AI-Powered Demand Forecasting

Match inventory to demand, streamline production, and improve customer satisfaction with Demand Genius™, a predictive demand forecasting tool using AI and machine learning to measurably improve forecast accuracy.

Using four industry-standard sales patterns and customized champion versus challenger models, Demand Genius delivers the insights you need to make smarter, data-driven decisions.

Improve forecast accuracy

Reduce disruption and make data-driven decisions with Demand Genius' unique forecast methodology that trains AI/ML models on your historical data for four standard sales patterns. Boost forecasting accuracy by tailoring your forecasts to individual demand profiles.

Right-size inventory

Insufficient inventory, excessive safety stock, and disruptive rubber banding cost manufacturers millions of dollars per year. Accurate forecasting with Demand Genius helps you avoid the costly consequences of stockouts or excess inventory.

Proactively adapt to market shifts

Inaccurate forecasts lead to reactive decision-making that can negatively impact production and upset customers. Optimize your supply chain and workforce to proactively adapt to market changes and keep customers satisfied.

Optimize further with customizable retraining

With customized champion versus challenger models and periodic retraining for model performance, Demand Genius ensures you always have the best possible model and predictions.

DEMAND genius™

Know what you need to know, when you need to know it

What you get

✓ **Champion versus challenger framework** to ensure you always have the best model. Swap with minimal lead time to immediately improve accuracy.

✓ **AI models** for four industry-standard sales patterns: lumpy, intermittent, erratic, and smooth.

✓ **Expert model customization and training** from data scientists that understand your business.

✓ **Forecast performance dashboard** tracks KPIs to assess forecast accuracy over time.

✓ **Ability to export forecast** for import into ERP systems.

ABOUT MCA CONNECT

Through passion and deep industry expertise, MCA Connect helps manufacturers succeed by unlocking innovation with actionable business insights. Our industry intelligence, innovative solutions, and data-driven strategies help manufacturers gain visibility, improve profitability, and achieve a competitive edge.

Contact us today to learn more about Demand Genius™ or schedule a demo.

MCA CONNECT® + ** Microsoft**

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