

Demand Forecasting

Case Study



Praktiker, a Central European DIY retailer, centralized replenishment to streamline business processes, improve efficiency and scale.

Moving away from previous forecasting solutions and providers, **Praktiker leveraged Blue Sky's demand forecasting service** to provide reliable decision support in its merchandising team.

Blue Sky's demand forecasting service was **initialized and launched in 6 weeks**.

Benefits include

- ✓ **400% growth in efficiency** of managing ordering and replenishment for all stores and ecommerce
- ✓ **5% service level improvement**: inventory structure improved significantly, driving up to 5% potential improvement in revenue (fewer stock outs and overstocks)
- ✓ **15% forecast accuracy improvement**: compared with accuracy of previous forecasting solutions
- ✓ **Ongoing weekly improvement** in intelligence and accuracy of forecasts during ongoing service delivery via recommendation of increasing input variables and continuously evolving correlational insights made by AI.



Praktiker CFO
Dr. Sándor Ónody

*"We have chosen Blue Sky's team of experts because of their **proven international and global retail know-how, best practice and data science expertise** delivered with a high degree of professionalism. Blue Sky's solution portfolio also includes additional features that are interesting for us such as price optimization."*