Intelligent
Forecasting.

Demand planning
Retail & manufacturing businesses

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Index.

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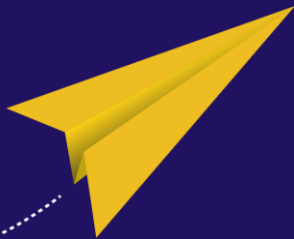
Retail & manufacturing.

Main challenges.

Scale problems

High number of items and stores to predict sales and logistics.

Intermittent demand:

Slow and erratic sales of varied products in stores and distribution.

Instability in the classification

Frequent entry of new products and product changes by seasonality.

Product pricing and promotional activity.

Fluctuations bring problems of inventory, backorders and expiration.

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Retail and manufacturing **challenges**.

Forecast error

Understanding and predicting demand is essential to avoid stock-outs and expired inventory in order to maintain an adequate level of inventory.
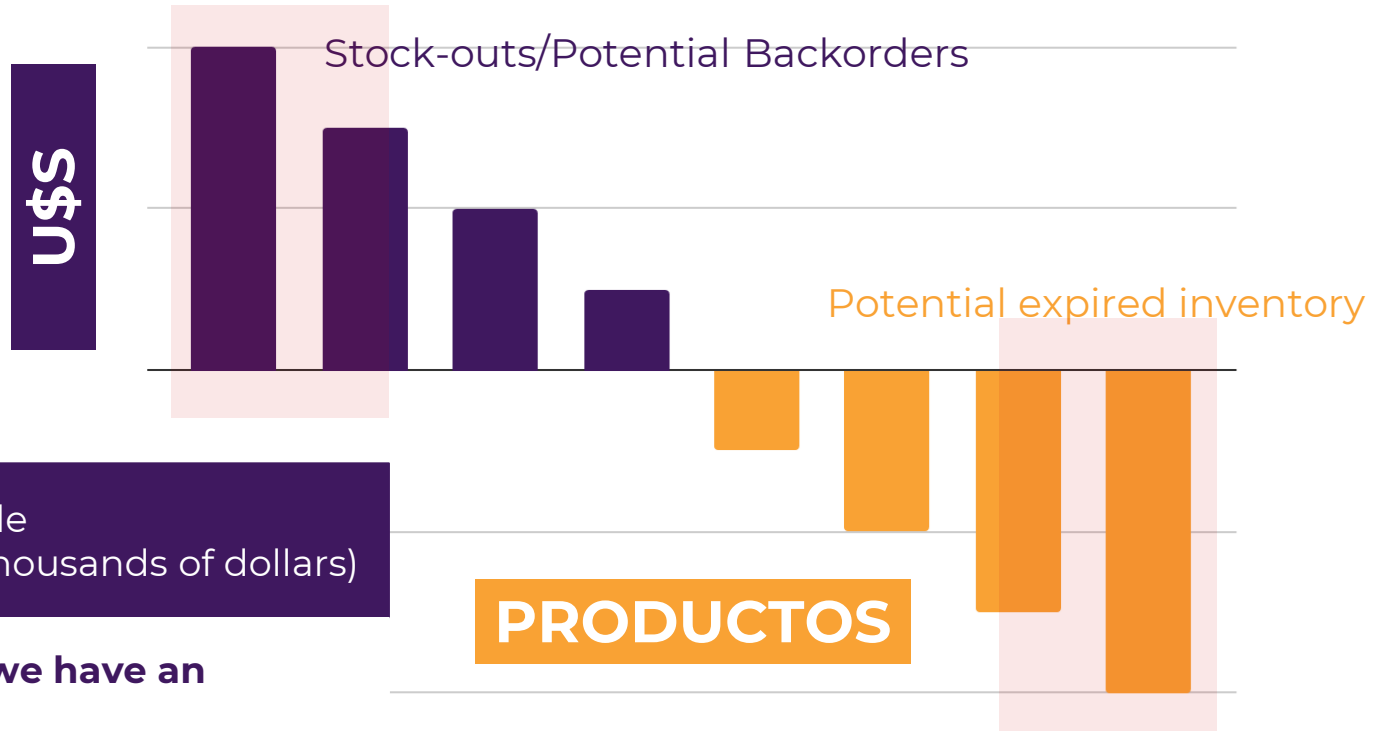
Forecast Error			
	>50%	+/-40%	FE Target <40%

Many companies do not have procedures to measure forecast error and calculating it may be a complex process. It takes many days and has an important difference between Forecast and Actuals. Sellers, planners, and managers do not have the right decision-making tools.

