



\$100B+ TECHNOLOGY COMPANY USES IKIGAI TO FORECAST SALES OF NEW & EXISTING PRODUCTS

Business Challenge

- Tech Co. had a top-notch team of internal data scientists, but they were still looking to improve on the demand forecasts that their analysts had built in-house
- In particular, Tech Co. was looking for a third party to help them:
- Improve the accuracy of their demand forecasts to enable better planning
- Forecast the demand for new SKUs for which they had no historical sales data
- Incorporate external event data (e.g., holidays, seasonality) into their forecasts

Solution with Ikigai

Core Demand Forecasting solution:

- Created highly accurate demand forecasts for Tech Co.'s hardware products at a granular level, including region, product category, and SKU
- Enabled sales projections up to 12 months into the future, with transparent error rates available to increase trust from stakeholders
- Incorporated seasonality, holidays, and promotions into forecasts to uncover key drivers of demand

New Product Introduction module:

- Implementing solution to enable demand forecasting for new products by modeling similarity between new products and existing products in Tech Co.'s portfolio
- Designing demand forecasts to be updatable upon launch of new products to allow for adjustments to forecasts pending receipt of real-world sales data

Key Benefits of Ikigai

- Probabilistic modeling results in highly accurate, decision-useful forecasts
- New Product Introduction module enables demand forecasts for SKUs without historical sales data using Ikigai's patented technology
- Explainable output combines best of AI & human insights