

## Predictive analytics. The future of product demand forecasting.

Producing just the right amount of product to meet demand has many advantages. With perishable produce an unexpected dip in demand results in waste and loss. A spike leaves orders unfulfilled and consumers buying elsewhere. Predictive analytics combined with machine learning provides a more accurate forecast than is humanly possible. This minimizes cost and waste, and maximizes margins.

1

IN FOOD MANUFACTURING, **FORECASTING DEMAND** HAS A MAJOR IMPACT ON **COSTS**, **MARGINS** AND **BRAND BUILDING**



2

BY FORECASTING **DEMAND** ACCURATELY, FOOD MANUFACTURERS CAN **PLAN** PRODUCTION, **DISTRIBUTION**, **STORAGE** AND **SUPPLIES**



3

**DATA** ASSIMILATED FROM **SALES HISTORY**, **WEATHER**, **SPECIAL EVENTS**, **PROMOTIONS** AND **COMPETITOR ACTIVITY** IS USED TO **FORECAST** WHAT CONSUMERS WILL BUY, **HOW MUCH** AND **WHEN**



4

MICROSOFT DYNAMICS 365 HELPS THEM TO PLAN, **WHAT TO MAKE**, **WHEN TO MAKE IT**, **WHAT SUPPLIES TO SOURCE** AND **WHEN THESE ARE NEEDED**



5

WHILE SUPPLYING **WHAT CUSTOMERS WANT**, **WHEN THEY WANT IT** TO **KEEP COSTS DOWN**, AND **MAINTAIN MARGINS**



6

UPHOLDING **CUSTOMER SATISFACTION** AND **BRAND LOYALTY**



For more information on minimizing supply chain risks and better demand forecasting, read our eBook - [How to evolve demand planning to outperform competition?](#)

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