

ForecastAI

INTELLIGENCE REPORT: RETAIL / SUPPLY CHAIN

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Report ID: 7d3c34cf

Dataset: marketing_data.csv

Analysis Confidence: 57/100 (EXPLORATORY)



Exploratory Mode: This analysis is based on limited data. Recommendations should be treated as directional.

Executive Summary

This report provides a comprehensive analysis of your general data. Our AI engine processed 0 records to generate these insights. While the data provides strong directional signals, we have identified specific opportunities for data enrichment that could further enhance forecast precision.

30

TOTAL ROWS

Moderate

FORECAST ACCURACY

15%

DATA QUALITY

Business Insights

Trend Detected

Upward trend observed in recent periods.

Strategic Data Opportunities

To unlock higher-precision forecasting models, we recommend the following data enrichment strategies:

Long-term Strategic Forecasting

Technical Gap: Missing History data.

Benefit: Enables seasonal trend detection and annual growth projections.

Data Completeness

Technical Gap: Missing product_id data.

Benefit: Adding 'product_id' is critical for advanced modeling.

Detailed Visual Analysis

Model Performance

Metric	Value	Interpretation
MAPE	0.00%	Average percentage error (Lower is better)
RMSE	0.00	Error magnitude in unit terms
Model Used	N/A	Selected for best performance on this dataset

Strategic Recommendations

1. Verify Short-term Forecasts

Expected Outcome: Ensure immediate inventory alignment.

2. Collect More History

Expected Outcome: Improve seasonality detection.

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