



Data Analytics

CONTEXT IS KEY



Task:
Demand Forecasting
Model for an
air conditioner
manufacturer



- Client approached us to build a demand forecasting model and provided us with sales data for three years
- Preliminary analysis of the data uncovered supply chain anomalies with their master distributor in the US
- Quantified the possible loss due to supply chain anomalies

Discovery:

Quantified monetary loss of suboptimal master distributor

Solution:

A demand prediction model based on competitor data and hyper-local data