

# ADVANCED DEMAND FORECASTING



## Understand what drives demand and how to optimize business practices by accounting for external factors and data

Advanced Demand Forecasting enables organizations to get a more holistic view and insights into the factors impacting demand, providing granularity ranging from overall demand across the entire company for the year, to hour-to-hour demand for specific stores or locations.

By leveraging internal and external data sources, Advanced Demand Forecasting improves upon traditional demand forecasting practices by assessing which internal and external factors impact demand and how they affect it. Knowing what influences are impacting demand and how adjusting controllable internal factors (such as sales personnel availability, for example) can enhance or mitigate the impact of other factors enables organizations to optimize business practices.

Optimizing business practices can come in many forms, but examples include supply chain optimization, determining product blend and availability, which promotions or activities can boost, and more.



Understand Demand Influencers

Optimize Business Practices

Strategize Sales Operations

Drive More Demand

### Understand

Gain a more holistic view of what drives demand by accounting for external and internal factors and data rather than relying solely on historical data for demand forecasting.

Advanced Demand Forecasting can be customized to account for the unique internal and external factors impacting virtually any business, providing insights into how incremental variances in a given individual factor impacts demand.

### Optimize

Optimize supply chains, business operations, and drive sales by anticipating changes in demand.

Advanced Demand Forecasting enables organizations to understand how various factors influence demand and each other and delivers granularity that supports demand forecasting down to the hour, enabling organizations to optimize practices from the organizational level down to individual stores or locations.

### Strategize

Going beyond optimizing business practices, knowing how factors impact demand and each other enables marketing and sales teams to build strategies designed to gain the most from influences they can't control by adjusting those they can.

For example, an impending weather storm might lead to more demand for umbrellas. Advanced Demand Forecasting might indicate a sale would drive even more people to a given store, but would increase customer wait times too much, necessitating a specified number of additional staff.

## ACCURATE FORECASTING HAS FAR-REACHING IMPACTS

**48%** Of organizations rely heavily on **recent historical performance** for forecasting

**40%** Of organizations **change hiring plans** if sales forecasts miss the mark



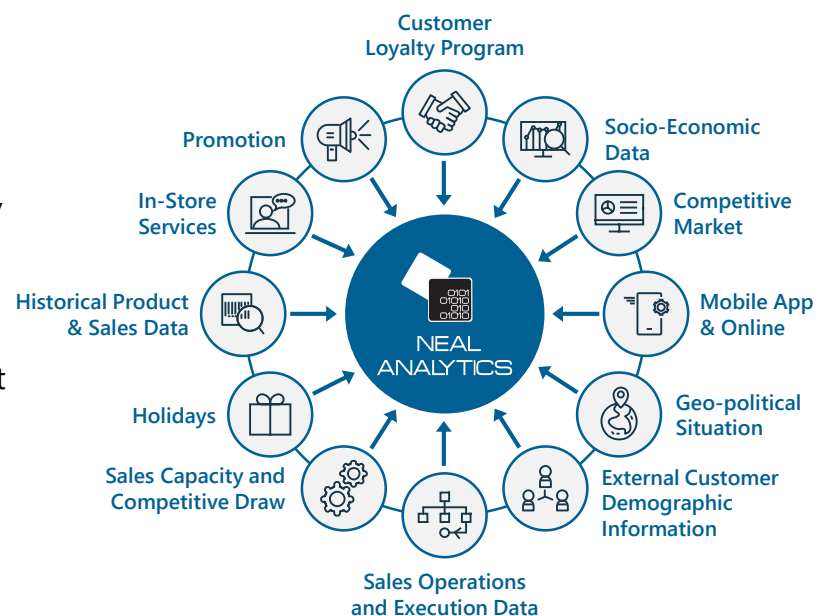
### How accurate is your forecasting?



## Demand Forecasting Customized for Your Business

Neal Analytics recognizes that there is no one size fits all solution for demand forecasting – there are a near infinite number of variables and nearly as many different business challenges forecasting is being used to solve.

Using our expertise as business consultants, Neal Analytics leverages a holistic approach to implement Advanced Demand Forecasting by working with clients to understand their unique needs and challenges. By understanding these needs and challenges, Advanced Demand Forecasting can be customized to meet those unique requirements.



## Microsoft Partner



Gold Data Analytics  
Gold Cloud Platform

Partner of the Year Winner  
Business Analytics Award


Partner of the Year Finalist  
App Innovation Award


## Getting Started

Partnering with Neal Analytics is simple. By offering flexible engagements models, Neal can step in and begin supporting better forecasting at any point, whether it be building a proof of concept to show the value of Advanced Demand Forecasting or scaling it out across the entire organization.

Neal Analytics is also a long-term Microsoft Gold Partner, which reflects our deep expertise migrating data and apps to Azure and other cloud platforms.



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