

FORECASTING THE FUTURE: INNOVATING

FIASCONARO'S

FINANCIAL PLANNING



A TASTE OF TRADITION, POWERED BY INNOVATION



TEAM
INSA|GHT

BUSINESS CHALLENGE
CASE 3

TODAY'S

AGENDA

- Who is Fiasconaro? 01
- Overview of the Industry 02
- Fiasconaro's Financial Assessment 03
- The Software 04
- Technical Architecture 05
- Proof of Concept (POC) 06
- Implementation Timeline 07

MEET OUR INTERDISCIPLINARY TEAM



Strategic Planning Manager
MATILDE CONTESTABILE



Marketing Strategist
NARANGOO ALTANGEREL



Financial Analyst
MARTINA RUSSO



Forecasting &
Budget Specialist
ALICE MALFATTI



Market Research Analyst
RAMYA SHRAVANI DASIGA



Data Scientist /
Forecasting Expert
VINCENZO MANZO



IT Systems Analyst
MATILDE POLEZZI

FROM SICILY TO THE WORLD: A LEGACY OF ARTISAN QUALITY

THE BUSINESS



Founded in **1953**, Fiasconaro is an Italian company specialized in the production and sale of artisan **colombe** and **panettoni**.

€21M

ANNUAL
TURNOVER

70

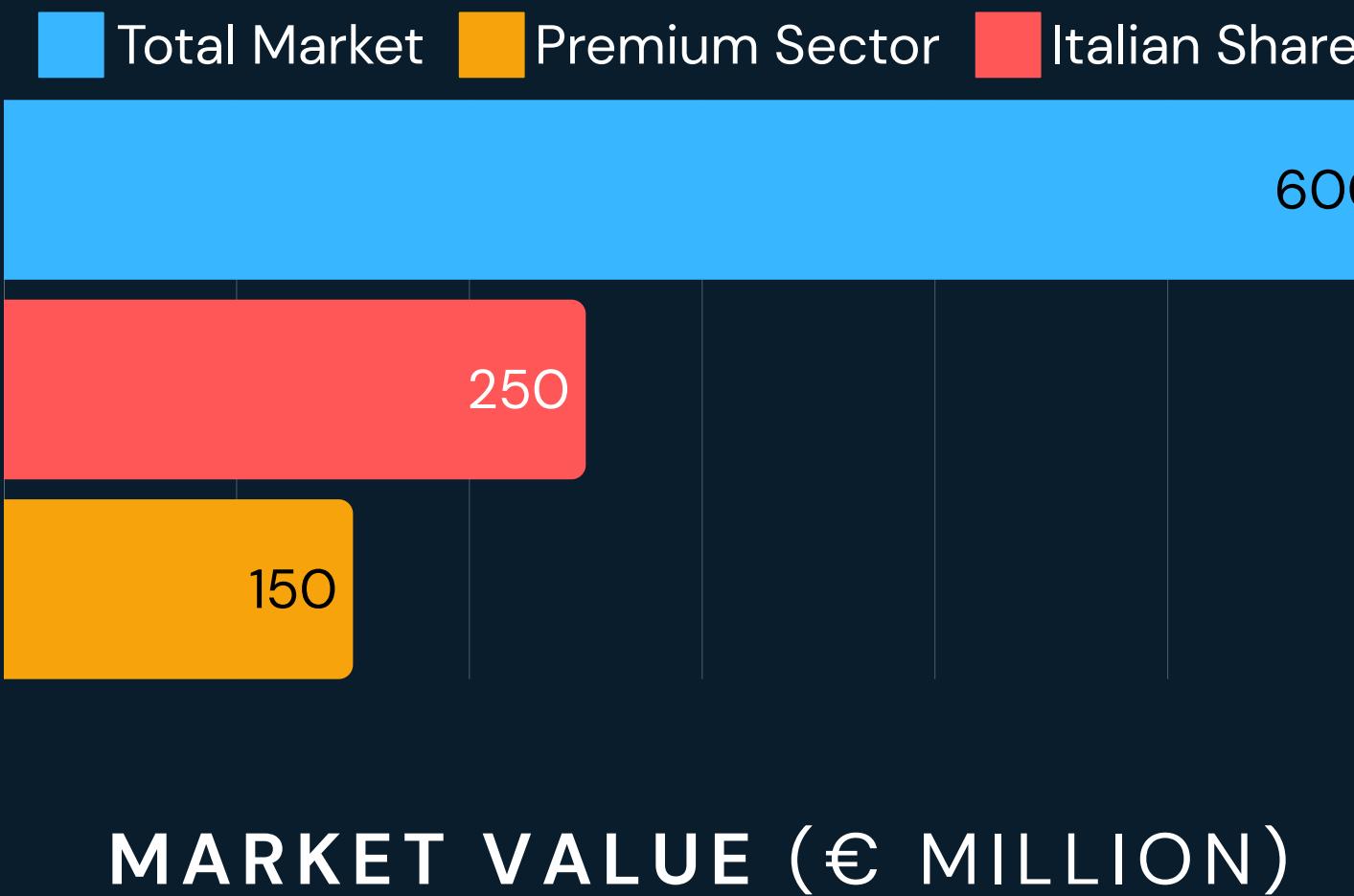
COUNTRIES
REACHED

127

EMPLOYEES



A LOOK AT THE PREMIUM BAKED GOODS INDUSTRY



Year-round interest in high-quality, **artisanal bakery products** is growing **worldwide**, driven by discerning consumers and increasing awareness of Italian traditions, especially outside Europe.



