



# Demand Forecasting Solution powered by Azure Services

Microsoft  
Partner



Gold Data Platform  
Gold Data Analytics  
Gold Cloud Platform



<https://affine.ai/>



# Cross-industry Consumer-driven Demand Forecasting Solution

Affine's Demand Forecasting solution is easily adaptable and deployable for a wide range of forecasting scenarios across various industries, allowing organizations to accurately predict demand



## Key Features

### LEVERAGING CROSS INDUSTRY EXPERTISE

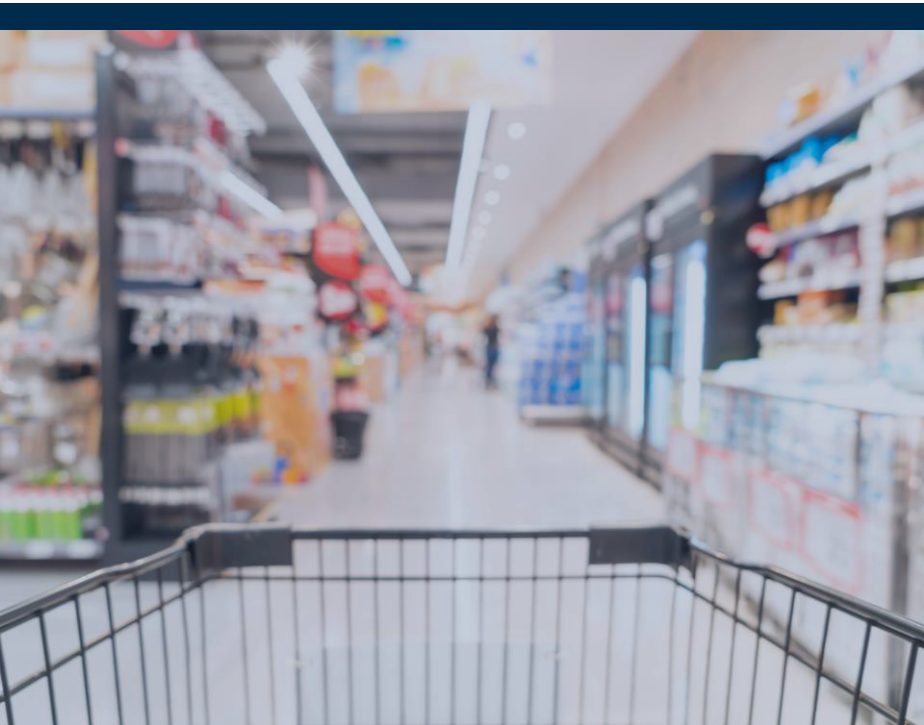
Affine's rich experience in building enterprise grade demand forecasting solution by leveraging business relevant factors, data & best-in-class tools & techniques will enrich the development of demand forecasting solution for various clients

### DEMAND FORECASTING ENGINE

The champion-challenger mode of evaluation of multiple modelling techniques powered by Azure ML Services will ensure attainment of high forecasting accuracies

### AUTOMATED & INTEGRATED SOLUTION

The demand forecasting solution developed on Azure can be easily integrated with Azure Data, BI & other services



**AFFINE**

COMMAND THE NEW

## Demand Forecasting Solution powered by Azure Services

Affine has developed Demand forecasting solution which can successfully anticipate and predict consumer-driven demand by leveraging Affine's cross-industry forecasting expertise and Azure Machine Learning services



Improved forecasting accuracy from 60% to 90%



Improved ROI via accurate impact quantification



Reduced promotional costs via what-if scenarios

# Affine's Demand Forecasting Solution powered by Azure Services



## FACTOR MAP CREATION

Identify the list of exhaustive factors which will influence the accuracy of demand forecasting

Identify reliable internal & external data sources



## ANALYTICAL DATA MART

Creation of analytical data mart by sourcing data from disparate data sources

Store the analytical data in a datamart



## DEMAND FORECASTING

Experimentation with multiple Modelling techniques to predict demand at required granularity

Model selection based on the champion-challenger approach



## BUSINESS INTELLIGENCE LAYER

Integrate ML Model output with Power BI to enable ease of consumption & insights generation

Creation of decision cockpit in Power BI to visualize & compare forecasted demand with actuals



