predictive modelling with real-time analytics to improve pricing accuracy, enhance decision-making transparency, and support adaptive pricing strategies in competitive e-commerce environments [1], [2], [9], [12].

However, limited research has focused on developing frameworks that combine Support Vector Machine (SVM)-based predictive modelling with business intelligence systems for dynamic pricing optimization. Therefore, this study proposes a machine learning-enabled business intelligence framework that leverages SVM models to analyze complex pricing relationships while providing analytical insights through BI dashboards, enabling more accurate and adaptive pricing decisions in e-commerce platforms.

III. SYSTEM ANALYSIS

A. EXISTING SYSTEM

Traditional pricing strategies in e-commerce platforms primarily rely on static pricing models and manual decision-making processes to determine product prices. In these conventional approaches, businesses set fixed prices based on historical sales data, competitor analysis, and periodic market evaluations. While these pricing strategies provide a basic framework for product pricing, they often fail to respond effectively to rapidly changing market dynamics such as fluctuations in demand, competitor pricing adjustments, seasonal trends, and evolving customer preferences.

In many existing systems, Business Intelligence (BI) tools are used to analyze historical sales data and generate reports that help businesses understand market behavior. However, traditional BI systems are mainly descriptive in nature and focus on analyzing past trends rather than predicting future market behavior. As a result, these systems provide limited support for real-time decision-making and are unable to automatically adjust product prices based on changing market conditions.

To address these limitations, several researchers have explored the application of machine learning techniques for pricing optimization. Machine learning models can analyze large volumes of transactional data, identify patterns in customer purchasing behavior, and predict demand trends. Conventional machine learning algorithms such as Logistic Regression, Decision Trees, Support Vector Machines (SVM), and Artificial Neural Networks have been used in pricing prediction systems to estimate optimal price points for products.

Furthermore, advanced ensemble learning approaches have been introduced to improve pricing prediction accuracy. Algorithms such as Random Forest and Gradient Boosting combine multiple weak learners to produce more stable and reliable predictions while reducing the risk of overfitting. These models have demonstrated improved performance in several business analytics applications, including demand forecasting, recommendation systems, and customer behavior analysis [5], [7].

Recent developments in data analytics technologies have also enabled e-commerce platforms to collect large volumes of real-time data related to customer interactions, competitor pricing, and product demand. This data can be analysed using machine learning algorithms to support dynamic pricing strategies. However, many existing pricing models operate as complex black-box systems, making it difficult for business stakeholders to understand the reasoning behind automated pricing decisions. This lack of transparency limits the adoption of automated pricing systems in many business environments where interpretability and decision accountability are important [8], [11].

To improve transparency and decision-making reliability, researchers have explored the integration of machine learning models with Business Intelligence systems. BI tools provide interactive dashboards, data visualization, and analytical reports that help stakeholders interpret predictive insights generated by machine learning models. By combining predictive analytics with BI-driven insights, organizations can improve their ability to monitor market conditions and make informed pricing decisions [1], [2], [9], [12].

LIMITATIONS OF EXISTING SYSTEM

Inability to respond to market dynamics: Traditional pricing systems are often static and cannot quickly adjust prices in response to changes in customer demand, competitor pricing, or market trends.

Limited predictive capability: Conventional business intelligence systems mainly analyze historical data and do not provide predictive insights required for dynamic pricing optimization.

Complex data relationships: E-commerce datasets contain large volumes of data with complex interactions between multiple factors such as demand, supply, seasonality, and customer behavior. Traditional pricing systems struggle to analyze such complex relationships.

Lack of real-time decision-making: Many existing pricing systems rely on periodic manual updates, making it difficult to implement real-time price adjustments in fast-moving digital marketplaces.

Limited transparency in automated models: Advanced machine learning models often function as black-box systems, making it difficult for business stakeholders to understand how pricing decisions are generated.

Scalability challenges: As e-commerce platforms grow and datasets become larger, traditional pricing models may struggle to scale efficiently without advanced machine learning-based analytical frameworks.

B. PROPOSED SYSTEM

This section presents the proposed machine learning-enabled business intelligence framework for dynamic pricing optimization in e-commerce platforms. The proposed system integrates data preprocessing, machine learning-based predictive modelling, and business intelligence analytics to support intelligent and adaptive pricing decisions.