"He who lives looking at the crystal ball soon learns to eat glass"
Edgar R. Fiedler in The Three Rs of Economic Forecasting-Irrational, Irrelevant and Irreverent

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Retail and manufacturing **challenges**.

U$S

Stock-outs/Potential Backorders

Potential expired inventory

Sales / Forecast Example
Variation by product (thousands of dollars)

PRODUCTOS

What happens when we have an imprecise forecast?
We will have future inventory issues due to lack of forecasting accuracy.

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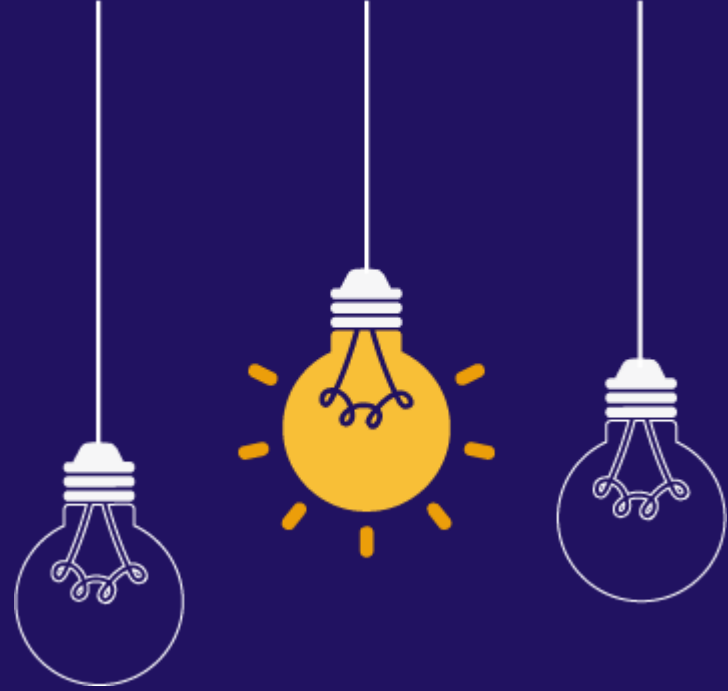# Retail and manufacturing **challenges**.

U$S

AVERAGE

PRODUCTS

Fluctuations bring expired inventory and backorders.

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¿**The solution** to these challenges?

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Intelligent
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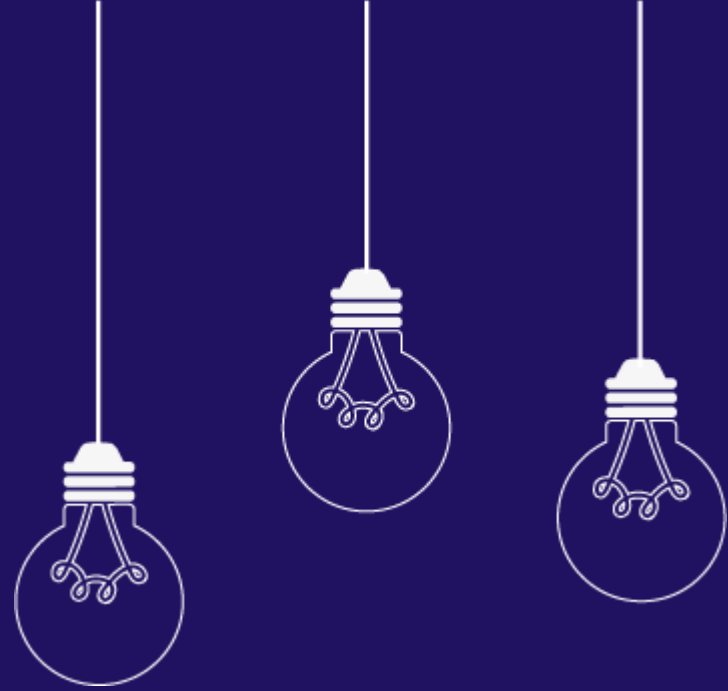
Intelligent
Forecasting.
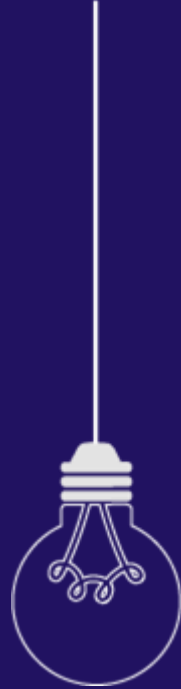
Artificial intelligence solution that allows the forecasting of business events in advance in order to plan improvements and actions that optimize results and meet the proposed objectives.

