

Leveraging AI/ML for Inventory Allocation Optimization for a Leading Consumer Brand

Key Challenges



- Manual inventory management process making it challenging to account for changing market events
- Experienced stock out due to unexpected spike in demand for one of the key brands
- Fluctuating demand across portfolio of multiple brands
- Need to optimize drug supply chain to increase forecasting predictability

Business Solution



AI/ ML Decision Support System

- AI Based multivariate demand forecasting to improve efficiency
- Simulation algorithms for scenario analysis and optimization of inventory allocation

Analytics and Reporting

- Customized dashboards for insights and recommendations

Business Impact



40%

lower Inventory levels
reducing holding costs

3x

faster response to
unknown events

99%+

service levels reducing
cost of stockouts



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