Demand Sensing Solution Overview

TradeEdge Demand Sensing solution provides actionable insights by aggregating real-time data about product sales and inventory across multiple channels. Granular visibility into network-wide sales and inventory helps you know what is selling, where and at what speed. This information is essential to optimize functions across the entire spectrum of demand planning — product development, category management, trade promotion planning, etc.

Decision-grade Sales Analytics

Get a unified view of sales across channels — traditional trade, modern trade, and e-commerce for effective measurement and deployment of funds and resources. Identify the extent and intensity of stock-outs, phantom inventories, and display voids.

Increase Forecast Accuracy

Enhance forecast accuracy by handling multiple types of internal and external data sets.
- For Modern Trade: PoS + Order cuts + Inventory + Weather + Price Index + Promo
- For E-retailers @ DC-SKU: Sales + Order Cuts + Weather + Price + DC location

Make Promotions more Effective

Evaluate, plan, and optimize promotions — Equip your organization with advanced analytics and simulation tools to measure and fully understand the effectiveness of trade promotions. Make sense of complex and disparate point-of-sale data in relation to contextual factors (seasonality, competition, macro trends, weather, etc.) and controllable factors (price, product, customer, channel, marketing, etc.) to deliver a more accurate analysis across multiple metrics such as spend ratio, and volume uplift.

Reduce Out-of-stocks

Be more responsive with timely adjustment of replenishment plans. Create a suggested order for a buyer based on different business parameters such as lead time, working capital, inventory snapshot, and promotion calendars for optimal ordering.

Barriers to Enterprise Growth

- Lack of visibility to consumer offtake — long latency and chase required to obtain trustworthy demand information
- Mismatching product hierarchies, leading to additional time and resource wastage to harmonize data
- Accelerated new product introductions resulting in item proliferation
- Fragmented demand signals due to shifts in consumer behavior driven by omnichannel growth
Solution Approach

**Agility:** Acquire POS Store-SKU sales and inventory data on Day 2 for Day 1

**Data Quality:** Project Day 2’s sales using trends on Day 1. Identify and eliminate errors by validating the information within 2 hours

**Breakthrough:** Harmonize master data using AI/ML in minutes rather than weeks

**Respond to Consumer Preferences:** Ready to use near real-time Sales and Inventory information to improve execution and planning

Some Powerful Benefits Delivered to our Clients

- 2% sales growth by adjusting delivery plans
- 20% Enhanced forecast accuracy using real-time sales inputs (vs. shipment) covering ~70% of global sales
- Managed unpredictability during COVID-19 spread — limited OOS in NY State for a leading brand to 2 days
- 100% Efficiency — Analyze and eliminate out-of-stocks, phantom inventory, and D-voids. Predict likely OOS (e.g., Over weekends)

TradeEdge provides insights across the demand value chain to accelerate profitable growth and get one-step closer to an autonomous supply chain. TradeEdge is a cloud-based solution that enables brands gain maximum channel visibility, add new channel partners, improve retail execution and reach new markets faster.

Visit us to know how enterprises across the world are thriving with the help of our technology.

Visit us at www.edgeverve.com/tradeedge