

Driving sales enablement with *advanced analytics* for a global manufacturing organization.

A global manufacturer · Sales & forecasting · AI & machine learning

01 THE SITUATION

Business Problem

The manufacturer struggled to generate precise sales forecasts and to execute effective demand planning. Inaccurate forecasts led to excess inventory in some lines and shortages in others, with direct consequences for customers and revenue.

02 THE CHALLENGE

Forecasting had to draw on data held in several systems—customer relationship management, enterprise resource planning, and third-party market sources—of uneven quality, and had to stay accurate across multiple product lines and regions as conditions changed.

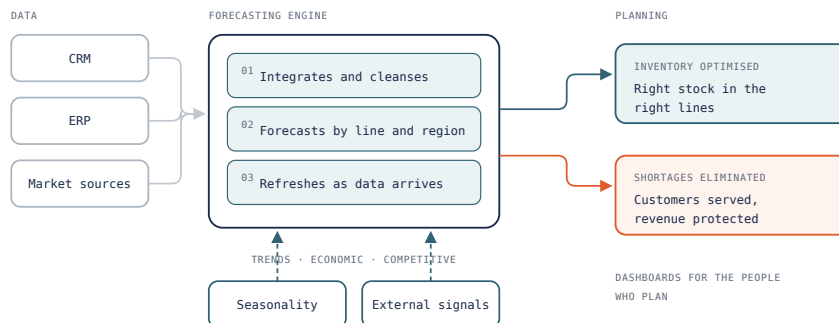
03 THE SOLUTION

Data Products built an advanced forecasting capability for sales and demand planning: integrated and cleansed data, machine-learning forecasting models across product lines and regions, seasonality and trend analysis, real-time updates as new data arrived, and dashboards for the people who plan.

IMPACT

+20%

Forecast accuracy, enabling inventory optimization and the elimination of supply shortages.



CLIENT BACKGROUND

A global manufacturer. The firm struggled with two interconnected operational challenges: generating precise sales forecasts and executing effective demand planning strategies.

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KEY COMPONENTS OF THE SOLUTION INCLUDED

01

Data integration and cleansing

Unified information from CRM, ERP and third-party market sources to standardize data quality and reliability.

02

Advanced forecasting models

Predictive, machine-learning models to project sales and demand across multiple product lines and regions.

03

Seasonality and trend analysis

Cyclical patterns, growth trajectories and external forces, including economic data and competitive shifts, built into the forecasts.

04

Real-time forecast updates

Models that refresh as fresh information arrives, keeping forecasts current through the operating cycle.

05

Performance dashboards and reporting

Interactive views of current forecasts, demand trajectories and stock levels to support decisions.

WHERE IT LEADS

THE PRACTICE

AI & machine learning

Where this engagement was delivered, and where the work continues at scale.

datapproducts.io/practices/ai-machine-learning/

START HERE

GenAI Pilot

The fixed-scope, fixed-fee engagement that starts work like this — scoped with you before you commit.

datapproducts.io/starter-services/genai-pilot/

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