Driver-Based Forecasting

Better understanding your demand is key to a customer-centric strategy, improving profitability and growing market share

Whether you're a retailer trying to maximize profits or a consumer goods company trying to increase market share, having an accurate forecast is key to ensuring you have the right product, in the right location, at the right time.

Antuit's Driver-Based Forecasting solution was designed specifically for the retail and consumer goods industries, looking at all the drivers that affect a product's demand – trends, seasonality, pricing, promotions, events and product lifecycle – to determine what the total demand is for a product at any given point in time.

Using our proprietary "Dynamic Data Aggregation" algorithm, it can learn and self-tune to accommodate new, slow-moving and end-of-life products, generating a more accurate total forecast.

That accuracy then becomes self-replicating, with each round of precise forecasts further driving intelligence into the entire planning process and enabling the best decisions. From financial planning to supply chain planning to store replenishment, having a unified, single demand signal will not only help you improve sales, but can also help you eliminate inefficiencies and cost.

Proven Results

30% Improved Accuracy
Major consumer goods company of perishable product improved forecast accuracy down to the SKU/Store/Day

$60M Increased EBITDA
Global beverage company increased their annual EBITDA from more accurate Demand Planning

20% Inventory Reduction
Global retailer reduced on-hand inventory through improved forecast accuracy

Key Solution Benefits

Dynamic Data Aggregation
Antuit automatically determines the right aggregation hierarchy levels for the most accurate forecast for every customer, location and SKU combination.

Self-Learning Models
Antuit's intelligent algorithms establish and evaluate a range of competing models, estimating their performance over time and determining the champion base demand forecast model.

Analytical Disaggregation
Antuit disaggregates the base demand forecast to the lowest hierarchy level and combines base demand and driver coefficients to optimize accuracy.

Real Solutions that Deliver Real Results

Antuit's Driver-Based Forecasting solution provides the framework for unparalleled forecast accuracy through a multi-step process that eliminates complexity and simplifies day-to-day decision-making.

We analyze the sea of product and customer data, determine outliers, and deliver tagged, cleansed data that enables full forecast coverage. Through multi-level models, we assess demand driver coefficients, creating stable and accurate elasticity estimates for pricing, promotions, competitive activity, and more. The result is highly accurate driver-based models and a dependable, reliable base demand history.

Through dynamic data aggregation – performed for every customer, location and SKU combination – we arrive at the right hierarchy levels for forecasting. Then we establish competitive, self-learning models that yield to one champion model that ensures the greatest accuracy. Finally, we disaggregate the forecast to the lowest and most useful consumption level.

Why Antuit

The Antuit analytical models, deployed on our Big Data-powered platform for supply chain planning and analytics, are designed to deliver the highest efficiency and ongoing, continuous improvement, even as they allow great flexibility for a company to experiment with novel approaches.

At Antuit, we understand at a very deep level those aspects of your data that represent signal and those that are noise. We target the signal, decompose it into its primary drivers, and provide a clear understanding of how to simulate future what-if scenarios by reconstituting those drivers.

We develop a promotional response library in a demand signal repository that allows you to insert known promotions and other causal factors into what-if scenarios to recalculate the forecast at any level of the product hierarchy.

Contact info@antuit.com today to find out more

Delivering results through a choice of engagement models:

Strategic Consulting

We will engage with you on your analytics project(s) to address a business use case/issue. We can also deliver on a consulting/study based engagement. Deliverables are insights and recommendations.

Managed Analytics

We partner with you as an analytics center-of-excellence, solving your prioritized list of analytics initiatives managed by you and providing valued service and directed outcome to multiple stakeholders.

Subscription Services

You can subscribe to use Antuit's off-the-shelf platform/toolkit. Results are delivered through the Antuit user experience layer or your preferred interface that can be cloud-based or deployed on-premise.

About Antuit - Demand more from your data

Antuit is a global analytics solutions provider primarily serving the retail, consumer products, and manufacturing industries. Since 2013, Antuit has been on a mission to help leading multi-national and high-growth companies predict, shape and meet demand.

Combining deep domain expertise with proprietary solutions and technologies, like machine learning and AI, Antuit delivers revenue and margin growth, improved supply chain efficiency, and enhanced customer experiences.