

Sales Forecasting, Self Service Analytics

BizAcuity



About the Client

Client is a global company with a heritage of 350 years. They have consistently demonstrated their ability to invent products that improve quality of life. They are one of the top 100 industrial groups in the world and one of the 100 most innovative companies. Client manufactures and markets solar control glass, fire resistant glass and other various types of float glasses.



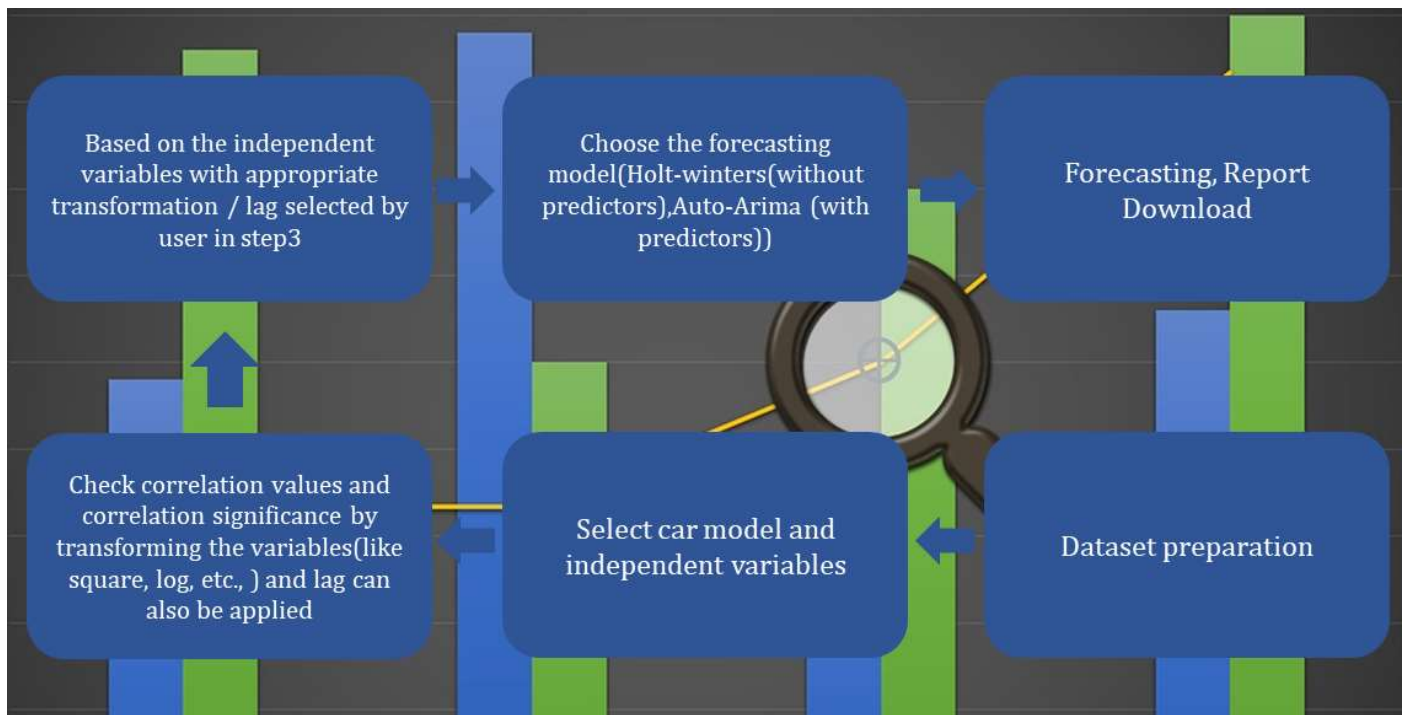
The Challenge

- ✓ To predict production capacity for windshield glasses based on future prediction of car sales depending on Macro and Micro variables
- ✓ Delay in Decision making process due to involvement of IT team at every step due to continuous model building

Solution

- ✓ Collate data from disparate data sources including flat files
- ✓ Data cleansing after combining several datasets together
- ✓ R & Shiny dashboard to show effect of predictor variables on car sales using correlation plot
- ✓ For a car model, applied feature engineering based on correlation plot to identify important variables. Some of the variables considered were GDP, Loan percentage, Petrol-Diesel Price etc.
- ✓ Allow business user to run several algorithms including Holt Winter, Arima, GAM, etc. using the tool

Forecasting workflow diagram



Outcome

- ✓ Forecast of Car sales based on variables identified helped client predict production capacity for windshield glasses
- ✓ Self-Service Analytics/ Machine Learning tool for Business Users helped client speed up the decision-making process and minimalistic intervention from IT team
- ✓ Accuracy of 82.6% achieved



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