



Dynamic Demand Planning

A leading European manufacturer of roofing and building materials

Client was managing demand planning through spreadsheets, leading to low forecast accuracy and low customer satisfaction.

Lost sales reduction by **62%**

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CHALLENGE

Client faced many challenges in demand forecasting and was unable to perform grouped forecasts and demands with the limited capability of spreadsheets.

SOLUTION

- Designed an 18-month rolling forecast process on Anaplan that includes weekly forecasts
- Historical data cleanup with pre-checks and controls
- Multi-level statistical forecasting with best-fit method recommendation and model parameter optimization
- Product lifecycle and event-based forecasting
- Dependent demand forecasting using attach rates
- Flexible forecasting for custom product groups
- Product segmentation
- Forecast adjustment and consensus demand planning with sales teams
- Connected with financial planning model to enable variance analysis vs. budgets

RESULTS

- Granular and accurate forecasts
- Improved demand visibility
- Increased collaboration between Sales and Supply Chain teams
- Improved forecast accuracy from 60% to 85%
- Reduced planning cycle time from 10 to 2 days