

demandcast

Market leading predictive tool for statistical and correlation forecasting. Essential for our 'new normal' where the past history has become less relevant to envisioning future trends.

Advanced Analytics Forecasting

demandcast automatically analyses historical sales data (and or events like promotional investment, weather index, etc..) and incorporates the trends, seasonality, and other patterns that it detects, into baseline forecasts, with the flexibility to be set up for different forecasting groups, and the visibility to disaggregate in a controlled manner.

Auto-Trained Forecasts

Our **demandcast** tool automatically fits the time series autocorrelation model to the data set and applies seasonality by deconstructing the data and training each parameter, allowing for the flexibility to simply adjust the data set history, incorporating the latest market volatility trends, into the autocorrelation model according to history period, outlier correction, smooth historical data, seasonality on / off, and COVID effects.

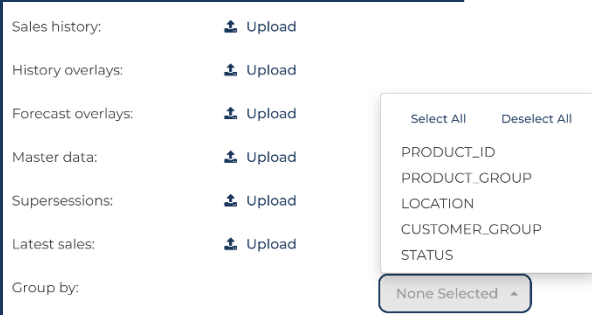
Further functionality includes forecasting with guiderails, allowing the single-view visibility of multiple forecasts. Giving you the confidence of choices of the best model selection.

Game Changing Functionality

1. Configurable demand forecasting groups

Ability to select demand groups individually or in combination, that allow flexibility of forecasting at different levels / combinations to optimise efficiency and predictability, according to:

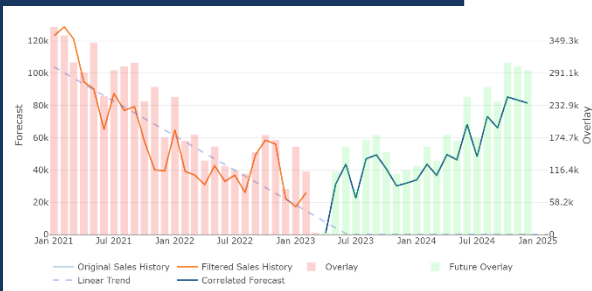
- Individual products
- Product groups
- Location
- Customer groups



Predictive Demand Forecasting MODELLING TOOL

2. Correlation Forecasting

Our correlation forecasting removes the guesswork by providing accurate, robust forecasts that are essential for eCommerce, heavily promoted categories, investment in customer acquisition, weather-dependent demand, and many more elements of planning. It facilitates correlation of previous investment trends with future forecasts against future assumptions and investments.



3. Disaggregation

The task of balancing forecasting at optimal level for the highest accuracy against disaggregating to the lowest level has been a perennial challenge.

With **demandcast**, you are furnished with complete visibility and control of the detailed disaggregation with the capacity to adjust each and every disaggregation, as required, engendering confidence in the forecast details for out of stocks and other anomalies.

