



# Demand Forecasting

## for Consumer Products

### Unrivaled Forecast Accuracy

Antuit.ai's best in class forecast analyzes every demand driver to determine the real need for a product at any point in time.

Using antuit.ai's proprietary "Dynamic Aggregation", the solution learns and self-tunes to generate highly accurate forecasts for all products including new, slow-moving, and end-of-life products. That accuracy becomes self-propagating with each forecasting round, streamlining the planning process and enabling the best decisions.

From sales planning to supply chain planning to store fulfillment, a unified demand signal helps grow sales, eliminate inefficiencies, and lower costs.

### Case Study - Health & Beauty company puts antuit.ai to the test

**The Problem** - A multinational manufacturer, distributor, and retailer of health and beauty products was struggling with driving growth and managing volatility in one of their business units. Only 40% of their product line was using statistical forecasts, and those that were being forecast were unable to ingest new data sources, hence accuracy suffered.

**The Result** - Realizing their issues but never being able to solve them, the company challenged antuit.ai against their existing provider. That provider had been embedded for ten years, developed extensive knowledge of the company's inner workings, and had expert-level experience with their data. Despite these inherent advantages, antuit.ai's forecast outperformed the incumbent's by nearly 1400 basis points and increased their forecasting coverage to over 90% of their product line.

### Results

**2500BPS** Improved  
forecast  
accuracy

**\$60M** Increase  
EBITDA

**20%** Inventory  
reduction

## Features

- **Dynamic Aggregation** — Automatically determines the right aggregation hierarchy levels to create the most accurate forecast for every customer, location and SKU combination.
- **AI Models** — Intelligent, machine learning algorithms establish and evaluate a range of competing models, estimating their performance over time to determine the best model.
- **Analytical Disaggregation** — Disaggregates the base demand forecast to the lowest hierarchy level and combines demand and driver coefficients to optimize accuracy.
- **Unified Forecast** — Evaluates every significant demand driver including trends, seasonality, pricing, promotions, events, and product lifecycle.

“

While brands and retailers are hyper-focused on growing [sales] year upon year, you can't expect to grow from what you don't know.”

**Nielsen**

Total Consumer Report

## Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at [info@antuit.ai](mailto:info@antuit.ai)

## Consumer Products Solutions from antuit.ai

- Demand Forecasting & Planning
- Available to Promise
- AI Demand Modeling Studio

Serving Fortune 1000 companies globally, antuit.ai – a Zebra Technologies company – is rethinking the way consumer products and retail companies use AI to solve real business problems. Antuit ai offers AI SaaS solutions that optimize inventory decisions with Demand Intelligence, empowering world-class companies to digitally transform their businesses to achieve substantial business results.



[www.antuit.ai](http://www.antuit.ai)



[info@antuit.ai](mailto:info@antuit.ai)



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