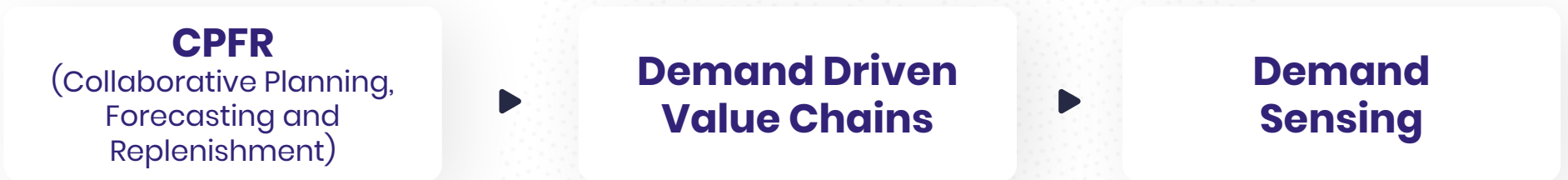




«Demand Sensing» is the term used, where organizations predict **customer's purchase or behavioral choices** and include the **downstream data** with minimal lag for generating short-term demand information



Demand sensing is the path to predictive demand by taking historical data, combined with future predictions of external factors and real-time demand signals, orders, shipments, etc.

## Benefited areas

### Demand Planning

- Improvement in demand forecasting
- Promotional forecasting and new product introduction

### Sales & Marketing

- Reduction in product obsolescence
  - Improved on-shelf availability
  - New product introduction
- Synchronizing sales and marketing with demand plan

### Manufacturing

- Reduced inventory
- Lead time improvement
- Lower cost and prices

### Finance

- Alignment of financial forecast and the demand plan
- Synchronization of projections
- Lower operational costs

### Logistics

- Order fill rates
- Transport & deployment scheduling
- Out-of-stocks and excess inventory reduction

### Supply chain planning

- Capacity synchronization and scheduling
- Effective inventory planning
- Lower level out-of-stocks
- Higher customer service levels