



Freedom to Forecast: Predicting sales with reduced variances

A Fortune 1000 retailer turned to ICC to improve visibility into new merchandise forecasting.

This retailer sought to improve the accuracy of new merchandise forecasting to increase sell through rates and improve margins. Visibility into this process was limited, from testing to final order, and drivers of variance were not well understood.

ICC's predictive analytics team created an algorithm that objectively predicts sales and reduces variance. In the end, our client uncovered key controllable sources of variance between plan and actual sales.