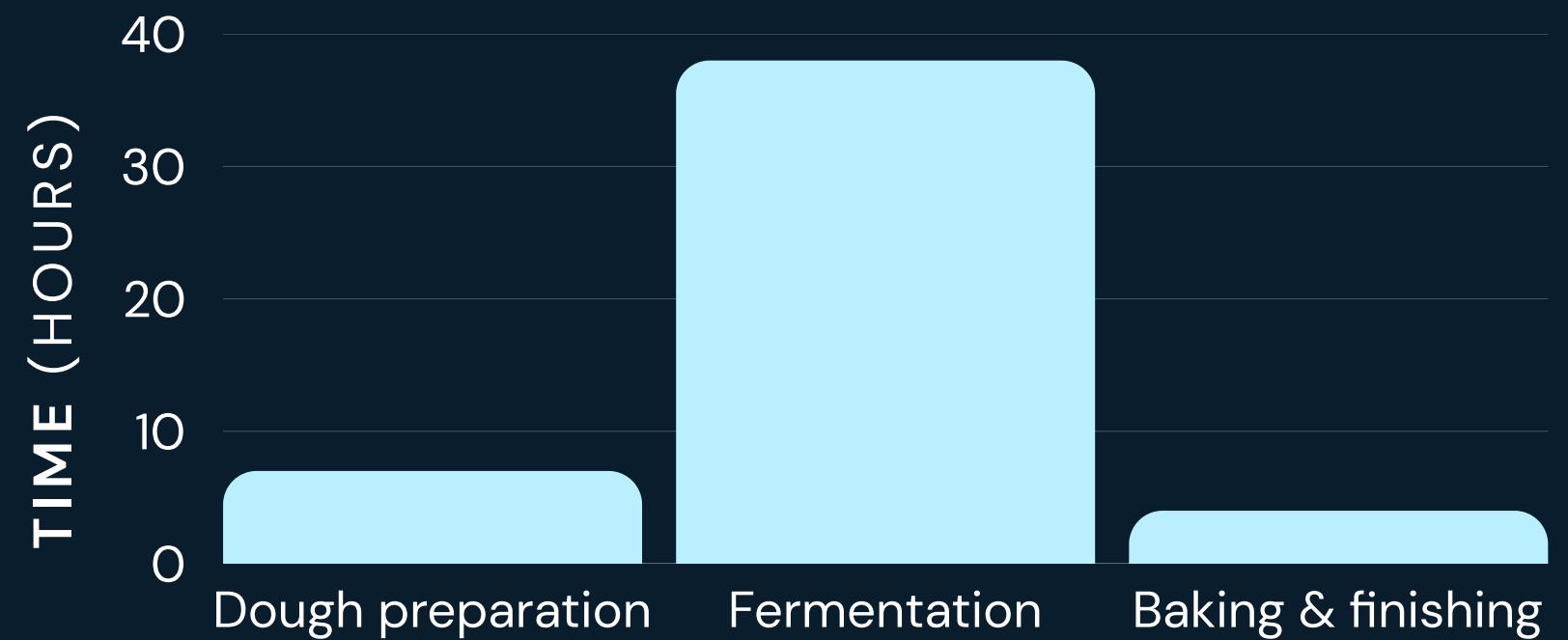
€25 - €70
UNIT PRICE

UNDERSTANDING PANETTONE'S PRODUCTION CYCLE PROCESS

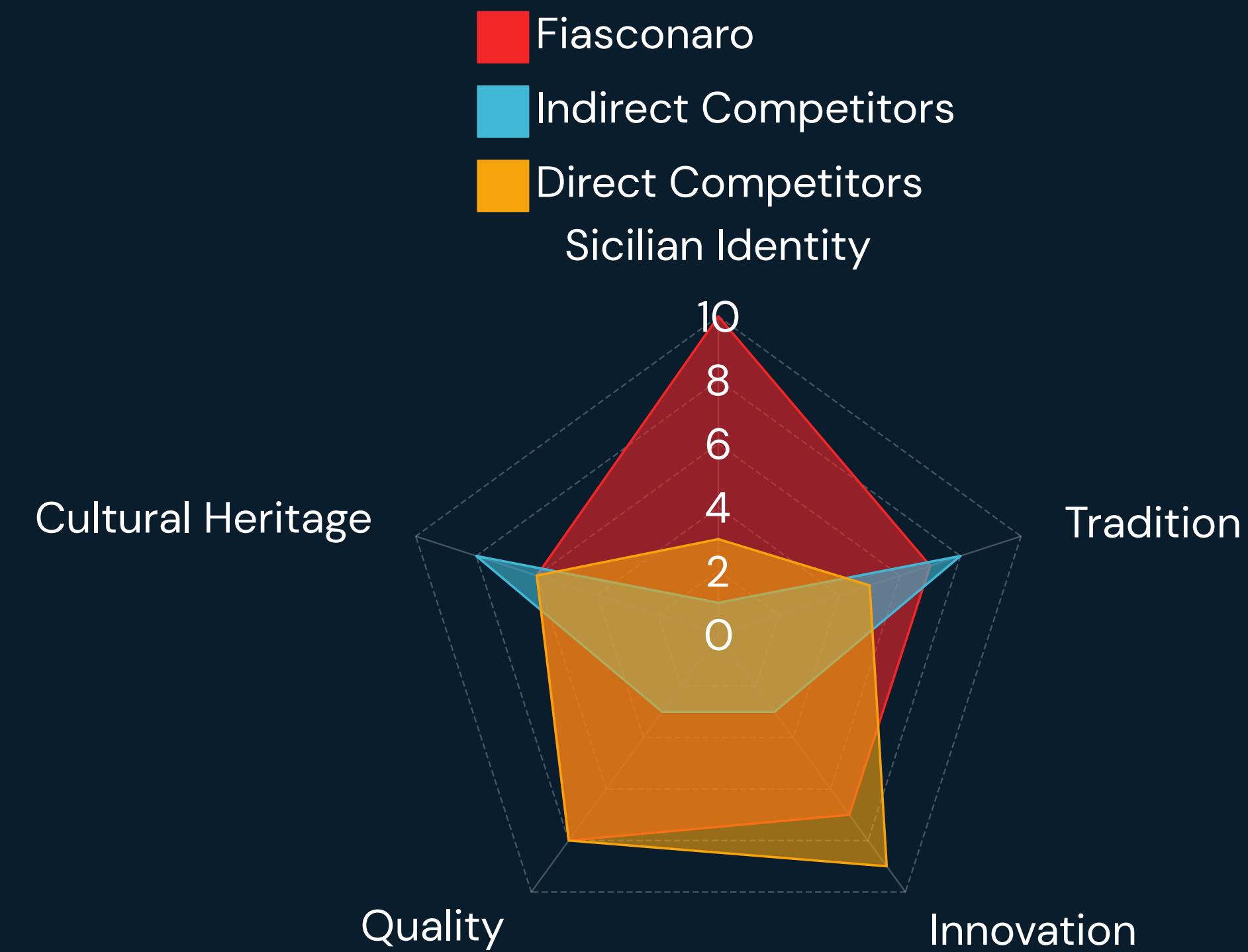
INGREDIENTS

flour, butter, eggs, sugar, and candied fruit, natural yeast

TIME ALLOCATION IN PRODUCTION



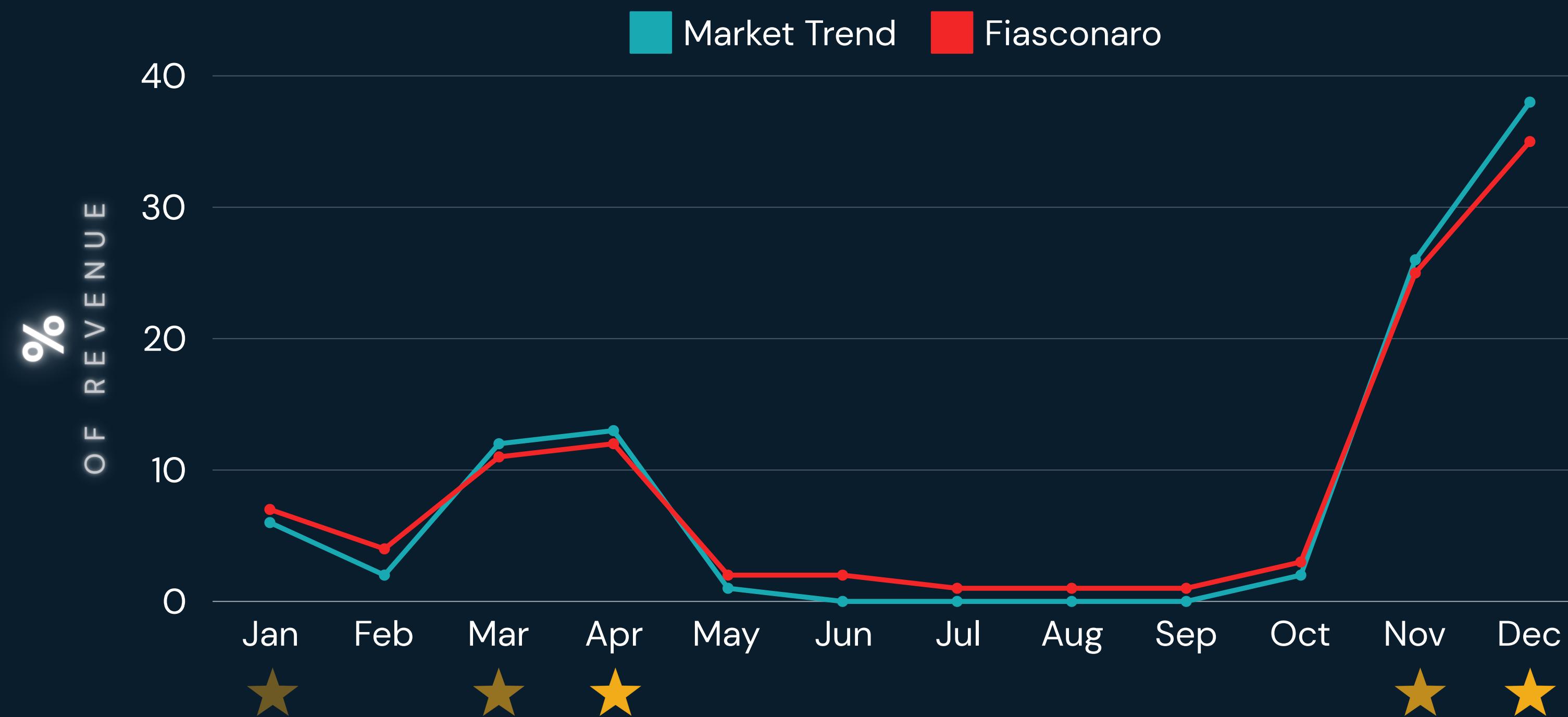
UNDERSTANDING FIASCONARO'S KEY CHARACTERISTICS



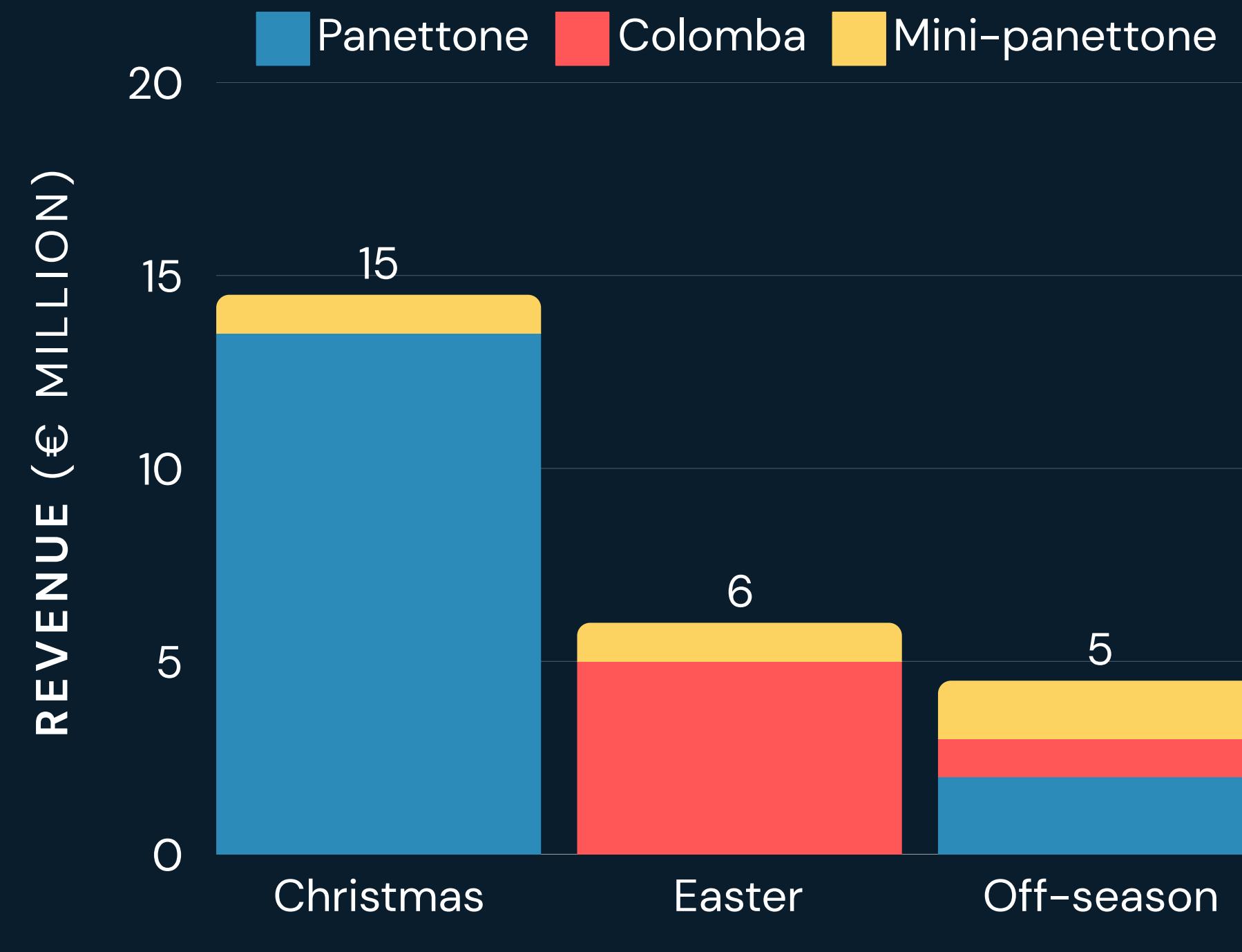
BENCHMARKING COMPETITORS



UNDERSTANDING THE MARKET SEASONAL DEMAND

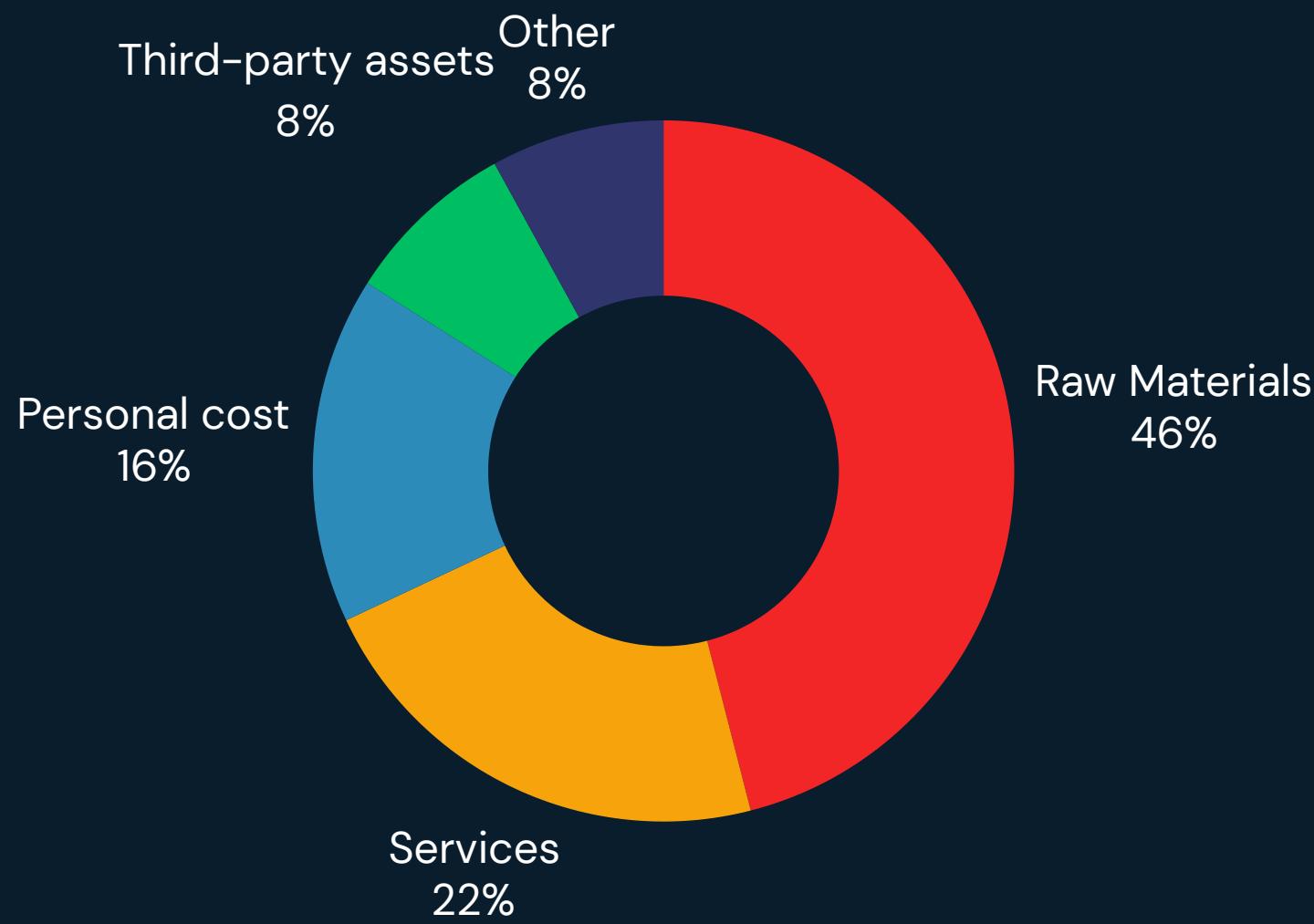


UNDERSTANDING FIASCONARO'S SEASON VS OFF-SEASON REVENUE



TOOLS AND METHODOLOGIES FOR ADVANCED PREDICTIONS

FINANCIAL ASSESSMENT



