

**Abstract**

Embodiments relate to methods and systems for managing pricing policies. The method includes receiving a request. The method includes selecting a historic dataset. The method includes selecting a current dataset. The method includes selecting a pricing policy from among a plurality of candidate pricing policies. The first pricing policy is selected based on at least a target region and a request time. The pricing policy includes a plurality of candidate prices for the request. The method includes selecting a target objective to be optimized from among a plurality of candidate target objectives. The method includes, for each candidate price, assessing a likelihood of achieving the selected target objective. The method includes selecting a final price from among the candidate prices. The final price may be selected based on at least the assessed likelihoods. The method includes applying the final price to the request.

FIGURE 2