It uses **Machine Learning** algorithms to learn from the data obtained and perform inventory savings by reducing forecast errors by up to 25%.

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Furthermore, as a result of the reduction of the safety stock, **thousands of dollars are saved.**

This solution applies to **inventory, storage and distribution** within industries such as retail, supply chain, and manufacturing.

Intelligent
Forecasting.

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Intelligent **Forecasting**

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Key benefits to be successful.
Artificial Intelligence Solution.
Expected results.

Expand client portfolio with more accurate inventory stock rates.

Shift the business focus to strategic planning and collaboration to boost operations with highly predictive forecasting.

Increase revenue, flexibility and inventory variety with reduced or predictable levels of safety stock.

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Intelligent **Forecasting**

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Key benefits to be successful.
Artificial Intelligence Solution.
Expected results.

Recurring patterns of demand

Recurring variations in demand caused, for example, during business days, holidays or seasonality.

Business Decisions

The impact of promotions (including cannibalization and halo effect) price change and changes in how products are offered.

External Factors

The impact of factors not controlled by the business, such as weather, local events and customer desires.

Unknown factors

Changes in demand not contemplated in the past, such as pandemics, openings of competitors in the vicinity, unexpected high mass events (protests).

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Intelligent **Forecasting**

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Key benefits to be successful.
Artificial intelligence Solution.
Expected results.

Decrease the safety stock up to 10%.

Reduce forecast error up to 25%.

Significant annual savings as a result of automated and intelligent operations.

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1.

Creation of a **dynamic forecast** by SKU, region and market to show the differences in inventory forecasts.

2.

Visualization and comparison of the statistical forecast versus the market forecast, the scale of cancellation and improvement with variables taken from the market.

3.

Enabling the use of the **segmentation** tool for SKU review to minimize the frequency of deviations.

4.

Dissemination of data to regional leaders to drive the use of statistical forecasting and set standards in SKU segmentation.

¿How does it work?

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Success stories.

