Empathy Map Canvas
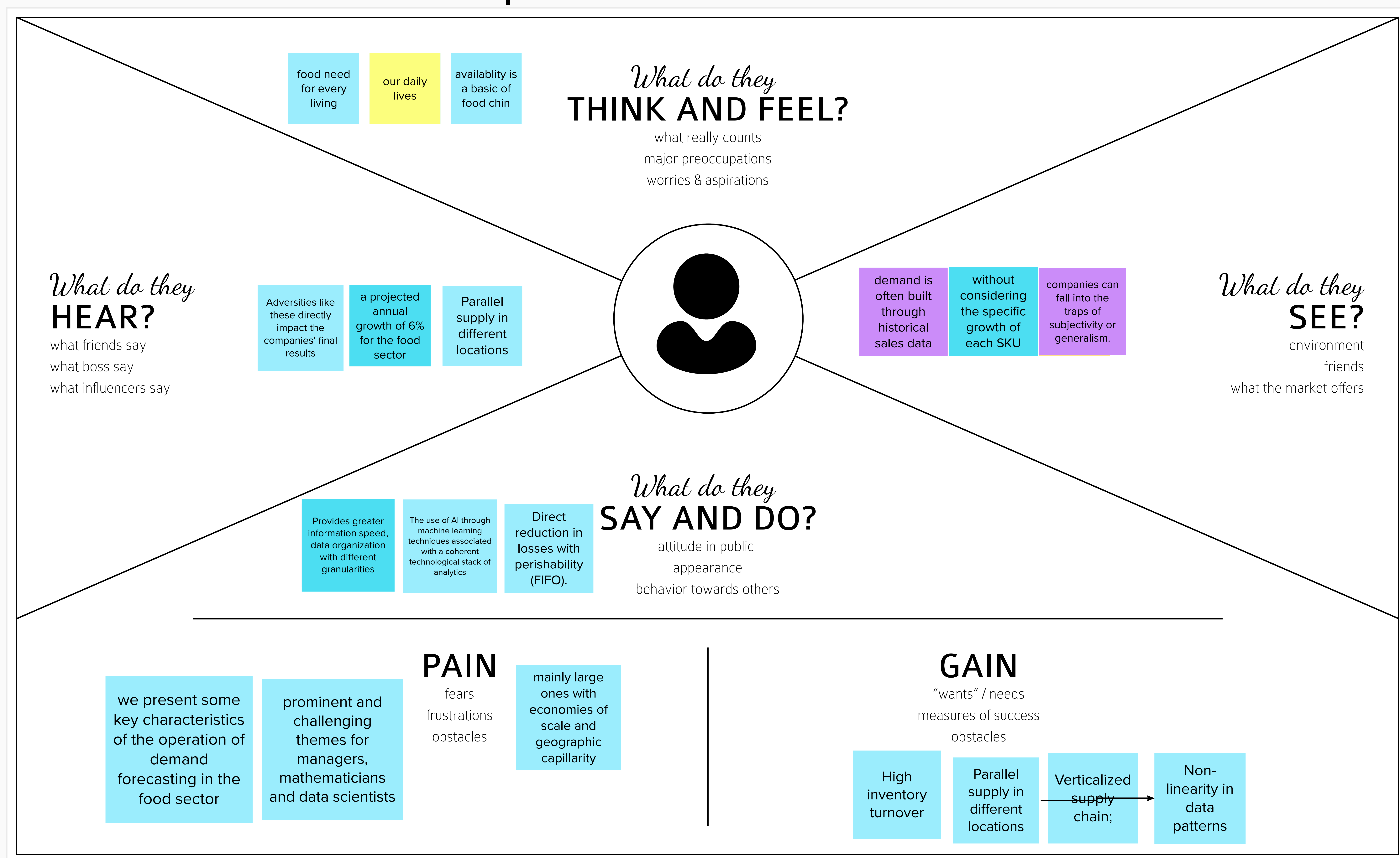
Gain insight and understanding on solving customer problems.

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DemandEst - AI powered Food Demand Forecaster

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- food need for every living
- our daily lives
- availablity is a basic of food chin

What do they
HEAR?
what friends say
what boss say
what influencers say

- Adversities like these directly impact the companies' final results
- a projected annual growth of 6% for the food sector
- Parallel supply in different locations

What do they
SEE?
environment
friends
what the market offers

- demand is often built through historical sales data
- without considering the specific growth of each SKU
- companies can fall into the traps of subjectivity or generalism.

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

- Provides greater information speed, data organization with different granularities
- The use of AI through machine learning techniques associated with a coherent technological stack of analytics
- Direct reduction in losses with perishability (FIFO).

PAIN
fears
frustrations
obstacles

- we present some key characteristics of the operation of demand forecasting in the food sector
- prominent and challenging themes for managers, mathematicians and data scientists
- mainly large ones with economies of scale and geographic capillarity

GAIN
"wants" / needs
measures of success
obstacles

- High inventory turnover
- Parallel supply in different locations
- Verticalized supply chain;
- Non-linearity in data patterns