

Advanced forecasting strategies to improve customer experience

Consumers are more empowered and connected as ever before. With so many options available—choices in retailers, products, channels, fulfillment, prices—merchants face a virtual endless stream of moving parts to drive customer loyalty and drive financial results across their product assortment. Getting the right product to the right place at the right time at the right price has never been so complicated. To keep up with this rate of change, merchandising organizations must identify the right strategies, processes, operating models, and tools to compete successfully or risk rapid decline.

Deloitte has partnered with Google Cloud to power Demand Brain, an advanced analytics platform designed to deliver improved demand forecasting capabilities.

How it works

A quick look at how this solution works



Step 1

Ingest the raw data from source systems to Google Cloud



Step 2

Transform and prepare the data for analytics



Step 3

Apply the predictive modeling from the Demand Brain Engine



Reduce lost revenue due to out-of-stock scenarios

Identify out-of-stock periods that have a negative impact on both revenue and customer experience



Improve forecasting accuracy by leveraging machine learning

Develop an automated modeling engine that picks up best forecasting algorithm from a pool of univariate and multivariate time series forecasting models for each product at each node in the route to market



Optimize inventory planning

Understand demand patterns to guide promotion design, discount opportunities and the advertising policies of products at the region and market level



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