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Forecasting to Support Planning

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ABSTRACT

Strength in Numbers: Using Demand Forecasting to Drive Merchandise and Store Performance
Hear how these retailers are using SAS Demand Forecasting for Retail to strengthen their numbers through advanced retail management from the SAS forecast engine in their planning processes. With broad assortment and locations, diverse consumer behavior and price fluctuations, predicting demand and performance can be quite a challenge in the pre-season and in-season planning processes. These retailers are using analytics to drive results and supplement the art of the merchant expertise to generate efficiencies via a scientific approach to forecasting demand. Forecast results drive better business decisions, improved planning processes and forecast accuracy. The user experiences reflect streamlined processes, improved productivity and better demand patterns.

No paper was submitted for publication.

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