EXPENSE ALLOCATION

ROA

11.22%

EBITDA TO SALES

14.87%

CURRENT RATIO

1.67

RECEIVABLE
COLLECTION

119.90 DAYS

DURATION OF
COMMERCIAL
CYCLE

-21.65 DAYS

OPERATING
WORKING
CAPITAL

6.78

KEY FINANCIAL RATIOS

IDENTIFYING FIASCONARO'S KEY BUSINESS DRIVERS



We identified **6 Key Business Drivers** to the operational and financial results of a business.

IDENTIFYING INNOVATIVE

KPI

Panettone Variety Units
per Transaction

Renewable Energy
Utilization Rate

Supplier Cost
Variability Index

$\frac{\text{Total Units of Panettone Types Purchased}}{\text{Total Number of Transactions}}$

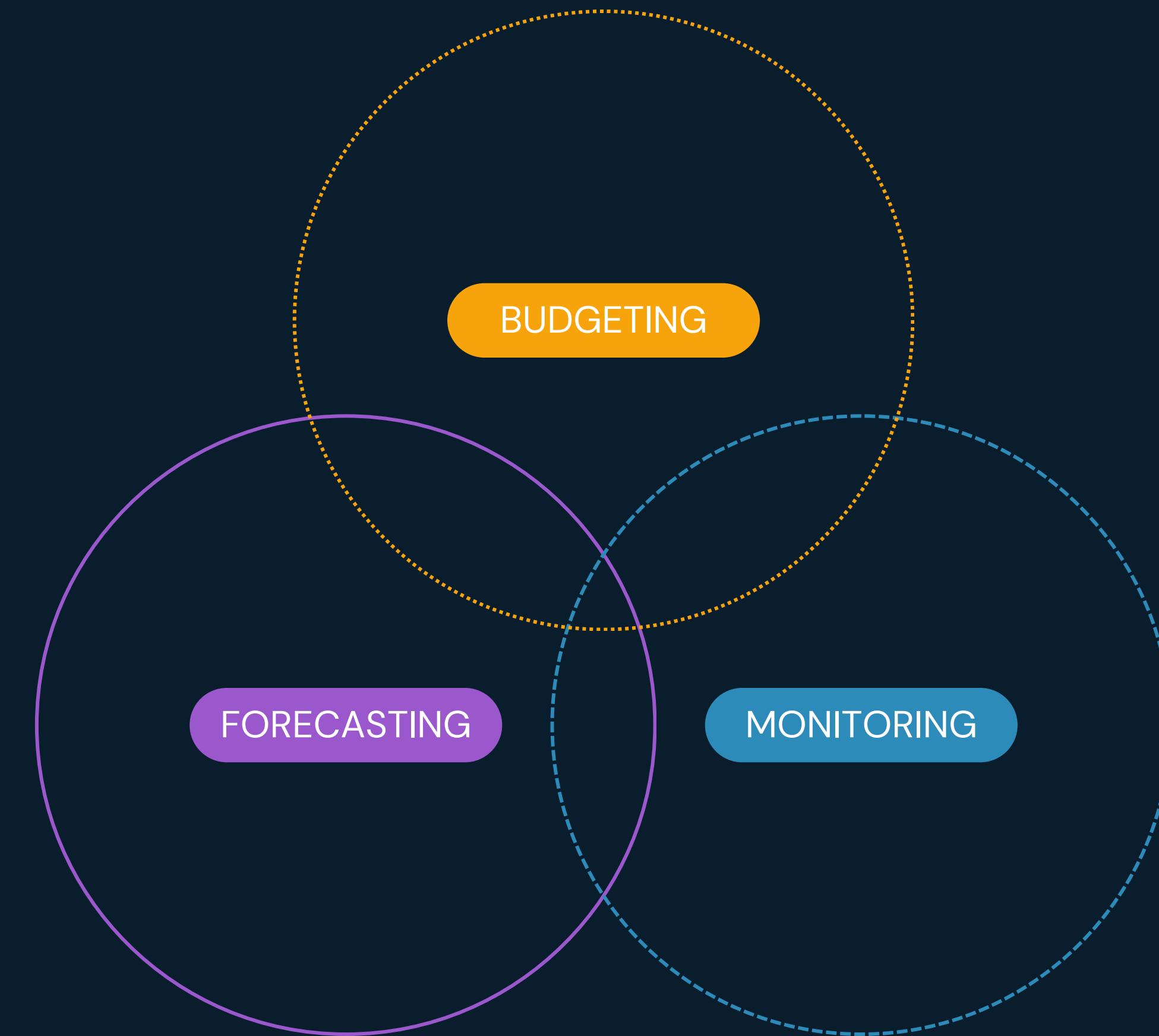
$\frac{\text{Renewable Energy Used}}{\text{Total Energy Used}} \times 100$

σ

(*Standard Deviation of Supplier Costs*)

We identified a total of **16 innovative KPIs** to strategically monitor the challenges and opportunities posed by each driver.

SOLVING THE QUESTION



PLANNING FOR SEASONAL AND OFF-SEASON EFFICIENCY WITH OUR SOFTWARE

The screenshot displays the insAIght software interface, specifically the Dashboard page. The top navigation bar includes a search bar and a bell icon. On the left, a sidebar menu lists: Dashboard (selected), Business Id, Financial Data, Budgeting, Market, Drivers & KPI, ChatBot, and Setting.

