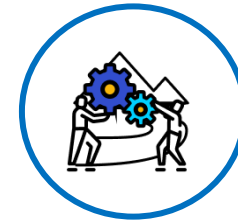


# SALES FORECASTING FOR S&OP PROCESS

## Efficiencies at monthly Sales & Operations Planning Process using ML



*Build the Trail of Trust*

MM JS Data  $\psi$ hi

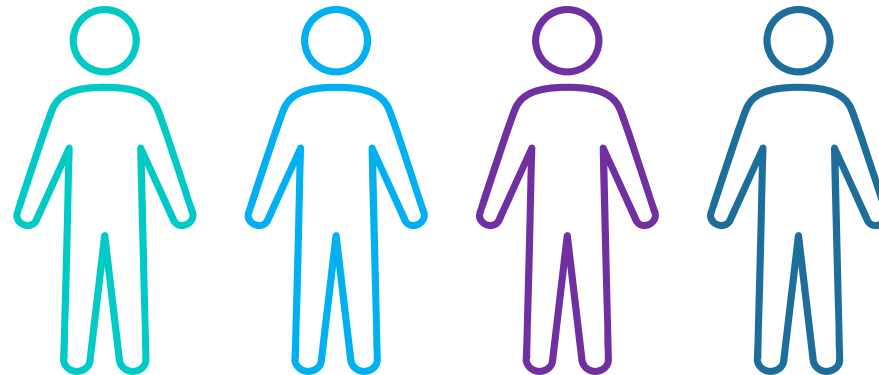
# WHAT WILL YOU GET?

Improve S&OP by  
aiding the  
Sales/Operations  
Team with  
Predictions

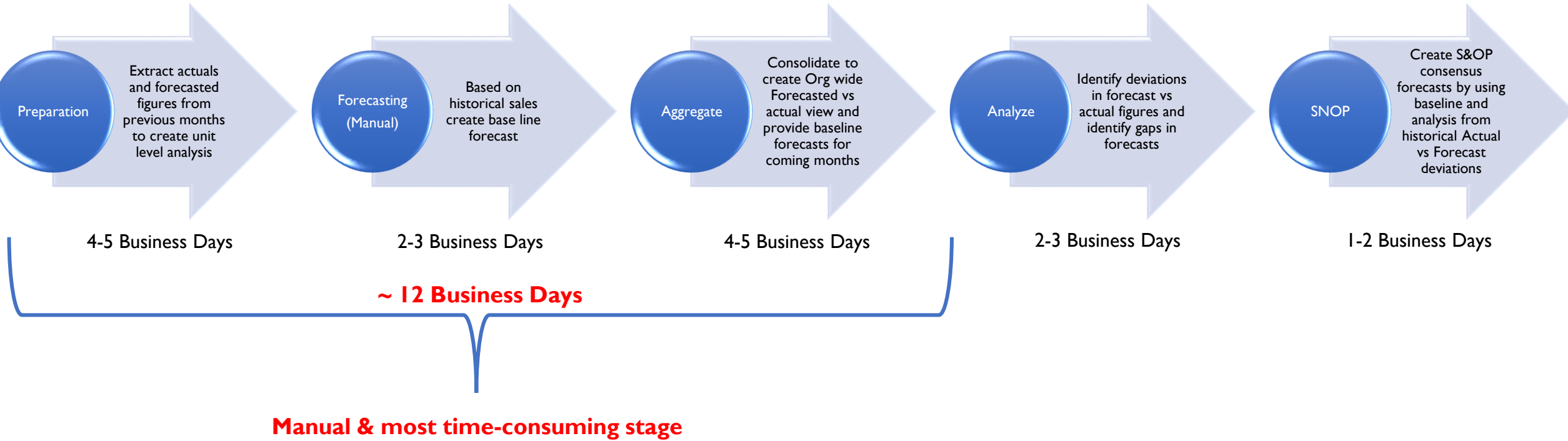
Machine driven  
Sales prediction  
process

