

Demand prediction per product segment

Bas Buijse, Prince Singh, Leon Wennekes



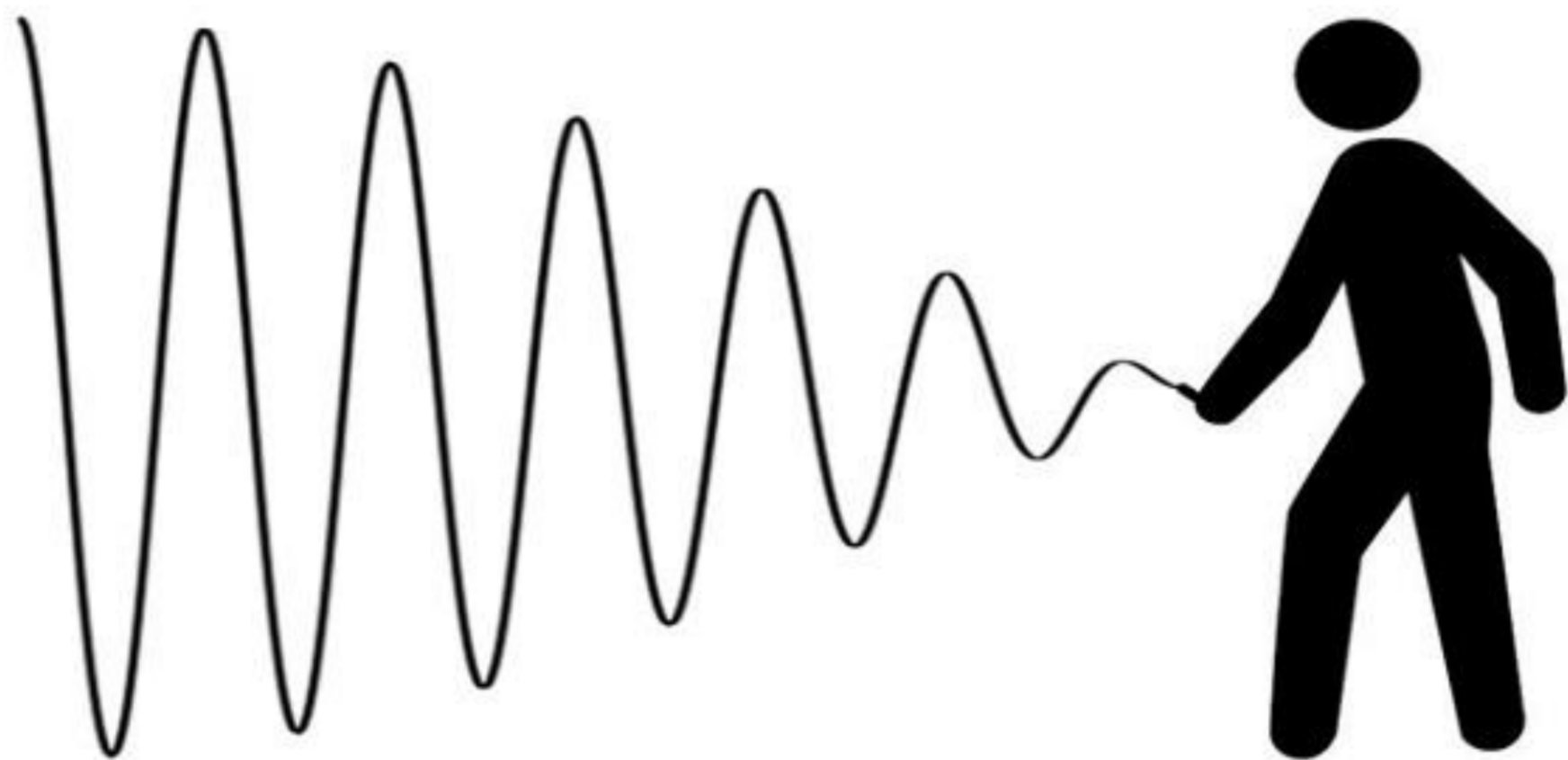
How to cope with perceived fluctuations in demand?

Main information

- Mainly catering industry
- Workgroup → Laundry

Perception

- Demand fluctuations
- Various product types



Approach & goal

- Taking a step back
- Historical & external data
- Eg. Demand forecasting

Data2Move relevance & effective problem solving

- Data driven inventory charter
- How to improve business efficiency?
- Agile approach with historical data



Opportunities (for TKT)

- Besides logistic improvements also opportunities for reducing inventory
- Transparency in the supply chain
- Better planning with less surprises

Forecasting Methods

QUANTITATIVE

