RESENSE®

Intelligent Demand Forecasting

Recent global events have exposed inefficiencies in traditional supply chain due to shifts in demand patterns across categories. Retailers need to adapt to the changing consumer basket due to shift in demography, buying patterns and emergence of omni-channel options. On the other hand, suppliers are struggling with new challenges to cope with this demand variability.

These challenges alter the way traditional merchandise planning, supply chain and operations models work. Newer models also need to consider recent consumer data as well as the impact of external factors like demographic shifts, local and global events as well as weather and holiday to optimize forecasting.

Forecast Accuracy	Fill Rate	Inventory Load	Full Price Sales
Upto 90%	>95%	Reduce >30%	Increase >10%

Key features

Automated Demand Forecasting
An extensive libarary of AI/ML algorithms using univariate time series and multi-variate time series approach to generate an ensemble of short-term and long-term forecasts at SKU/store level.

Optimized Trend Analysis
Apart from taking into account the influence of all possible external factors, RESENSE also optimizes the impact of historic and recent sales trends, supply disruptions and introduction of new sales channels to achieve highly accurate demand forecasting at SKU/Store level.

Outside-In Forecasting
- Demographic influence
- National & Hyper-local events
- Competitor activities
- New launches
- Local and national holidays
- Weather patterns
- Initiatives/Promotions

Forecasting Scenarios
- New product introductions
- New store launch
- Price changes
- Promotions
- Seasonality
- Cannibalization
- Intermittent & random demand patterns

Developed by Nihilent after leveraging years of industry expertise and deep retail domain knowledge, RESENSE is a cloud-hosted service (SaaS) platform that offers a range of services covering all business functions for retail and consumer brands. To know more, visit us at www.resense.tech

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