~$1B RETAILER USES IKIGAI
TO REVOLUTIONIZE DEMAND FORECASTING

Business Challenge

Retail Co. had three problems they were looking to solve:

1. They wanted better demand forecasts across both their retail and wholesale business at a highly granular level (e.g., by SKU); their existing forecasts were manual, relied primarily on human intuition, and were not at the SKU level
2. They were looking to launch a new product, but weren't sure how well this new product would sell and whether its introduction would cannibalize sales of existing, similar SKUs
3. They wanted to understand how discounts they were considering for their products would affect demand for those products

Solution with Ikigai

Core Demand & Revenue Forecasting solution:
- Highly accurate demand forecasts 12 weeks out, filterable by granular attributes including State, Store, Category and SKU
- Revenue forecasts using forecasted demand and unit prices

New Product Introduction module:
- Demand forecast for brand new SKU using internal & market data combined with proprietary AI; forecast includes anticipated impact of introduction of new SKU on existing product demand

What-If Analysis module:
- Interactive tool allows Retail Co. to model projected demand impacts of potential discount programs in real-time

90%+
accurate forecasts with Ikigai

4
additional levels of forecast granularity enabled

Key Benefits of Ikigai

- Ikigai's aiCast product enables accurate forecasting, even with limited data
- Harmonized platform ensures auditable, explainable forecasts
- What-if analysis enables business to anticipate impact of discount programs