

Background

A premium cookware brand lacked a reliable forecasting process to anticipate sales demand at the SKU level. The company had historical sales data but no standardized forecasting models, and its product master database contained inaccuracies that prevented efficient analysis. Leadership sought more robust demand planning to improve inventory management and reduce stockouts.

Challenge

- No clear forecasting model or baseline process.
- An incomplete and error-prone item master database (duplicate SKUs, inconsistent naming conventions, missing attributes).
- Need to balance forecast accuracy with flexibility for new launches and discontinuations.

Approach

- Conducted a full audit of the item master database.
- Standardized naming conventions, removed duplicates, and added missing attributes (category, collection, item status, etc.) to enable deeper analysis.
- Aggregated multiple years of historical sales at the SKU level.
- Identified seasonality and promotional lift patterns.
- Built forward-looking 12-month projections at SKU level based on:
 - Rolling 3 and 12-month average trends.
 - Weighted emphasis on latest sales velocity.
 - Adjustments for seasonality, promotions, and new product launches.
 - Created a dynamic model allowing monthly re-forecasting as new sales data came in.
- Provided the supply chain and finance teams with forecasts to improve inventory planning and production.

Results

- Established the first-ever structured 12-month forward-looking forecast by SKU for the brand.
- Improved forecast reliability and visibility for sales and operations.
- Enhanced leadership decision-making on marketing campaigns and promotional planning.
- Created a repeatable process that can scale with new products and channel expansions.