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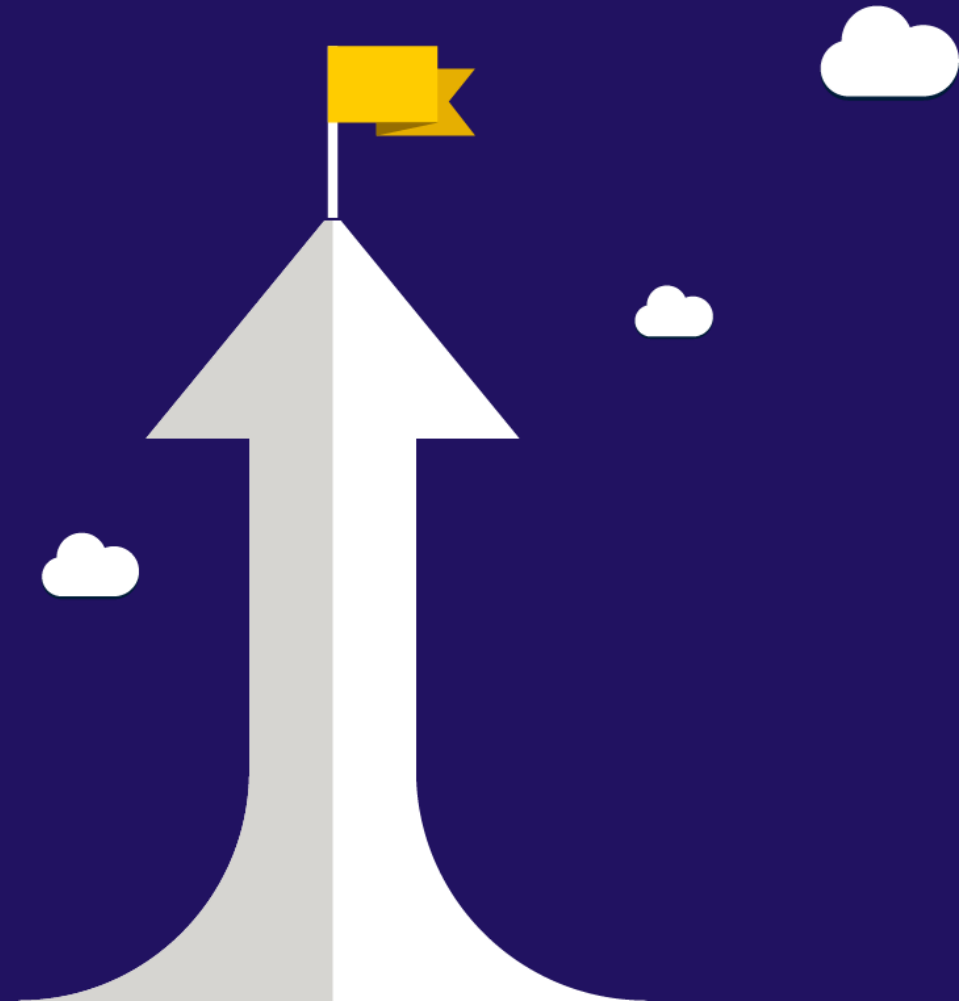
Client

Important manufacturing company with a global presence and more than 20 plants operating in the world. Operations in the supply chain.

Client needs

Data analysis through the use of statistical forecasting and establishing standards in the segmentation of SKUs.
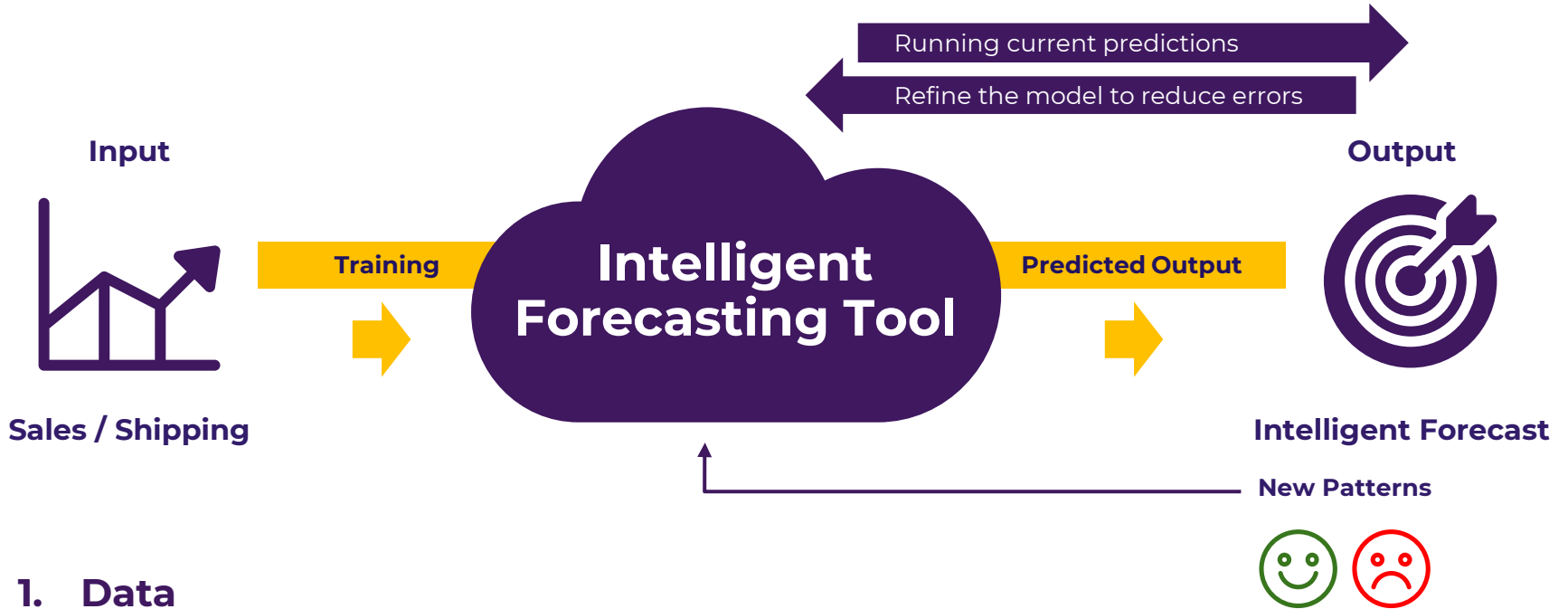
Main benefits