The framework begins with the collection and preprocessing of historical sales data, market trends, competitor pricing information, and customer purchasing behavior. Data preprocessing techniques are applied to clean and organize the dataset by removing inconsistencies, handling missing values, and preparing the data for machine learning analysis.

After preprocessing, the prepared dataset is used to train a Support Vector Machine (SVM) model, which serves as the primary machine learning algorithm for predicting optimal pricing strategies. SVM is selected due to its ability to handle high-dimensional datasets and identify complex non-linear relationships between multiple pricing factors.

The system also incorporates a Business Intelligence (BI) layer that enables data visualization, dashboard monitoring, and real-time analytical reporting. BI tools help stakeholders understand market trends, customer behavior patterns, and competitor pricing strategies through interactive graphical representations and reports.

By combining machine learning predictions with business intelligence insights, the proposed system can dynamically adjust product prices based on current market conditions. This integration improves pricing accuracy, enhances responsiveness to market changes, and supports more informed decision-making for e-commerce businesses.

The primary objective of the proposed framework is to develop an intelligent pricing system that can optimize revenue, maintain competitive pricing, and adapt to rapidly changing market environments while ensuring scalability and decision transparency in modern e-commerce platforms.

IV. SYSTEM DESIGN

SYSTEM ARCHITECTURE

Below diagram depicts the whole system architecture.

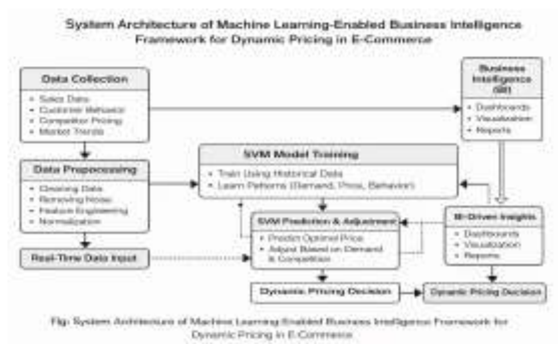

Fig. 1. Methodology followed for proposed model

V. SYSTEM IMPLEMENTATION

A. MODULES

This section describes the core implementation modules of the proposed framework for dynamic pricing optimization in e-commerce platforms using machine learning and business intelligence techniques. The system follows a modular pipeline consisting of data collection, preprocessing, business intelligence integration, machine learning model training, dynamic pricing prediction, and performance evaluation. This structured architecture improves the reliability, scalability, and efficiency of pricing decision systems in competitive online marketplaces.

B. Data Collection Module

The Data Collection Module gathers relevant data required for training and evaluating the dynamic pricing model. In e-commerce environments, multiple data sources contribute to pricing decisions. These include historical sales data, product demand patterns, competitor pricing information, seasonal trends, and customer purchasing behaviour. The collected dataset contains information about product categories, historical price variations, customer demand levels, and transaction records. These datasets represent real-world e-commerce environments where pricing strategies must respond to continuously changing market dynamics. To ensure reliable analysis, the collected data are stored in structured databases where they can be easily accessed and processed by machine learning algorithms and business intelligence systems. After data acquisition, the dataset is forwarded to the preprocessing stage for further refinement and preparation.

C. Data Preprocessing Module

The Data Preprocessing Module improves the quality and consistency of the collected dataset before it is used for machine learning model training. E-commerce datasets often contain missing values, noisy data, outliers, and inconsistent records, which can negatively affect model performance if not properly addressed.

The preprocessing stage includes the following steps:

Missing Value Handling

Missing data entries are handled using statistical imputation methods or interpolation techniques to ensure dataset completeness.

Data Cleaning and Noise Removal

Irrelevant records, duplicate entries, and noisy data are removed to improve dataset reliability and reduce potential prediction errors.

Data Normalization and Feature Scaling

Feature scaling techniques such as normalization and standardization are applied to ensure that numerical features fall within consistent ranges. This step helps improve the stability and convergence of machine learning models.

Feature Engineering

Additional relevant features such as demand elasticity, seasonal patterns, competitor pricing trends, and promotional impacts are derived from raw data to enhance predictive performance.

These preprocessing steps improve data consistency, reduce model bias, and ensure that the dataset is suitable for machine learning analysis.

C. Business Intelligence Integration Module

The Business Intelligence (BI) Integration Module plays a crucial role in transforming raw data and predictive insights into meaningful business information. BI tools are used to organize, analyze, and visualize market data through interactive dashboards, reports, and analytics tools.

