

## CASE STUDY

# Sales Forecast Helps a Leading Player in the Cotton Textile Industry in the USA Devise Strategies to Improve Profit Margins



## Overview of the Cotton Textile Industry in the US

The cotton textile industry in the USA is steadily growing. Between 1995 and 2009, the industry went through a historic and heart-breaking recession that impacted countless workers and communities. However, the last six years for the cotton textile industry in the USA have been different. Rising from the depths of a severe national recession, the cotton textile industry in the USA has rebounded significantly. Now, the challenge is both to sustain this impressive recovery and to determine viable ways to enter a new era of growth.

## Why is Sales Forecast Important?

Sales forecast methods estimate future sales. [Accurate sales forecast methods](#) enable organizations to make informed business decisions and predict short-term and long-term performance. Companies can base their forecasts on past sales data, industry-wide comparisons, and economic trends.

Sales forecasting provides insights into how a business should manage its workforce, cash flows, and resources. In addition to helping a company allocate its internal resources effectively, predictive sales data is essential for businesses when looking to acquire investment capital.

## About the Client

Founded in 1986, the cotton textile firm has built a worldwide brand with over **15,000 employees**.

## Predicaments Faced

A leading player in the cotton textile industry in USA wanted to estimate future sales and predict short-term and long-term performance. The client wanted to **predict future sales based on past sales data**, current economic trends, and industry-wide comparisons. Moreover, the textile industry client wanted to rely on Quantzig's sales forecast methods to efficiently forecast their business and accordingly manage its workforce, cash flow, and resources. The primary concern of the client in the cotton textile industry in USA was to effectively allot resources to predict achievable sales revenue.

## Solutions Delivered

The sales forecast methods and solutions offered by Quantzig helped the leading player in the cotton textile industry in USA, calculate the sales and understand the current trends in the market. Based on the traditional sales data, the textile industry client was able to **monitor the sales target** much easier and devise an effective sales strategy to accomplish the desired goals. In addition, the cotton textile industry client was able to understand the relative cross-sell and up-sell opportunities to optimize the overall sales performance. Furthermore, the sales forecast solution enabled the client to maximize the opportunity to generate better revenue.

## Why Quantzig's Sales Forecasting?

[Quantzig](#) has supported the clients across the globe with end-to-end data modeling capabilities to leverage analytics for sound decision making. We believe that the strength to tackle the actionable data is what drives a company towards success.