Strong governance process that ensures alignment between markets and improves the efficient distribution of inventories versus demand.
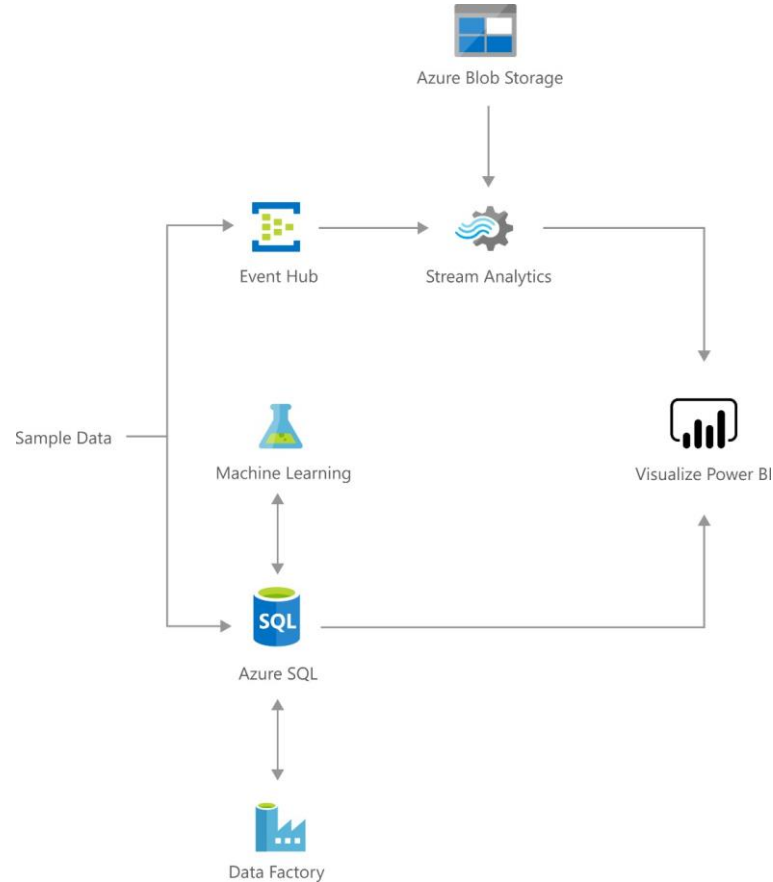
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Nubiral work methodology.

