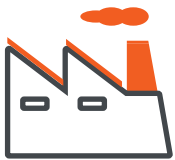


Revolutionizing Personal Care: Quation's Advanced Forecasting Impact

Case Study



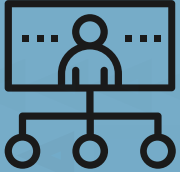
Industry Insight:

In the rapidly evolving personal care sector, our client stands out with innovative skincare solutions, marking a global presence. With the Indian skincare market booming, expected to hit USD 9 Billion by 2024, our client sought to sharpen their sales forecasting and inventory management to stay ahead.

Strategic Category: Demand Forecasting

Focused on enhancing inventory management through predictive sales modeling. This solution was pivotal to optimize stock levels, aligning with the client's aim to streamline operations and improve market responsiveness.





Core Challenge:

The client grappled with inaccurate sales predictions due to reliance on heuristic methods. This misalignment led to inventory discrepancies, affecting operational efficiency and market competitiveness.

The necessity for a precise forecasting model was critical to achieving operational excellence and strategic market positioning.

Quation's Tailored Approach:

Strategic Analysis:



Mapped out a comprehensive data collection strategy capturing essential sales influencers.

Agile Implementation:



Developed a multi-faceted model leveraging ARIMA, SARIMAX, and more, enhancing forecast accuracy and granularity.

Tailored Insights:



Delivered a future-ready sales forecast, empowering the client with over **80% prediction accuracy**.

Impact Delivered:

Outcomes Delivered:



Significantly **minimized overstocking** and **understocking**, ensuring **optimal inventory levels**.

Strategic Wins:



Established a **forward-looking approach** to **sales forecasting**, setting new industry benchmarks in **precision** and **operational efficiency**.