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

How it works

- **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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