Input

Running current predictions

Refine the model to reduce errors

Output

Training

Intelligent Forecasting Tool

Predicted Output

Sales / Shipping

Intelligent Forecast

New Patterns

1. **Data**

2. **Model**

3. **Feedback**
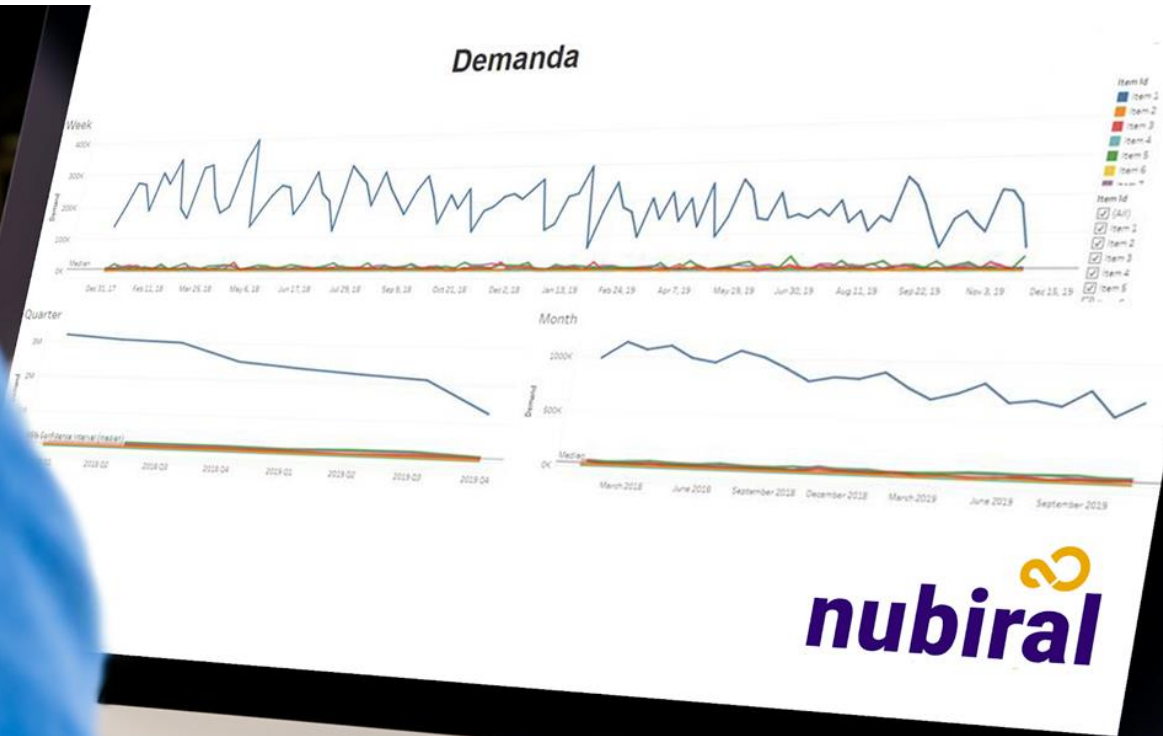
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Nubiral intelligent forecasting. **Azure**

Nubiral intelligent forecasting. **Dashboards**

Nubiral intelligent forecasting. **Dashboards**

Nubiral intelligent forecasting. **Dashboards**

About
Us

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Nubiral in **Numbers.**

+10
years
designing, implementing and managing disruptive technological solutions and professional services.

+100
clients
in multiple industries: Automotive, Energy, Telcos, Media, Oil & Gas, Retail, Health, Transportation and Logistics.

+4
offices
around the world in Argentina, Mexico, Uruguay and the United States.

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Nubiral in **Numbers.**

+60
team members

with extensive industry knowledge and the highest technological expertise.

+80
% certified staff

always keeping ourselves updated with the latest technologies.

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What makes us **unique.**

We promote the culture of data and innovation in business processes.

We develop customized workshops and diagnostics, made up of multidisciplinary teams between the client and our specialists with the aim of capturing business needs and opportunities for improvement.

End to end projects.

We participate in the value generation process from the diagnosis of each client's situation to the monitoring and accompaniment throughout the digital transformation procedure.

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We are strategic allies of your business.

Our team is made up of professionals who are deeply involved in each project. This is why we are not only a solution provider, but also a business partner that create value in every company that chooses us.
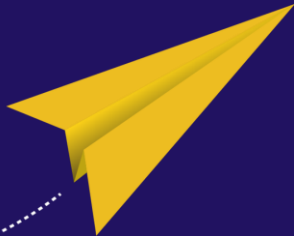
Availability and global presence.

Our multidisciplinary staff is available 24/7 for our clients.

What makes us **unique.**

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Why **Nubiral?**

Experience in multiple industries to boost your business.

Multidisciplinary team, certified and with vast experience in the field.

Customized technology solutions to accompany organizations to be more agile, efficient and innovative.

Young, pro-innovation and customer-oriented culture. **Nerds 24/7!**

Passionate about technology. We create value in each of the organizations that choose us.

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INNOVATE WITH US!

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Innovation at Scale