Key functions of the BI module include:

- Monitoring competitor pricing strategies
- Visualizing demand trends and customer purchasing behavior
- Tracking revenue performance and pricing effectiveness • Supporting decision-making through real-time analytics

The BI system enables business stakeholders to interpret machine learning predictions easily and make informed pricing decisions. By combining machine learning outputs with BI-driven insights, the system provides a comprehensive view of market conditions.

E. Machine Learning Training Module

The Machine Learning Training Module develops predictive models to estimate optimal product prices in dynamic e-commerce environments. Among various machine learning algorithms, Support Vector Machine (SVM) is selected as the primary algorithm due to its ability to handle high-dimensional datasets and capture complex non-linear relationships.

The SVM model is trained using historical pricing data and market features to identify relationships between demand patterns, competitor prices, and product attributes.

To improve model reliability, the training process includes:

- Dataset splitting into training and testing subsets
- Cross-validation techniques to prevent overfitting
- Parameter tuning for optimal model performance

The trained SVM model learns patterns from historical data and predicts pricing adjustments based on new market inputs.

F. Dynamic Pricing Prediction Module

The Dynamic Pricing Prediction Module generates optimal pricing recommendations based on insights derived from the trained machine learning model and business intelligence analytics.

Using the SVM model, the system analyses various pricing factors including:

- Market demand levels
- Competitor pricing changes
- Customer purchasing behavior
- Seasonal demand patterns

Based on these factors, the system dynamically adjusts product prices to maximize revenue while maintaining competitiveness in the market.

A continuous feedback mechanism is also implemented to evaluate the effectiveness of pricing decisions. The system collects performance data after each pricing adjustment and uses it to retrain and refine the machine learning model over time.

G. Prediction and Evaluation Module

The Prediction and Evaluation Module generates the final pricing recommendations and evaluates the performance of the proposed dynamic pricing system.

The output of the system includes:

- Recommended product price
- Price adjustment percentage
- Predicted demand level
- Market trend insights

To evaluate the effectiveness of the predictive model, several performance metrics are used:

• Accuracy

• Precision

• Recall

• F1-Score

• Mean Absolute Error (MAE)

These evaluation metrics help measure how accurately the system predicts optimal prices and adapts to changing market conditions.

By enabling automated and data-driven pricing decisions, the proposed framework supports dynamic pricing strategies that improve revenue optimization, enhance market competitiveness, and enable businesses to respond effectively to rapidly changing e-commerce environments.

VI. RESULTS AND DISCUSSION

This section presents the experimental results and performance evaluation of the proposed machine learning–enabled business intelligence framework for dynamic pricing optimization in e-commerce platforms. Several machine learning models were trained and evaluated using historical sales and market datasets. The evaluation focuses on comparing model performance, analyzing prediction accuracy, and examining the effectiveness of the proposed dynamic pricing strategy.

A. Accuracy Comparison of Machine Learning Models

Several machine learning algorithms were evaluated to determine the most suitable model for predicting optimal pricing strategies in e-commerce environments. The evaluated models include Logistic Regression, Decision Tree, Support Vector Machine (SVM), Gradient Boosting, and Random Forest. Model performance was measured using evaluation metrics such as accuracy, precision, recall, and F1-score.

Table 1. Performance Comparison of Machine Learning Models for Dynamic Pricing

Model	Accuracy (%)	Precision	Recall	F1-Score
Logistic Regression	84.6	0.82	0.80	0.81
Decision Tree	87.3	0.85	0.83	0.84
Support Vector Machine (SVM)	91.2	0.90	0.89	0.89
Gradient Boosting	92.8	0.91	0.91	0.91
Random Forest	94.1	0.93	0.92	0.92

From the comparison results, Random Forest achieved the highest classification accuracy of 94.1%, outperforming the other evaluated algorithms. The improved performance of Random Forest can be attributed to its ensemble learning structure, which combines multiple decision trees to produce more stable and accurate predictions while reducing overfitting [5], [7].

Although Random Forest produced the best overall performance, the Support Vector Machine (SVM) model also demonstrated strong predictive capability for dynamic pricing optimization due to its effectiveness in handling high-dimensional datasets and capturing complex relationships between pricing factors.

