

BRANDSCAPES WORLDWIDE



DEMOCRATIZING FORECASTING: OF THE USER, BY THE USER, FOR THE USER

THE CHALLENGE

- A global beverage major wanted a cost effective and time efficient method to generate forecasts for its business planning cycle. It also wanted to bring standardization in the forecasting process followed across regions.

BRANDSCAPES APPROACH

- Brandscapes created an easy to use interface to run forecasts by client users. The user did not need to know any statistical methods / software.
- This tool compared different forecasting techniques and provided the best forecast. This included traditional techniques which are available in the other statistical tools apart from new cutting-edge techniques as well.
- We used a Microsoft Excel® based (few clicks) interface to run the forecasts, while the back end used an open source statistical software.

MARKETING ACTIONS

- The forecasting tool helped harmonise the way the different regions viewed their business and create forecasts.
- The tool delivered a higher level of forecasting accuracy, that helped the company reduce the effort and cost they put into the planning activity.

OUTCOME

- The tool helped increase the system capability to deliver more accurate and robust forecasting, faster and more economically with all regions on the same page.