



latentview

Actionable Insights • Accurate Decisions

Precise Demand Forecasting for Jewelry SKUs

Client

**World's Third Largest
Jewelry Manufacturer**



The Problem

Accurate demand forecasts for new and existing SKUs are essential in a vertically integrated supply chain for high-value products.



The Before State

Lack of consensus on demand forecast across different business functions and no centralized category level forecast was further complicated by the frequent introductions of new products every year.



The After State

Improved overall demand forecast accuracy by 13% and availability of SKU level forecasts helped **reduce supply planning costs by 2%**.



The LatentView Solution

Generated baseline forecasts for 3000 SKU's using multivariate forecasting techniques and driving consensus among demand planners. Automated new SKU forecasts using similarity indices to identify most similar old SKUs.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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