



Advanced Revenue Optimization and Profitability Course

13 – 17 September 2027
Casablanca



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Ref: 1174_186672 **Date:** 13 – 17 September 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Advanced Revenue Optimization and Profitability Course is a one-week course for commercial finance leaders, pricing managers, revenue analysts, sales operations teams, and business-unit managers who need a Revenue Optimization and Profitability Decision Pack. Participants connect revenue optimization, customer segmentation, demand forecasting, capacity allocation, pricing, channel economics, contribution margin, and controlled experiments to make traceable profit decisions. Agile Leaders Training Center develops advanced revenue and profitability decision practice.

Who Should Attend

- Teams responsible for commercial finance, margin analysis, and profitability decisions
- Teams responsible for price architecture, promotions, discounts, and pricing governance
- Teams responsible for revenue forecasting, performance analysis, and decision support
- Teams responsible for sales operations, customer segments, channels, and capacity allocation
- Teams responsible for product, service, and business-unit performance

The course assumes participants can interpret revenue, cost, demand, pricing, and performance data at work; it leaves out introductory accounting and vendor-specific optimization software.

Departments and Industries

The course supports departments and industries that manage pricing, demand, capacity, mix, and commercial profitability.



- Commercial finance, pricing, revenue management, and business-analysis departments
- Sales operations, marketing analytics, product, and channel teams
- Retail, hospitality, travel, transport, and subscription services
- Manufacturing, distribution, technology, and professional services
- Healthcare, education, utilities, and other capacity-constrained services

Learning Objectives

By the end of this course, participants will be able to:

- Analyze revenue and profit drivers by segment
- Build demand, capacity, price, volume, and mix scenarios
- Apply contribution margin and channel-economics measures
- Evaluate pricing, promotion, and allocation tradeoffs
- Use controlled experiments to test revenue actions
- Prioritize opportunities through profitability and risk guardrails



Course Agenda

Day 1: Revenue and Profit Drivers

- Revenue-to-Profit Driver Tree
- Commercial Data Quality and Reconciliation Checklist
- Customer, Product, Service, and Channel Segmentation Matrix
- Contribution Margin and Profitability Waterfall
- Revenue Baseline and KPI Definition Sheet

Day 2: Demand, Capacity, and Mix

- Demand Pattern and Forecast Assumptions Register
- Demand Scenario and Forecast Sensitivity Model
- Capacity Constraint and Availability Map
- Price-Volume-Mix Analysis Bridge
- Sales Mix and Margin-of-Safety Decision Table



Day 3: Pricing and Channel Economics

- Price Architecture and Margin Guardrail Matrix
- Regular Price, Promotion, and Markdown Decision Rules
- Customer and Channel Economics Scorecard
- Capacity Allocation and Displacement Assessment
- Cannibalization and Incremental Revenue Review

Day 4: Experiments and Performance Governance

- Pricing and Offer Experiment Hypothesis Card
- Test, Comparison, and Measurement Design
- Incremental Contribution and Risk Evaluation
- Revenue Optimization Performance Dashboard
- Decision Rights and Action Roadmap

Day 5: Integrated Revenue Practice

- Exercise: Diagnose Revenue and Profit Drivers
- Exercise: Build Demand, Capacity, and Mix Scenarios
- Exercise: Evaluate Pricing and Channel Tradeoffs
- Exercise: Select Experiments with Contribution Guardrails
- Capstone Exercise: Revenue Optimization and Profitability Decision Pack

Practical Exercises

The course uses suggested activities that connect financial measures, demand evidence, pricing choices, channel economics, and commercial actions.

- Suggested activity: reconcile a revenue baseline and identify segment-level profit drivers
- Suggested activity: compare demand and capacity scenarios through price-volume-mix analysis
- Suggested activity: evaluate a pricing action for displacement, cannibalization, and incremental contribution
- Suggested activity: present an experiment and decision roadmap to finance, sales, and commercial stakeholders

FAQs

Who suits advanced revenue optimization training?

Commercial finance leaders, pricing managers, revenue analysts, sales operations teams, and business-unit managers suit the training. Participants should already interpret revenue, cost, demand, pricing, and performance data.

How does revenue optimization differ from sales forecasting?

Revenue optimization combines forecasting with segmentation, pricing, capacity, mix, channel economics, contribution, experiments, and decision constraints, while sales forecasting estimates likely future demand or revenue.

How should profitability be included in revenue optimization?

Profitability should be included by tracing variable costs, contribution margin, channel costs, capacity effects, cannibalization, and incremental impact rather than evaluating revenue growth alone.

What makes a revenue optimization experiment useful?

A useful revenue optimization experiment states a decision hypothesis, comparison basis, target segment, measure, guardrails, observation approach, and rule for adopting, revising, or stopping the action.



Which measures support revenue optimization decisions?

Revenue optimization decisions can use demand, capacity utilization, price, volume, mix, contribution margin, channel cost, incremental profit, forecast error, and carefully defined operational guardrails.

Conclusion

Participants take back a Revenue Optimization and Profitability Decision Pack containing segments, demand scenarios, contribution analysis, pricing guardrails, channel economics, experiment cards, performance measures, and an action roadmap. The pack makes revenue and profit tradeoffs easier to test and govern. It also aligns finance, pricing, sales, marketing, product, and operations decisions.