



AI-Integrated Platform Success Story

Improved Forecast Accuracy by 38% for a Growing Footwear Brand

Document Type
Case Study Report

Date
30/01/2025

Version
1.0



Mid-Market Footwear Manufacturer

DOCUMENT TYPE
Apparel & Footwear

CLIENT TYPE
500+ Employees

LOCATION
India

Sector Focus: Footwear manufacturing with high SKU churn, fast fashion cycles, and dynamic seasonal launches.



Executive Summary

A fast-growing footwear brand struggled with frequent stock-outs, overstocking, and launch mismatches due to Excel-based planning and siloed demand inputs. Translytics implemented a consensus-driven AI forecasting solution tailored for high-SKU environments, enabling granular SKU-level forecasting and better team collaboration. The result: higher forecast accuracy, leaner inventory, and faster market responsiveness.

₹3.8L

Monthly Savings

3.2% – 6.5%

Forecast Accuracy

100%

Sales Team Integration

2x Faster

Planning Agility



Challenge

A growing footwear company was facing major bottlenecks due to:



SKU Overload

- 1,000+ new SKUs/month causing planning chaos
- Manual processes couldn't handle SKU-level granularity
- Frequent stock-outs & excess inventory



Disconnected Teams

- Sales, category, and planning teams lacked alignment
- Excel-based forecasts delayed launches
- No unified forecast view

Business Impact



Unpredictable stock-outs & overstocking



Poor launch coordination



High working capital blocked in unsold inventory

Solution



Translytics AI-Powered Supply Chain Platform

AI-led consensus forecasting designed for SKU-heavy and fast-moving industries.



Forecast Accuracy Tracker

- ✓ Real-time dashboards with auto-adjustment
- ✓ Supports planning agility



SKU-Level Forecasting

- ✓ SKU and launch-level demand predictions
- ✓ Adapts to high churn and product lifecycle



Sales Integration

- ✓ Sales insights embedded into models
- ✓ Enhances GTM and launch coordination

Impact & Results

Qualitative Improvements

- ✓ Removed Excel dependency
- ✓ Accelerated launch readiness
- ✓ Unified demand visibility across functions
- ✓ Better forecast trust & alignment

Annual Impact Projection

₹45.6L

Annual Savings

480+

Hours Saved/Month

15-38%

Forecast Accuracy

10%

Inventory Reduction

Technology & AI Implementation



AI & Machine Learning Components

- SKU-level forecasting engine
- Forecast error tracking
- Product lifecycle segmentation
- Promotion uplift modeling



Integration & Platform Features

- ERP sync
- Real-time collaboration dashboards
- Automated forecast workflows

Future Enhancement Roadmap



Phase 2: GTM Forecast Automation

Advanced, launch-specific forecast modeling to enhance go-to-market readiness and reduce execution delays



Phase 3: Promo Response Forecasting

Predictive analytics to measure the true impact of marketing campaigns



Phase 4: Dynamic Replenishment

Auto-adjusting smart reorders based on real-time demand signals