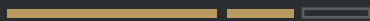


CATEGORY VOLUME FORECASTING



THE CLIENT PROBLEM

One of the **major manufacturers of infant formula and children's nutritional products** was facing a decline in sales and wanted to **understand the factors that drove the value and volume sales of the category**. Their categories of interest were infant milk formula (0-12 months) and growing up milk (1-5 years). Our client wanted to **develop a sales forecast for the next two years**.

THE AQ SOLUTION



PRE-WORK

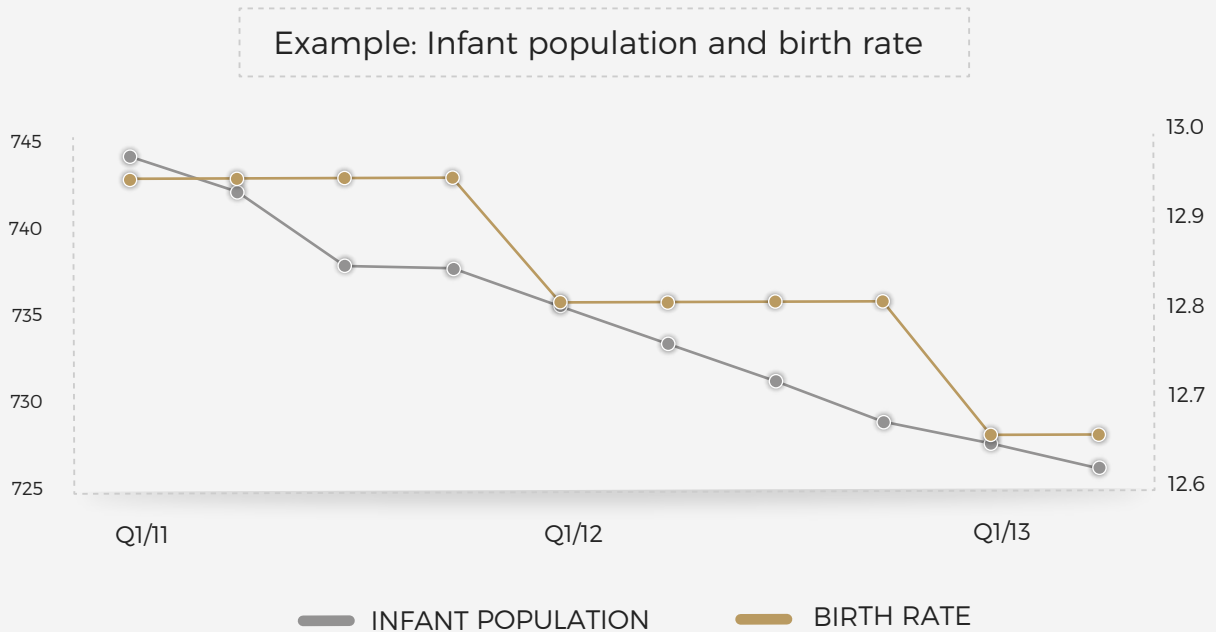
We identified demographic, macroeconomic, social, regulatory and other factors that influenced the category (some data was collected by us using secondary research).





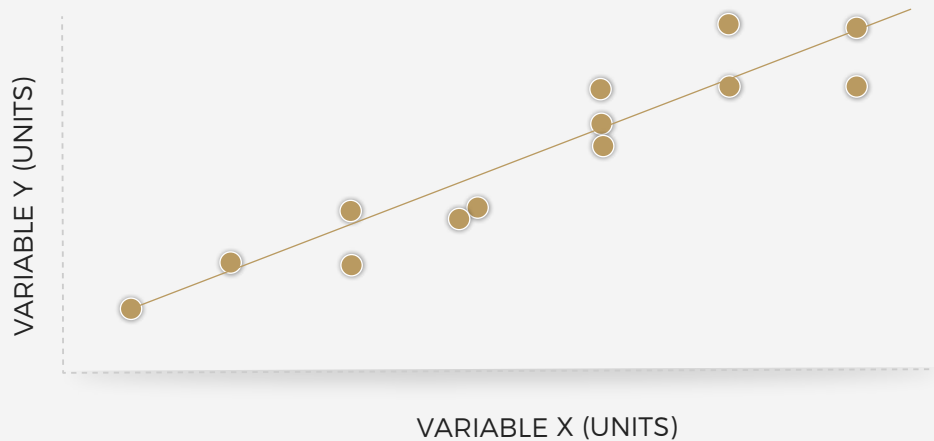
EXPLORATORY ANALYSIS

We defined the correlation between variables.



REGRESSION ANALYSIS

We built a regression model with the drivers and their significance.



FORECASTING

Sales for the next two years was predicted using the ARIMAX forecasting model.

THE CLIENT BENEFIT

Our clients now had an understanding of the factors that affected sales for their categories of interest. Forecasted volume growth helped in better business planning and peripheral activities. Our clients was able to devise targeted promotions to rejuvenate the factors which were causing the decline in volumes.



Thank You

For any queries, get in touch with us.

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