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Minding the Analytics Gap

Demand Planning

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The only thing we know about the future is
that it will be different.



How quickly can you adapt to your new market?

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What is the state of the economy?

What period of time are you looking at?

How is the product priced relative to competition?

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Many decisions within a
company depend on its
outcome.



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How much product is
produced.

How much inventory is
stored.

It's amazing how little
attention companies give to
forecasting.

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....how little thought goes into
designing a process that will
return the best possible result.

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