

Demand Forecasting

Demand Forecasting solution is an AI-powered engine that helps optimize supply chain and sales planning. We developed a forecasting model that facilitates better management of inventory, logistics, and revenue. Our solution improved forecast accuracy and generated \$1.6 M in savings for one of the largest food processing companies.

Challenges faced by Industries

Shifting Customer Behaviors

Real-time consumer behavior is hard to track, but product availability is the #1 reason consumers switch brands

Rapidly Changing SKUs

New items and short life cycle products can hinder accurate forecasting efforts


Granular Level Modeling


Local or regional conditions are often difficult to account for in demand forecasts


Economic Variables


Non inclusion of macro economic variables making it difficult to predict sales turning points


Trends driving change


 **Democratization of decision making**
Number of B2B Influencers has tripled in past 2 years and is multiplying daily.

 **Omni channel and Hybrid sales**
Manufacturing customers have started using B2B platforms. They understand the importance of Omnichannel.

 **Adoption of digital technology**
Digital is the new way to learn about new products and features

 **Increasing Customer Expectations**
Customers like the experience of self serve and are expecting product accuracy across multiple channels

 **Openness to new Solutions**
B2B buyers have experienced the self serve xperience and 3 out of 4 buyers prefer that

 **Dynamic Pricing options**
B2B companies are willing to implement dynamic pricingoption to get best value for their products and serve all segments of customers

Our Demand Forecasting Platform

Machine/Deep Learning based Forecasting

Our experience in demand forecasting has led to model improvement of upto 33% compared to client's current model

Custom Feature Engineering

For inclusion of external factors that influence the expected demand among seasonality, trends etc.

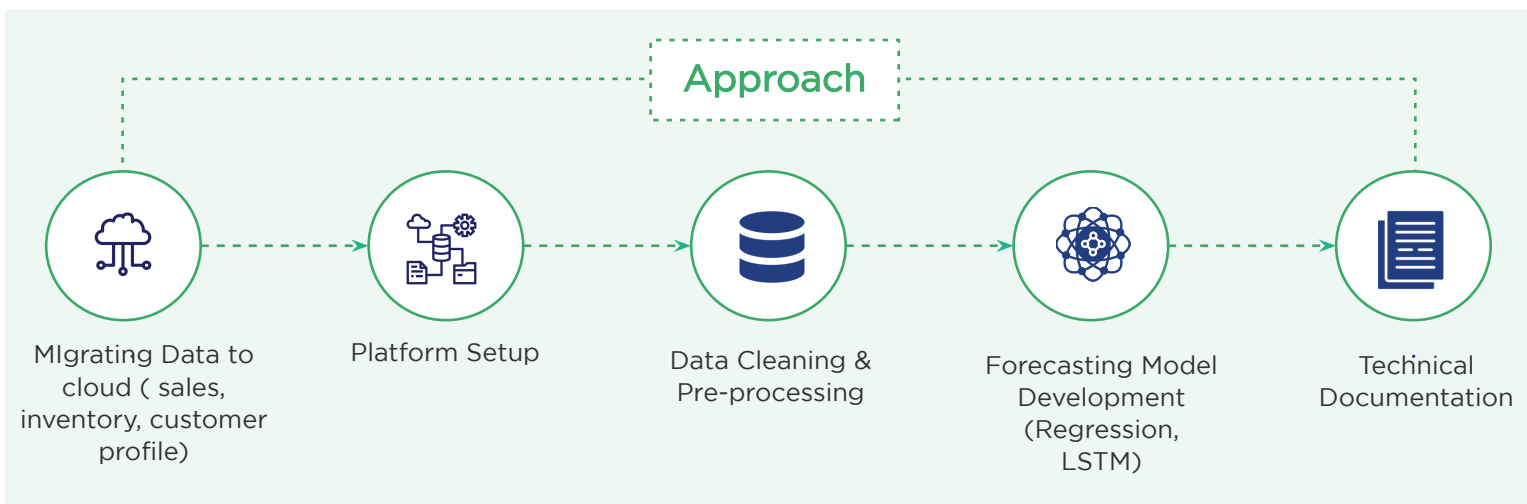
Scenario Forecasting

Ability to estimate the impact of marketing activities on the demand and design promotional campaigns for future planning

Interactive Dashboard

Allowing end-users and store-managers to visualize, analyze, diagnose, set alerts, and control variables for the forecast

POC Package



OUTCOMES

- Reduction in revenue loss through stockouts
- Data-driven Inventory Management
- Optimizing Logistic Operations

DELIVERABLES

- Forecasting Engine
- Robust & Scalable GCP Solution
- Path to accelerate Customer Journey from PoV to Prod

TIMELINE (POC)

6-8 weeks