



COVID-19 AND THE NEW NORMAL

Dynamic demand forecasting, Consumer preferences and future scenario simulation

COVID-19 Pandemic has impacted consumer goods and retail in several ways

1. Changing product and channel preferences through different phases of the pandemic
2. Challenges with new data and demand prediction as historical patterns become less relevant
3. Disrupted Supply Chain – Design for Efficiency vs Resilience

A reliable demand forecast solution requires

1. Dynamic understanding and insight from all data factors, market and consumer contexts including new pandemic factors
2. Forward-looking analysis for demand prediction, with the ability to look at alternative scenarios
3. Ability to detect anomalies and learn from chaotic market data

Singular Intelligence is offering a dynamic demand forecast, alerts and causal factors-based simulation solution - a business user ready product that is continuously updated for daily/weekly /monthly predictive insights and decisions.

Highly Innovative and Proven

1. AI Modelling from the latest Academic research
2. Use All contextual data - COVID-19, Market, Environment and Consumer Data
3. Specialized and proven for Consumer Goods and Retail companies, Validated with Industry data and partnerships

Singular Value proposition and unique advantages

1. Automated Predictive insights, forecast and causal factors with ability to explore & build scenarios
2. Aggregate as well as granular : channel, store formats and local area decomposition for actionable decisions
3. Predictive Insight on drivers of demand and performance
4. More accurate with innovative AI modelling and enhanced data
5. Always on, Easy to on-board and scale

Adopt in a few easy steps

1. Set up a discovery call - [Click Here](#)
2. Learn more, Review Your Use Case.
3. Trial : Share sales and other relevant data on a secured cloud sandbox; Evaluate Key outcomes
4. Scale and Rollout.

Singular Intelligence offers an Applied AI Platform for business decision making in consumer goods and retail industry.

At Singular Intelligence, we are passionate about solving the challenges of quality and speed of commercial decision making at scale and help build it as an organisational competence. Singular Intelligence team combines many years of global, Industry and technology sector experience in AI, Consumer goods, Retail, Analytics, Business Intelligence and data technologies. The company started in partnership with Oxford University and has a number of key data, technology & research partners working incessantly to be at the forefront of innovation.

Dynamic Insight from factors that impact consumer preference and demand



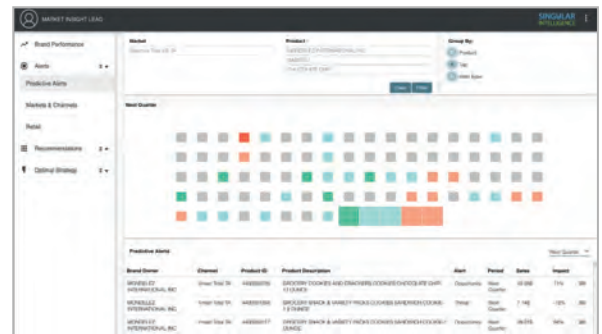
Validated across several FMCG Businesses

- Global Beverages Company
- Autonomous Retail for an FMCG company
- Global FMCG company
- Ecommerce and D2C of FMCG Company

Dynamic Forecasts



Predictive Alerts



Causal Factors



Scenario Simulation



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