



AI-Integrated Platform Success Story

Boosting Sales with External Signal Integration

Document Type
Case Study Report

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Multi-location Consumer Retail Brand

DOCUMENT TYPE
Consumer Retail

CLIENT TYPE
Mid-Size
Enterprise

LOCATION
India

Sector Focus: Retail with wide geographic spread, high SKU churn, and demand volatility influenced by external triggers like promotions, festivals, and climate.



Executive Summary

A growing consumer retail brand was struggling with missed opportunities and poor stock alignment due to its outdated, spreadsheet-based forecasting methods. These systems couldn't adapt to fast-moving real-world changes — from local weather shifts to regional events and promotional campaigns. Translytics stepped in with an AI-driven platform that integrated external data feeds directly into the forecasting engine. With real-time alerts, live KPI dashboards, and automated decision support, the client improved forecast accuracy and captured previously lost sales.

₹5.2L

Sales Uplift

1.2x

Forecast Accuracy

8%

Inventory Trim

Live

Signal Integration



Challenge

The retailer's forecasting was disconnected from the real world:



Static Forecasting Systems

- Excel-based planning
- Couldn't incorporate events like promos, holidays, or rainfall
- Missed demand surges, especially during regional promotions



Poor Inventory Visibility

- Slow to respond to stock-outs or overstock risks
- High holding cost, low agility
- Lost revenue during peak demand periods

Business Impact



Missed sales during weather spikes and local events



High markdowns on unsold stock



Poor collaboration between planning and category teams

Solution



Translytics Forecasting Platform with External Signal Integration

Built for real-world retail — connecting internal plans with external triggers.



Unified Forecasting System

- ✓ Combines sales, planning, promotions, and external events
- ✓ Collaborative, real-time interface



Automated Alerts

- ✓ Stock-outs, weather-triggered spikes, promo impacts
- ✓ Auto-suggest replenishment or markdowns



External Signal Integration

- ✓ Weather, promo calendars, regional events
- ✓ Synced automatically into SKU-level forecasts

Impact & Results

Qualitative Improvements

- ✓ Replaced gut-based planning with data-backed decisioning
- ✓ Enabled localized, event-sensitive demand forecasting
- ✓ Improved planner confidence and team alignment
- ✓ Reduced unnecessary safety stock buildup

Annual Impact Projection

₹62L

Annual Savings

300+

Hours Saved/Month

12%

Forecast Accuracy

8%

Inventory Reduction

Technology & AI Implementation



AI & Machine Learning Components

- Event-aware forecasting engine
- Regional demand modeling
- Signal sensitivity tuning
- Automated forecast rebalancing



Integration & Platform Features

- External APIs: Weather, POS, Promo Tools
- Planner Dashboards with drill-down
- Alerts on mobile + desktop

Future Enhancement Roadmap



Phase 2: Regionalized Signal Prioritization

AI learns signal relevance per geography & product category



Phase 3: Marketing Spend Optimization

Correlate promo ROI with forecasted uplift and inventory movement



Phase 4: Autonomous Store Replenishment

Auto-triggers based on event calendar + live sales behavior