

# FORECAST SQUARED

WORLD'S FIRST ALGORITHMIZED  
FORECASTING SOLUTION

LINEAR<sup>2</sup>

[www.linearsquared.com](http://www.linearsquared.com)



**90%**  
Accuracy

**100%**  
Automated

**UNPARALLELED**  
Scalability

Forecasting accuracy can suffer if multitude of factors that lead to fluctuations in sales are not considered. Forecast Squared considers both internal and external factors when forecasting.

Our proprietary algorithms allow us to develop highly accurate forecasts with minimal human intervention. This unprecedented development enables scalability and the ability to generate hundreds of forecast models in short period, facilitating forecasts even at the outlet level.

## KEY FEATURES

### 90% ACCURACY

The inclusion of publicly available data as well as internal data fields contribute to delivering projections with unprecedented accuracies up to 95% on an annual basis or 90% on month-on-month basis. Our algorithms consistently outperform off-the-shelf solutions in the market.

### 100% AUTOMATED FORECASTING MODELS

Algorithmic variable selection eliminates biases that are common in manual projections, which leads to sub-optimal decision making.

### UNPARALLELED SCALABILITY

Generates sales forecasts at required level (i.e. category level, brand level, regional level etc.) taking into account company specific, competitor and macro environmental factors

### ADD-ON MODULES

Capabilities of the basic solution could be further extended to gain additional functionality for specific tasks and applications, by opting for one or more of our Forecast Squared add-on modules

## USER-FRIENDLY INTERFACE

Collaborations within our panel of experts in Data Science, Software Engineering and Industry have made Forecast Squared the most user-friendly tool of its kind in the world. The step by step process, which underlies uploading data to defining variables, enables effortless consumption and decision making.

## CAN FORECAST SQUARED HELP YOUR BUSINESS?

Forecast Squared is the preferred solution for sectors ranging from FMCG, Apparel, Telecommunication and Retail. The following are some of the instances businesses have relied on Forecast Squared to save money, generate revenue and optimize resource allocations.

## WHY OUR APPROACH IS BETTER

### TRADITIONAL APPROACH

Uses univariate forecasts

Only considers the trend and seasonality of sales.

Does not quantify the impact of variables

Forecast with low accuracy

Limited insights

### OUR APPROACH

Uses multivariate forecasts using the combined effect of the multiple variables such as Inflation, price, competitor behavior etc.

In addition to seasonality, our approach considers lagged effect of factors for better insight and accuracy

Impact of variables are quantified.

90% to 95% accuracy levels

Ability to take proactive actions via modules such as Inventory optimization, price optimization etc.

# BASIC PRODUCT

Generates sales forecasts at required level (i.e. category level, brand level, regional level etc.) taking into account company specific, competitor and macro environmental factors.



**90- 95%  
ACCURACY**



**100%  
AUTOMATED  
FORECASTING MODELS**



**SCENARIO COMPARISON**

# ADD-ON MODULES

To extend the capabilities of this basic solution and gain additional functionality for specific tasks and applications, you could opt for one or more of our Forecast Squared add-on modules. Here's a quick overview of what's available.

## PRICE-OPTIMIZATION

Identify optimum price per brand per SKU to maximize revenue in the face of competitor price war, inter-brand dynamics and other changing economic and seasonal factors.

## ADV-MIX OPTIMIZATION

Quantify advertising effectiveness across mediums/channels and arrive at the optimum advertising budget per medium/channel to ensure the best return from your Rupee spent.

## PRICE-CROSS ELASTICITY

Measure how these inter brand dynamics affect sales across the category/brand empowering you to make more informed pricing decisions

## INVENTORY OPTIMIZATION

Maintain inventory at an optimal level that virtually eliminates out-of-stock situations while improving efficiency and cutting inventory costs



Visit our website or contact a Linear Squared representative for more information and to schedule a free demo.

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