B. ROC Curve Analysis

The Receiver Operating Characteristic (ROC) curve is used to evaluate the performance of the machine learning models by analyzing the relationship between the True Positive Rate (TPR) and False Positive Rate (FPR) at different classification thresholds. The Area Under the ROC Curve (ROC–AUC) is commonly used as a metric to measure the overall discriminative ability of a classifier.

International Journal of Scientific Research &
Engineering Trends
Volume 12, Issue 2, Mar-Apr-2026, ISSN
(Online): 2395-566X

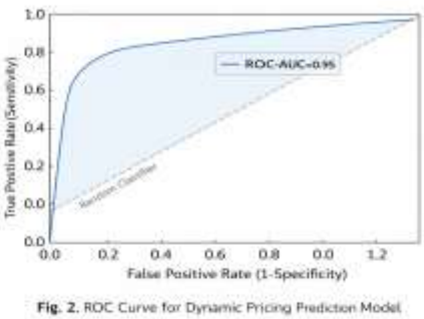

Fig. 2. ROC Curve for Dynamic Pricing Prediction Model

In this study, the Random Forest model achieved a ROC–AUC score of 0.95, indicating strong classification performance in identifying optimal pricing decisions. A ROC curve that approaches the top-left corner of the graph indicates a higher prediction capability with lower false-positive rates.

The ROC analysis demonstrates that the proposed machine learning framework maintains strong predictive capability even when dealing with complex and high-dimensional e-commerce datasets.

C. Feature Importance Analysis

To better understand the factors influencing pricing predictions, feature importance analysis was performed using machine learning feature ranking techniques. Feature importance measures the contribution of individual variables to the prediction outcome.

Fig. 3. Feature Importance for Dynamic Pricing Factors

The analysis revealed that several features significantly influence pricing decisions, including:

- Product demand levels
- Competitor pricing strategies
- Seasonal market trends
- Customer purchasing behavior
- Historical sales performance

Features with higher importance scores contribute more significantly to determining optimal pricing strategies. The global feature importance plot highlights the relative significance of different variables across the entire dataset, while local explanations provide insights into how specific factors influence individual pricing predictions.

The integration of feature importance analysis enhances the interpretability of the proposed pricing framework. It enables business analysts and decision-makers to understand the reasoning behind automated pricing recommendations and validate the reliability of machine learning-driven pricing decisions [1], [2], [8], [12].

VIII. CONCLUSION AND FUTURE WORK

This study proposed a machine learning-enabled business intelligence framework for dynamic pricing optimization in e-commerce platforms. Modern online marketplaces generate large volumes of transactional and behavioural data, making it necessary to adopt intelligent pricing strategies that can adapt to rapidly changing market conditions. The proposed framework integrates machine learning techniques with business intelligence analytics to support automated and data-driven pricing decisions.

The dataset used in this study contains multiple pricing-related attributes, including historical sales data, product demand levels, competitor pricing information, and customer purchasing patterns. Data preprocessing techniques were applied to clean and normalize the dataset in order to improve the reliability and performance of the predictive model.

Several machine learning algorithms were evaluated, including Logistic Regression, Decision Tree, Support Vector Machine (SVM), Gradient Boosting, and Random Forest. Among these models, Random Forest achieved the highest prediction accuracy of 94.1%, demonstrating strong performance in identifying optimal pricing strategies for dynamic market environments [5], [7]. In addition, feature importance analysis was used to identify the most influential factors affecting pricing decisions, which helped improve model interpretability and reduce computational complexity.

To enhance decision-making capabilities, the proposed framework integrates Business Intelligence (BI) tools that provide interactive dashboards, visual analytics, and real-time insights into market conditions. This integration enables business stakeholders to better understand pricing predictions and evaluate the effectiveness of automated pricing strategies.

Overall, the proposed system improves pricing accuracy, enhances responsiveness to market changes, and supports intelligent pricing decisions in competitive e-commerce environments. By combining machine learning predictions with business intelligence analytics, the framework provides a scalable solution for dynamic pricing optimization.

Future work may focus on integrating real-time market data and customer behavior analytics, exploring advanced deep learning and reinforcement learning models for pricing optimization, and deploying cloud-based intelligent pricing systems capable of handling large-scale e-commerce datasets. Additionally, future research may investigate explainable AI techniques to further improve the transparency and interpretability of automated pricing decisions in real-world business environments.

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