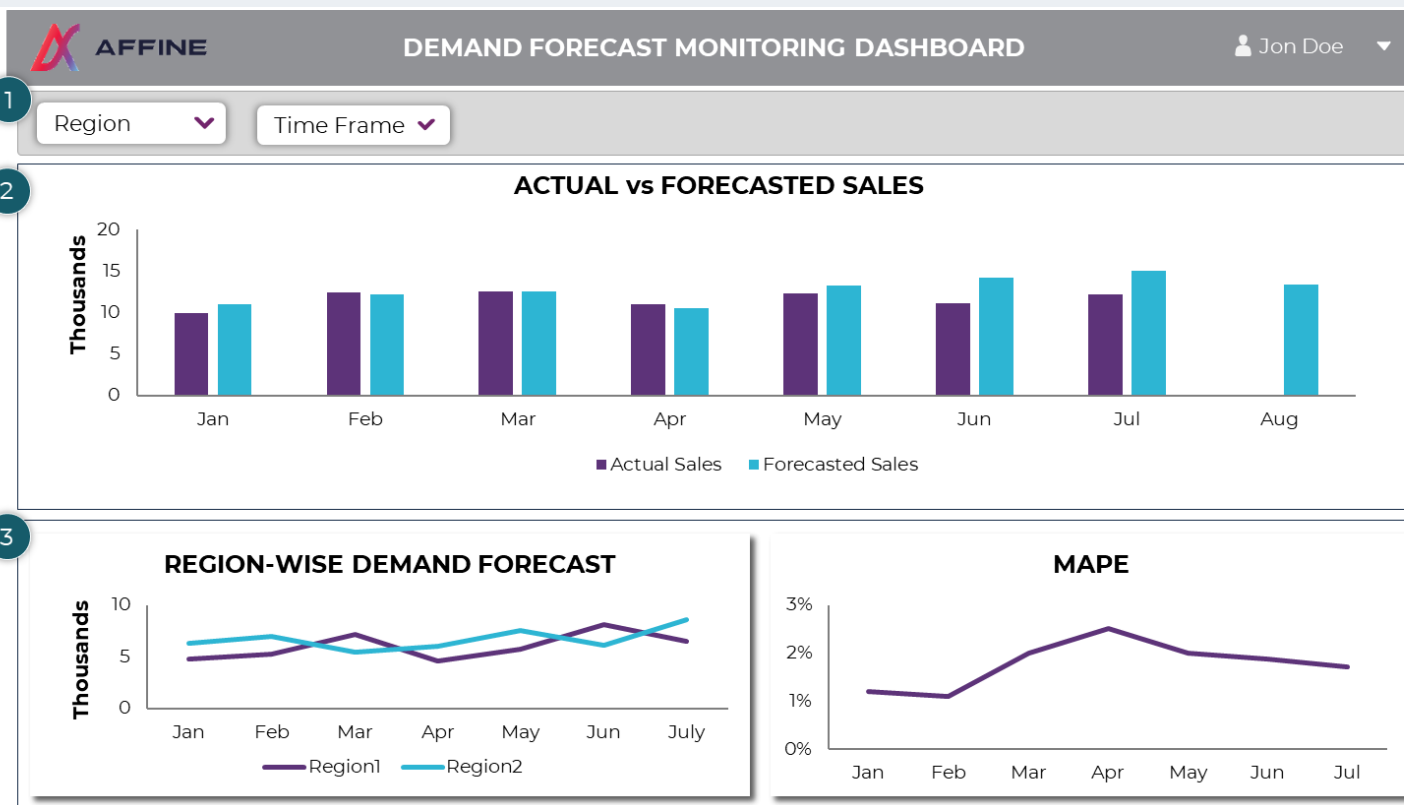
## INTEGRATION & DEPLOYMENT\*

MLOps implementation to automate the data pipelines & Model Refresh framework

Integration of Demand Forecasting solution with on-premise systems and notification to operations teams on sales demand

# Demand Forecasting Solution powered by Azure Services– Dashboard

Illustrative



- ### Notes
- 1 Filters to select a particular Region & Timeframe
  - 2 Insights into Month-wise Actual Sales vs Forecasted Sales
  - 3 Insights into Region-wise demand forecast & error rate of the forecasted model



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# Want to know more?



[www.affine.ai](http://www.affine.ai)



[affine.cloud@affine.ai](mailto:affine.cloud@affine.ai)



USA: +1 908-848-9311  
APAC: +65 8143 1272  
India: +91 9901766557

## OUR GLOBAL PRESENCE

### Seattle, USA

2018 156th Avenue,  
N. E, Building F,  
Suite #333, Bellevue,  
Washington 98007

### Bangalore, INDIA

No: 98, 4th B Cross Rd,  
Industrial Area, 5th  
Block, Koramangala,  
Bengaluru- 560095,  
India

### Singapore, APAC

5001 Beach Road,  
#08-11 Golden Mile  
Complex, Singapore-  
199588

<https://affine.ai/>

