

Forecast Demand Planning

**Predict demand for new products
launched on the market**

SAIMA Solutions, your specialist in advanced analytics

CHARACTERISTICS



AGILE

Launch efficiency of
new products



PRECISE

Release defined according
to the product profile



ACTIONABLE

Hidden behavior patterns
detected

BENEFITS



Precision in sales
forecast



Increased profitability
of new campaigns



Adaptation
of stocks



Loyalty
market

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ALIGN MARKETING FORECASTS WITH SALES

CHALLENGE

Create behavior patterns of new releases

Identify demand curves of new products

Improve sales forecasting of new releases

SAIMA DEMAND PLANNING

RESULT

Increased efficiency of promotions and marketing actions

Cost reduction by return of stock

Increased accuracy between forecast and sales figure

THE SOLUTION

Demand forecasting solution helps uncover the hidden behavior patterns that determine a launch, achieving a notable improvement in the successes of the brand's new products.

With more than 200 products launched per year and nearly 10,000 references, our client's challenge is to achieve as many successes as possible, taking as a reference other launches and external factors that may influence.

CLIENT