Price sensitivity for  
Sales Predictions

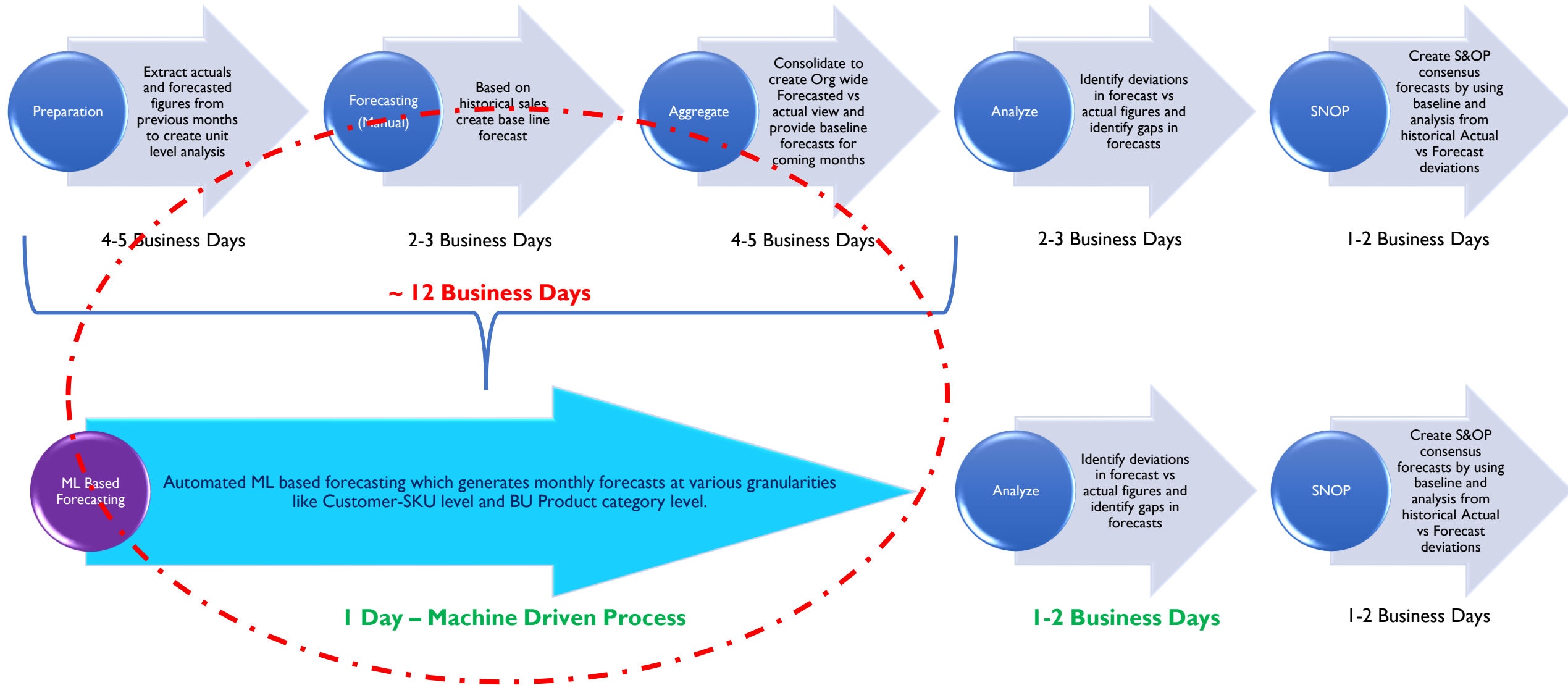
Establish a Data  
Science & Machine  
Learning Platform



