CASE STUDY

USE ANALYTICS TO IMPROVE MONTHLY SALES PREDICTIONS AT ANY TIME DURING THE MONTH

The client is a leading multinational corporation that develops consumer packaged goods and one of the most valuable companies

OBJECTIVE

Use analytics to improve monthly sales predictions during the month

Client had a detailed monthly and annual sales plan split across regions and states. Daily sales was tracked aggressively by senior management using dashboards and reports through Tableau. Despite this, the potential gap between monthly sales plan and actuals was identified too late in the month. They had a rudimentary prediction process which would use to date sales to predict total month sales. Our consultants analyzed historical data and developed regression models using R. Using daily data, the team identified seasonal and trend components to create models that accurately predicted month sales to as close to 97% of actual value.

BUSINESS CHALLENGES

Predict total month sales across regions and states at any point of time during the month to be able to identify potential shortfalls against the targets and take corrective actions in order to ensure sales targets are met or exceeded.

OUTCOMES

The regression models were used to accurately predict expected shortfall in sales as compared to monthly sales plans much earlier in the month that allowed the client to take corrective actions with their sales teams resulting in increased revenues for the client