The main content area features several key performance indicators (KPIs) in cards:

- Revenue: €13,854,274
- Gross Margin: €8,214,327
- Market: +1.25
- Expenses: €7,566,832

Below these cards is a large chart titled "Overview with Forecast". The chart shows monthly revenue (yellow line) and expenses (red line) from January to December. A specific data point for July is highlighted with a yellow callout: "Income €350,101". The chart includes a legend for Forecast, Revenue, and Expenses, and a dropdown for "Monthly".

To the right of the chart is a "Business Id" section for Fiasconaro S.r.l., which includes:

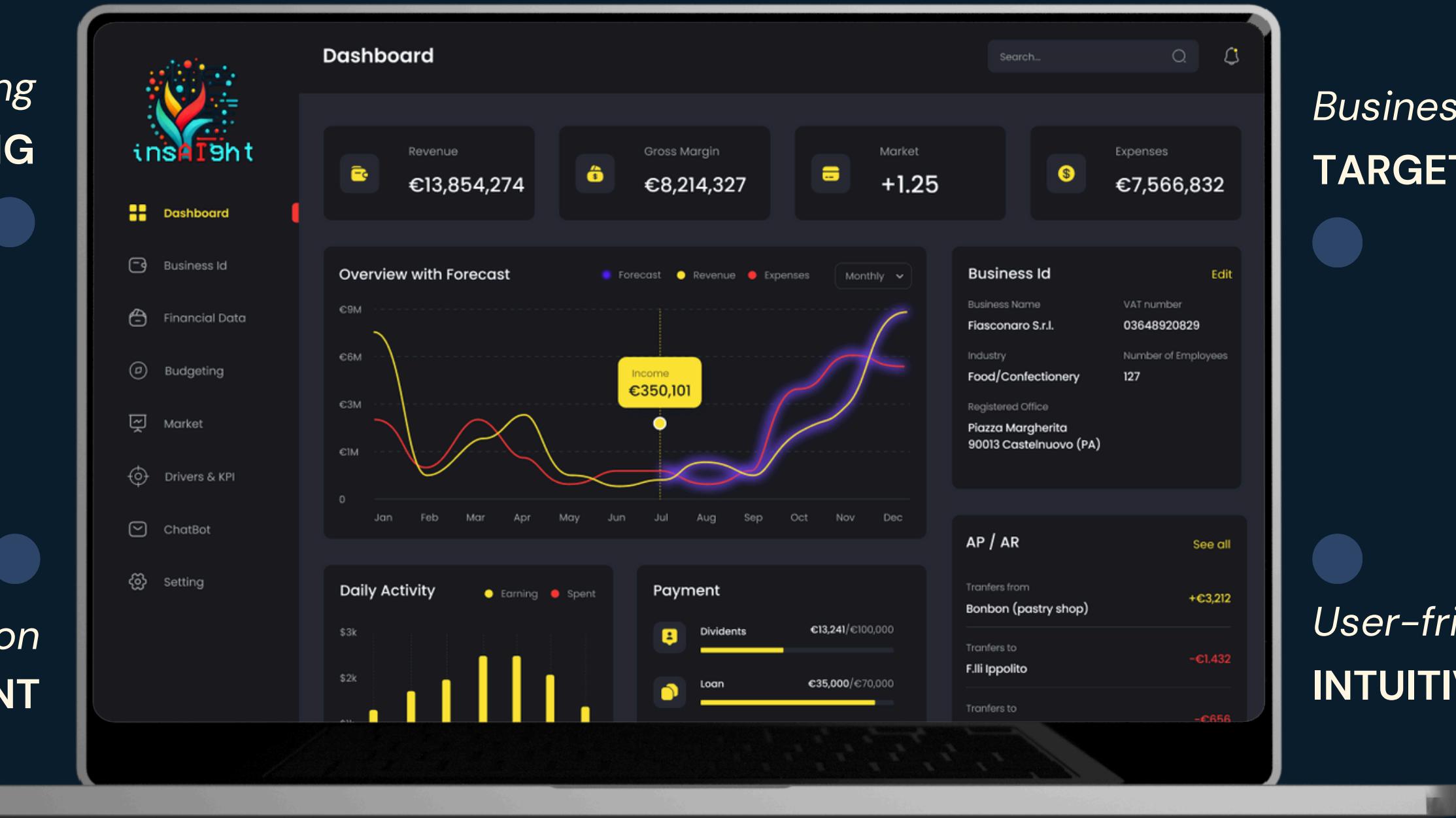
- Business Name: Fiasconaro S.r.l.
- VAT number: 03648920829
- Industry: Food/Confectionery
- Number of Employees: 127
- Registered Office: Piazza Margherita 90013 Castelnuovo (PA)

At the bottom of the dashboard are two smaller sections: "Daily Activity" (showing earnings and spending bars) and "Payment" (listing Dividends and Loan transactions). The payment section also includes a "See all" link.

KEY FUNCTIONALITIES

Forecasting & Budgeting
REAL-TIME BUDGETING

ChatBot Integration
AI ASSISTANT



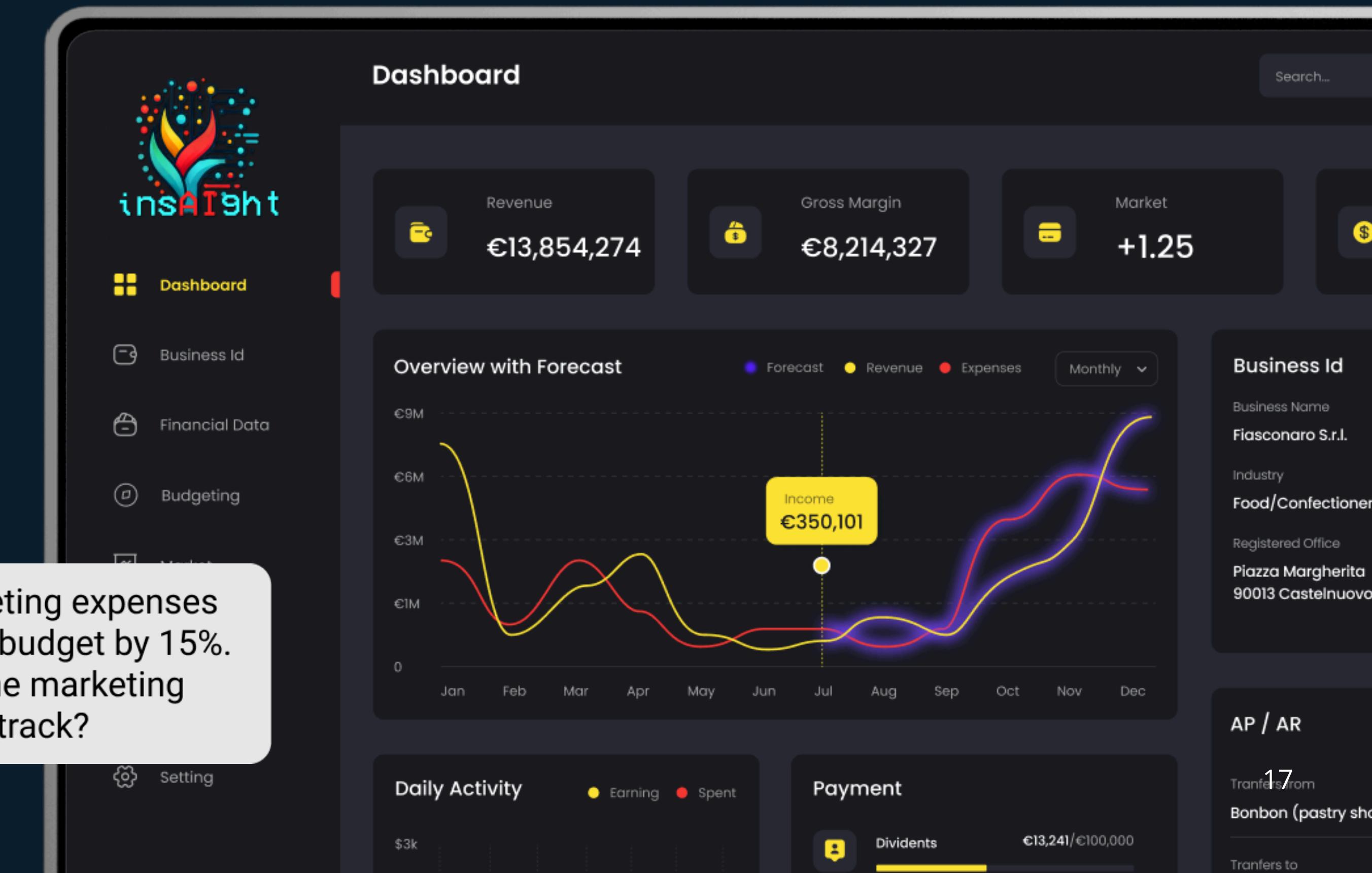
Business Drivers & KPI
TARGET MONITORING

