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 Modelling**
  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.

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

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

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

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

- **Dynamic Pricing options**
  B2B companies are willing to implement dynamic pricing option 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

Approach
- Migrating Data to cloud (sales, inventory, customer profile)
- Platform Setup
- Data Cleaning & Pre-processing
- Forecasting Model Development (Regression, LSTM)
- Technical Documentation

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