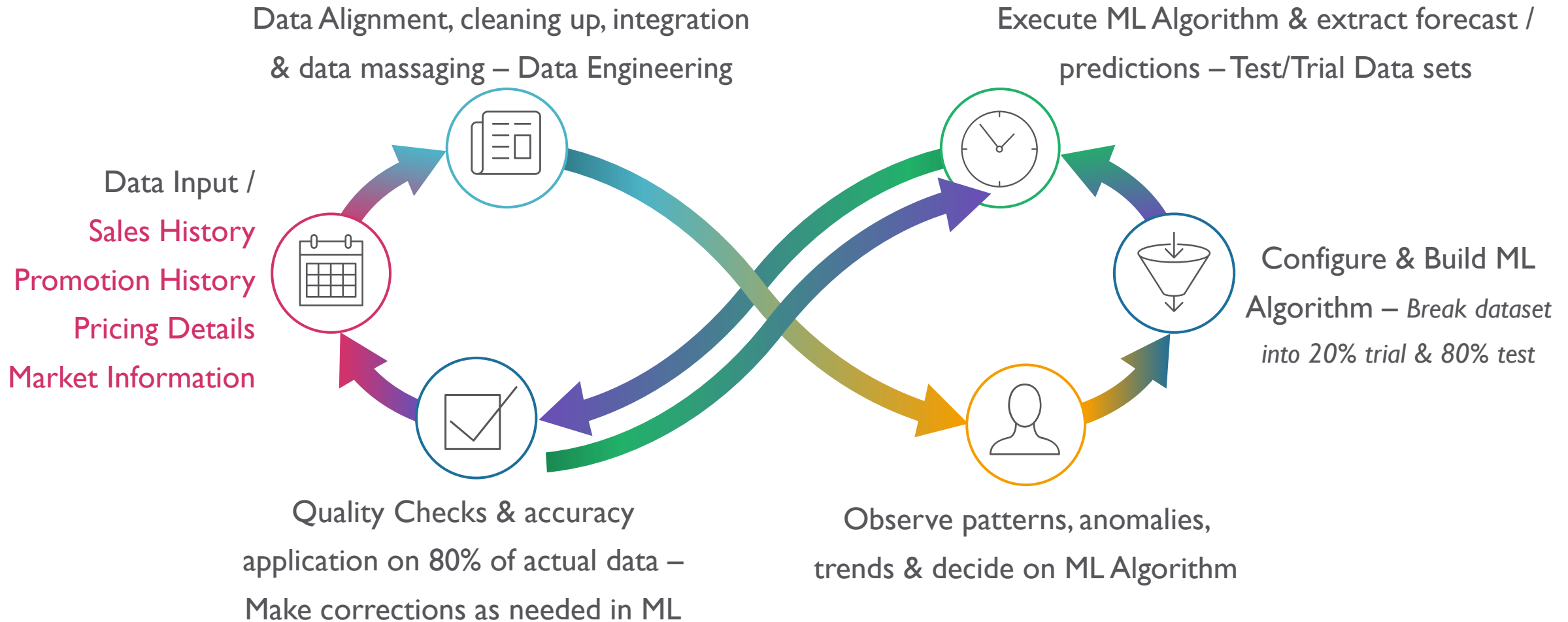
# S&OP PROCESS – TRADITIONAL



# S&OP PROCESS – TRADITIONAL & POST MACHINE LEARNING



# APPROACH APPLIED IN MACHINE LEARNING



# TECHNICAL PROCESS & PHASES

## Foundation Layer

### Data Engineering to Data Lake

Agreed data sets will be sourced from systems & business to be uploaded to proposed data lake  
Data refinement & integration, clean-up for data science purpose

### Data Analysis & ML Algorithm

Analysis of data & division of data by 80% - 20% for trial & test.  
Application & build of various machine learning algorithms to generate forecasts.

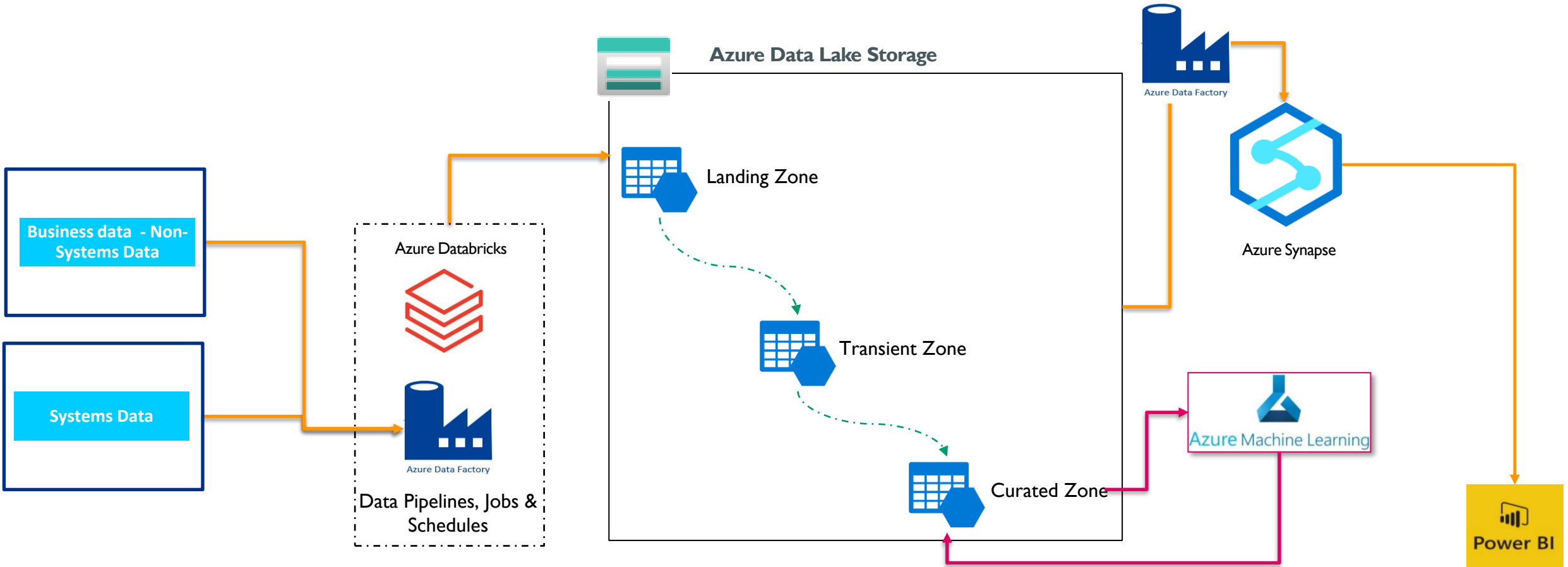
### Forecasts Accuracy Tests & Analysis

Testing of accuracy of forecasts on test data.  
Tuning of machine learning model based on accuracy results across brands/products.

