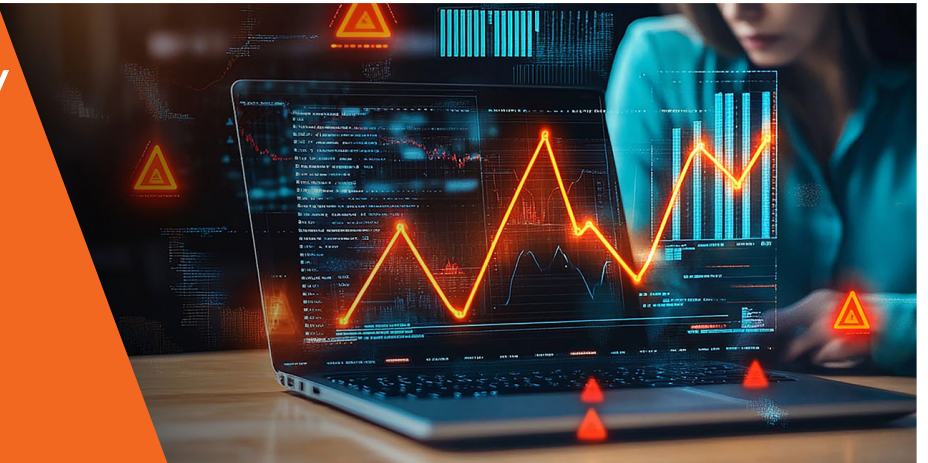


Unlocking Supply Chain Efficiency with Accurate Demand Forecasting



The Customer

A leading multinational CPG company operating across retail and e-commerce channels. Regional planners, supply-chain, pricing, and category teams needed precise forecasts to right-size inventory, trim waste, and react to shifting demand while keeping shelf availability high.

The Challenge

Manual, fragmented forecasting produced inconsistent predictions and slow reactions, resulting in stockouts/overstocking, delayed deliveries, and limited ability to tune prices to market shifts. The organization needed SKU-level elasticity insight, scenario planning, and automated workflows that planners could trust and scale.

The Solution

Introduce automated, algorithm-driven demand planning with elasticity insight:

- Business apps to generate accurate forecasts via workflow automation and advanced algorithms
- SKU-level demand elasticity analysis (including time-series techniques) to understand pricing sensitivity
- Algorithmic prediction using historical and external signals with scenario analysis for strategic inventory planning

The Results

- Just-in-time inventory enablement
- Strategic stock level adjustments
- Early disruption flags for contingency plans
- Better supplier collaboration and targeted promotions

Impact Delivered

- 30% Forecast error reduction
- 22% Lower inventory holding cost
- 25% Fewer stockouts
- 18% Faster supply-planning cycles

Solution Components

- Time-series models
- Elasticity analysis
- Scenario simulation
- Automated forecasting workflows