Week – 11 Assignment

How does AI tackle retail demand forecasting challenges?
- Handles large and complex datasets to uncover demand patterns.
- Reduces human error and subjectivity in forecasting.
- Quickly adapts to market changes using real-time data analysis.
- Detects and corrects data anomalies, improving forecast accuracy.
- Uses advanced algorithms to predict seasonal and trend-based demand shifts.
- Enables scenario planning for different market conditions.
- Helps in identifying hidden demand influencers like weather or local events.
- Allows continuous learning and model improvement over time.

Benefits of accurate AI-powered demand forecasting in retail industries:
- Optimizes inventory levels, reducing overstock and stockouts.
- Enhances customer satisfaction by ensuring product availability.
- Improves supply chain efficiency and lowers operational costs.
- Enables data-driven decision-making for strategic planning.
- Boosts profitability by aligning supply with real demand.
- Helps prevent lost sales due to better demand visibility.
- Facilitates better coordination among departments like marketing, sales, and logistics.
- Increases resilience against market volatility and uncertainty.