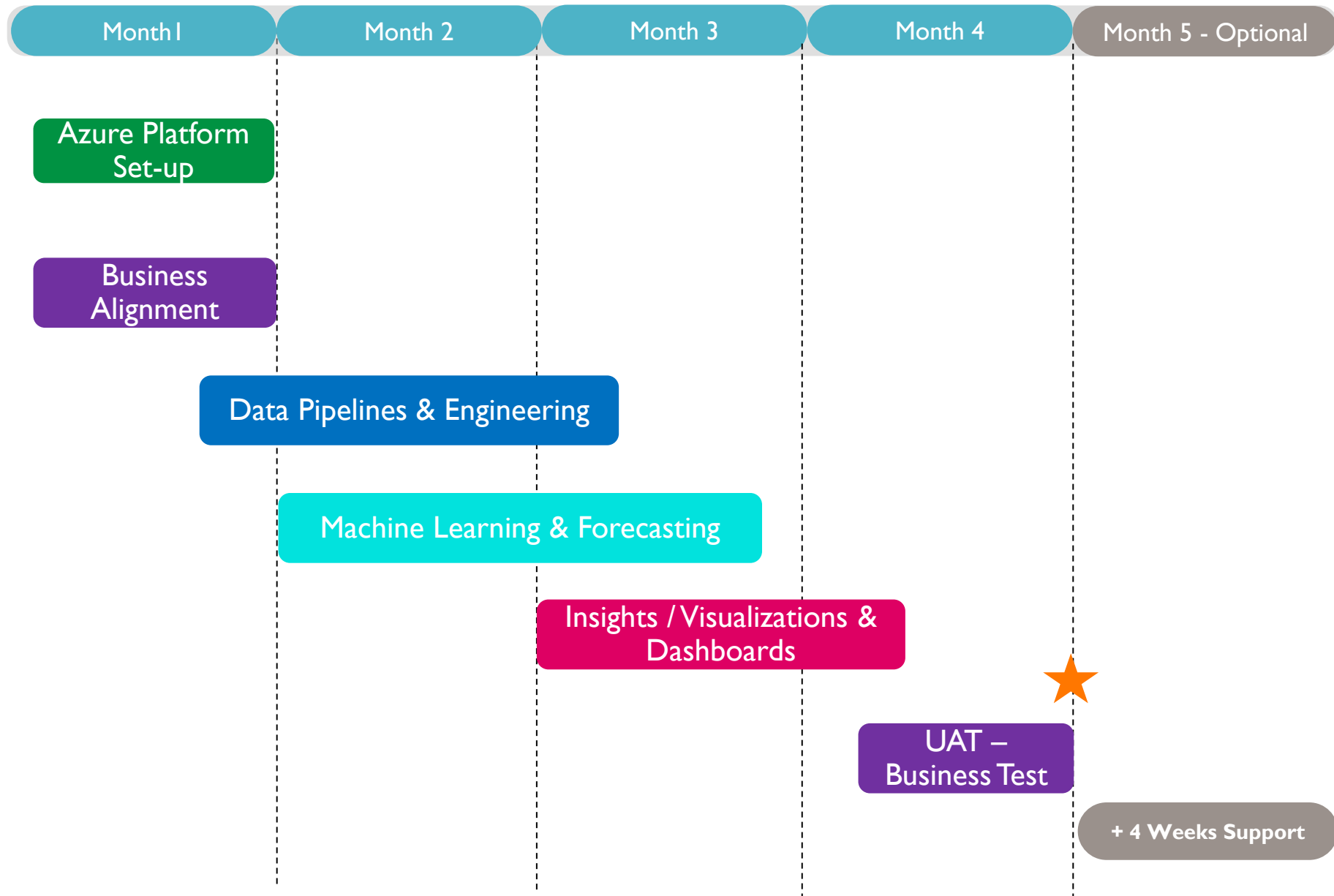
### Visualization – Insights & Dashboards

Build metadata & Power BI Dashboards for visualization & representation of Forecast in a user-friendly way.

# ARCHITECTURE OVERVIEW



# TIMELINE VIEW







**THANK YOU**