User-friendly
INTUITIVE DESIGN

An **intuitive interface** for
seamless navigation,
complemented by an **AI
assistant** to keep you updated
on key changes



This month's marketing expenses
have exceeded the budget by 15%.
Should we revisit the marketing
strategy to stay on track?

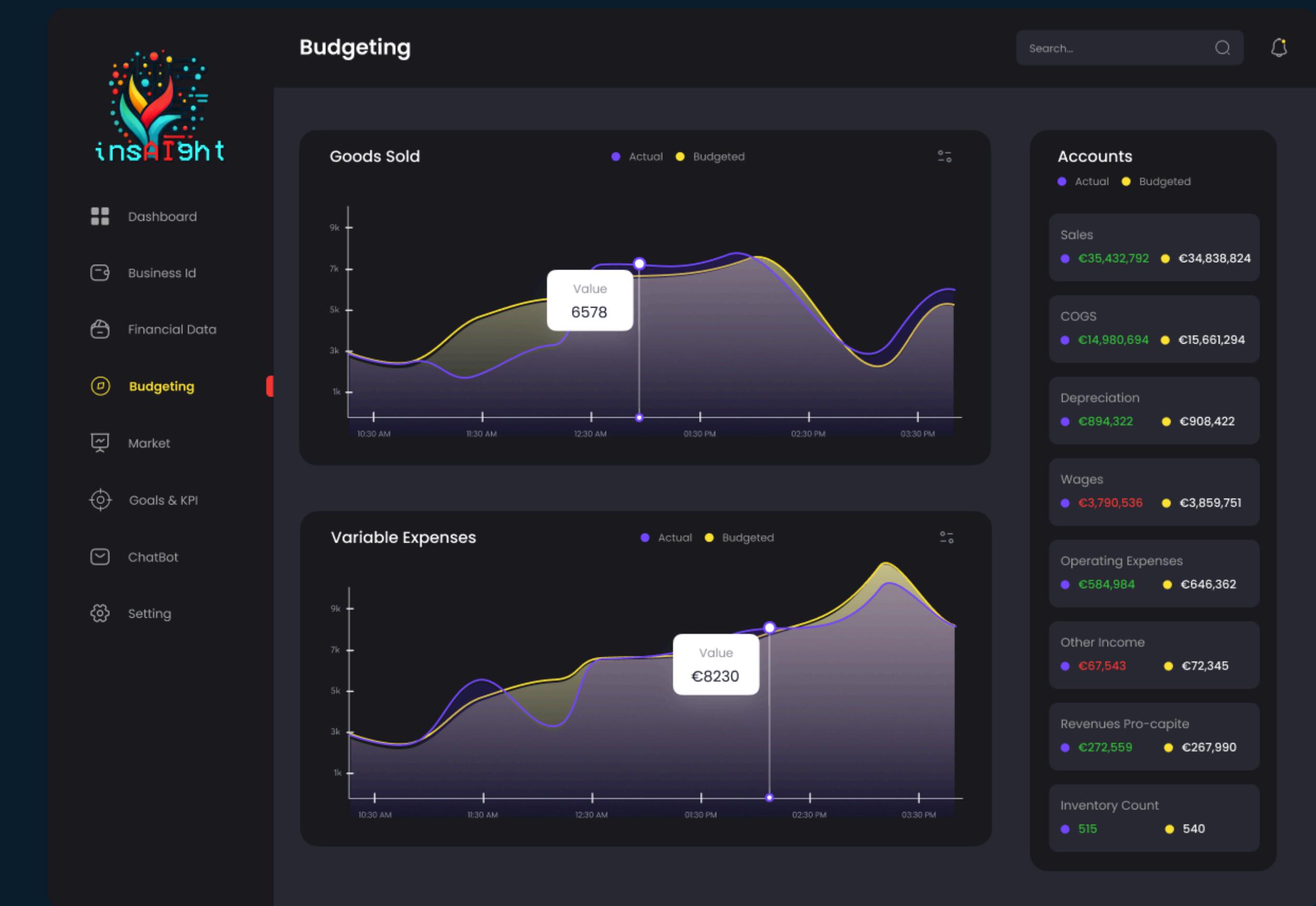


EASILY DO THE BUDGETING

Compare

TRENDS & ACCOUNTS

ACTUAL & BUDGET

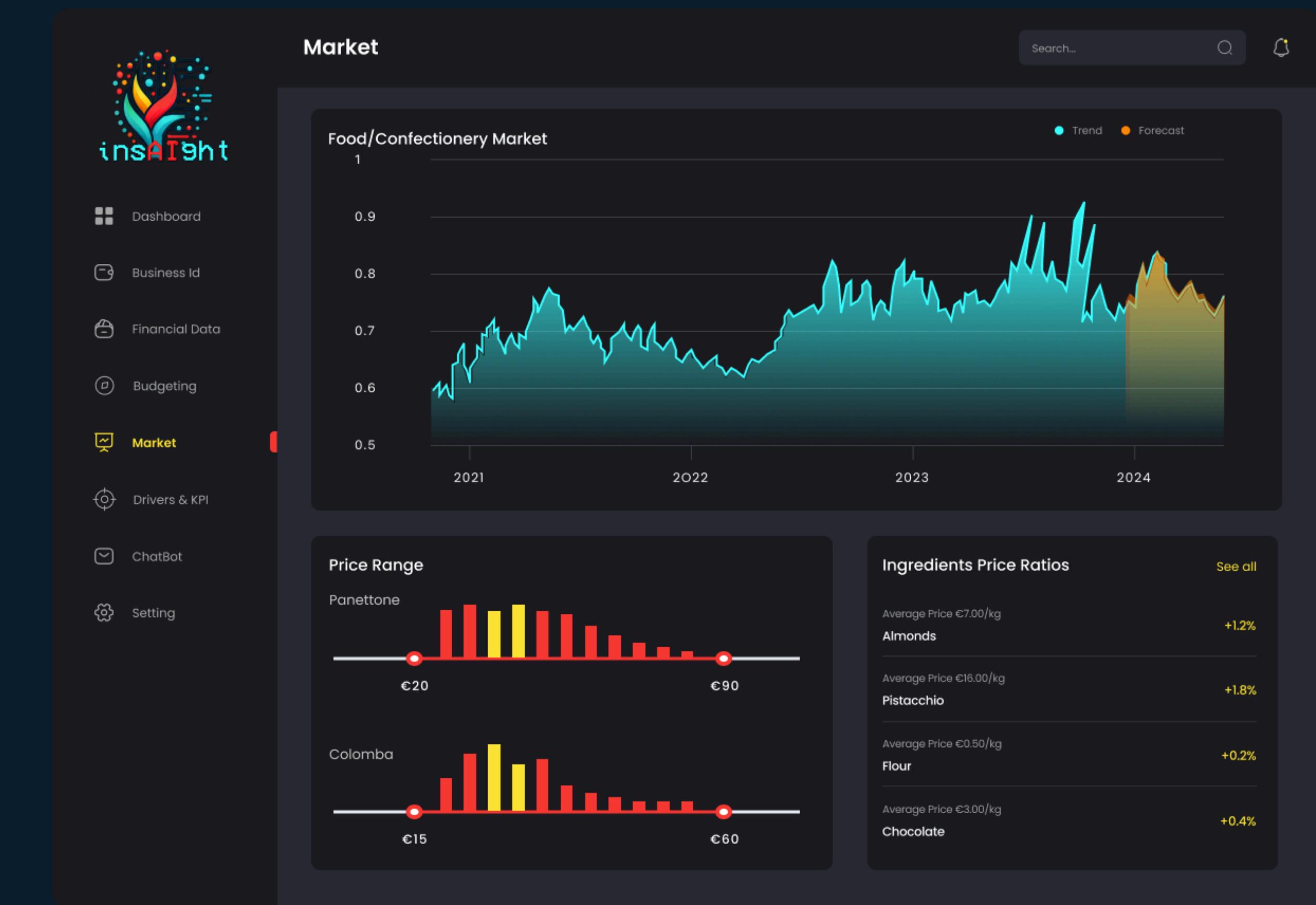


LEARN ABOUT THE MARKET

Compare

MARKET TRENDS

MARKET PRICING



MONITOR USING DRIVERS & KPI

Identify & Monitor

BUSINESS DRIVERS

KPI



OUR CHATBOT

Ask

REVENUE FORECAST

What are the revenue projections for the next quarter?

BUDGET ADJUSTMENT

Can I increase the marketing budget by 15% and see the impact?

TREND ANALYSIS

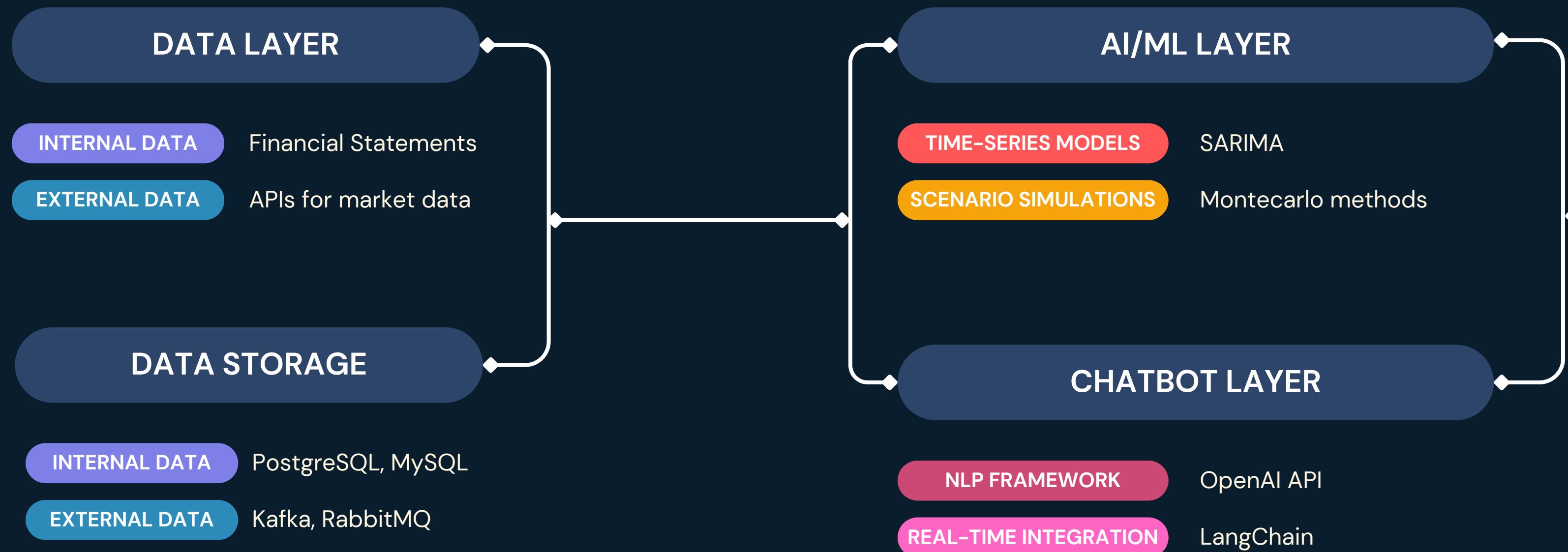
Why are sales for colomba decreasing?

PRODUCTION PLANNING

How many units of classic panettone should we produce for December?

The screenshot shows the insAIght platform interface. On the left, there's a sidebar with a logo and several menu items: Business Id, Financial Data, Budgeting, Market, Drivers & KPI, Dashboard, ChatBot (which is selected and highlighted in blue), and Setting. The main area is titled "ChatBot" and features a dark-themed UI. A blue bot icon is at the top. Below it, a message from the bot says, "Hey, I'm here to help, ask me something". A user message bubble in blue asks, "How many units of classic panettone should we produce for December?". The bot responds with, "I recommend 15,000 units, based on trends and a 12% holiday sales increase. Shall we review inventory or adjust targets? By the way, demand for mini panettone is rising. Want to explore this opportunity?". Another user message bubble in blue asks, "Yes, why is demand for mini panettone rising?". The bot replies, "Customers prefer smaller, giftable items during the holidays. Competitors are also promoting variety packs. Consider adding mini panettone to your production. Should I forecast the potential impact?". A final user message bubble in blue asks, "Yes, forecast the impact of adding mini panettone to production.". At the bottom, there's a text input field with "Write a message" placeholder and a send button icon.

