

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

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.

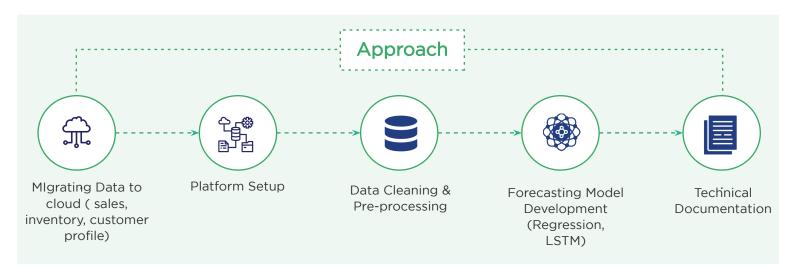
Scenario Forecasting

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

Quantiphi is an award-winning Al-first digital transformation engineering company driven by the desire to solve transformational problems at the heart of business. Quantiphi solves the toughest and complex business problems by combining deep industry experience, disciplined cloud and data engineering practices, and cutting-edge artificial intelligence research to achieve quantifiable business impact at unprecedented speed. We are passionate about our customers and obsessed with problem-solving to make products smarter, customer experiences frictionless, processes autonomous and businesses safer by detecting risks, threats and anomalies. For more on Quantiphi's capabilities, visit www.quantiphi.com