POC TECHNICAL ARCHITECTURE



POC

TECHNICAL ARCHITECTURE

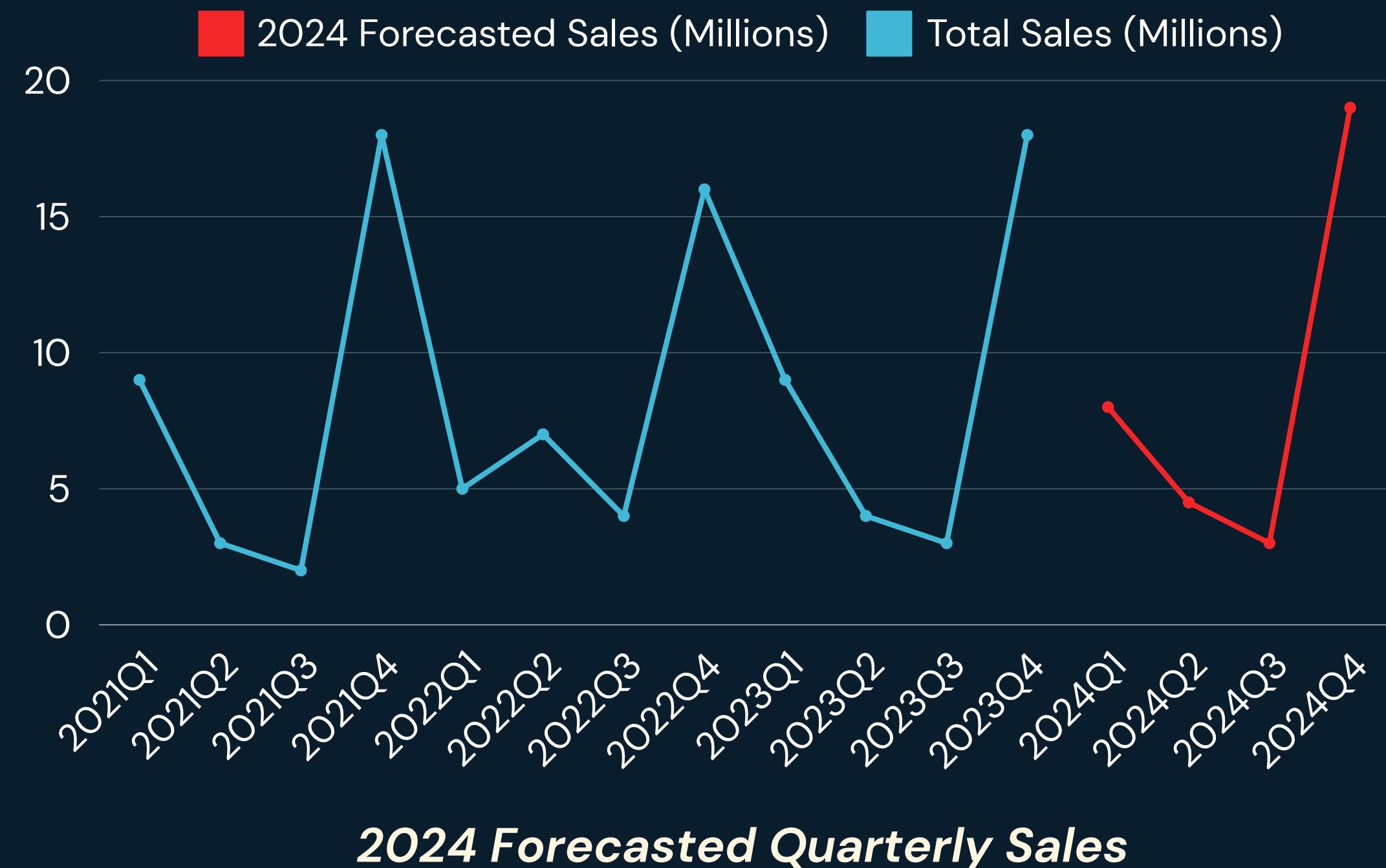


TIME-SERIES MODEL

SARIMA

Why SARIMA?

- Analyse both **general trends** and **seasonal peaks**
- Autoregression, differencing and moving averages



FORECASTING AND BUDGETING FOR 2024

PROOF OF CONCEPT

1. DATA PREPARATION

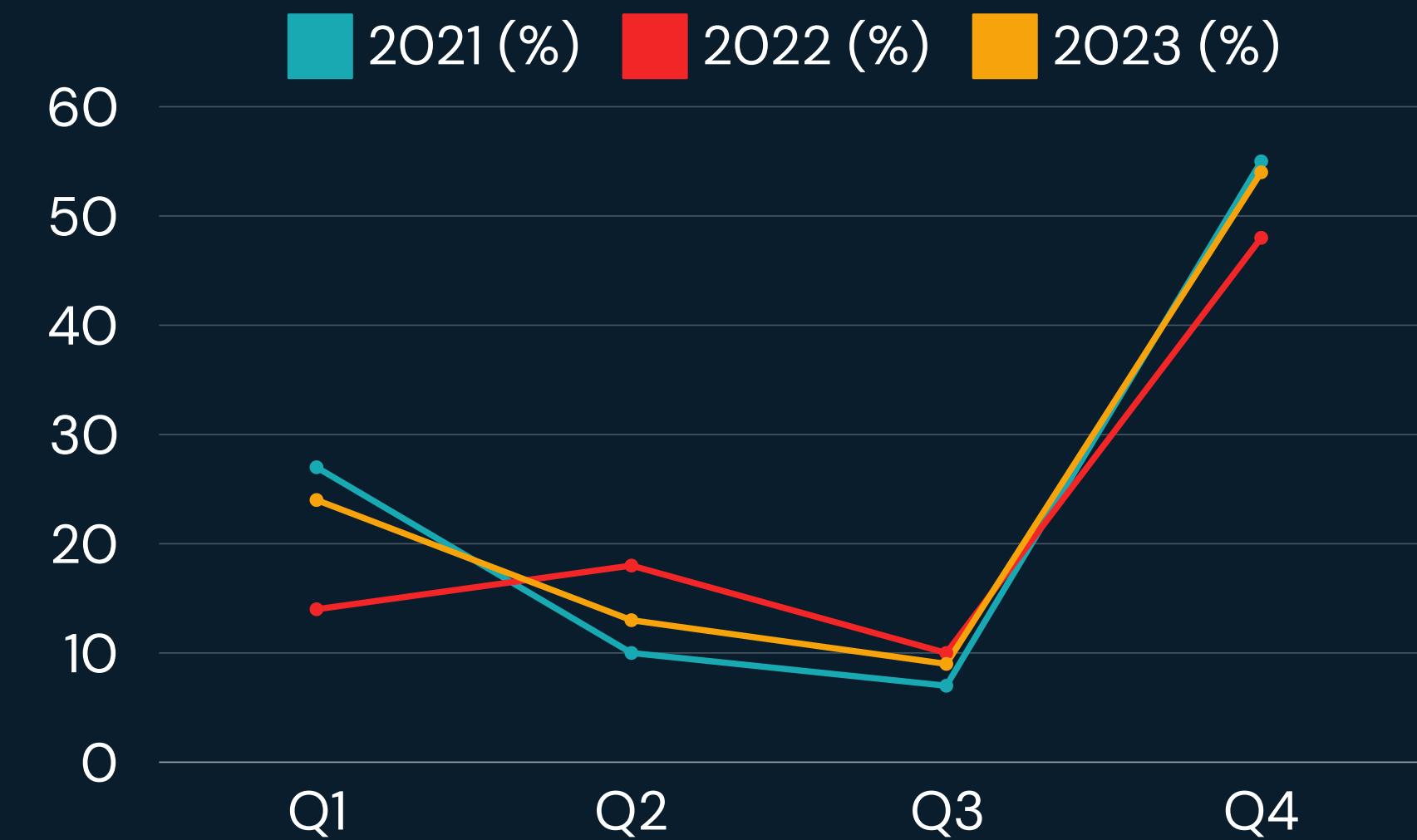
Simulated **quarterly breakdown** based on seasonal patterns and historical information

2. FORECASTING

Forecasted for 2024 using **SARIMA** model, integrating historical trends and seasonality

3. BUDGETING

Budgeted for 2024



FORECASTING AND BUDGETING FOR 2024

THE PROCESS

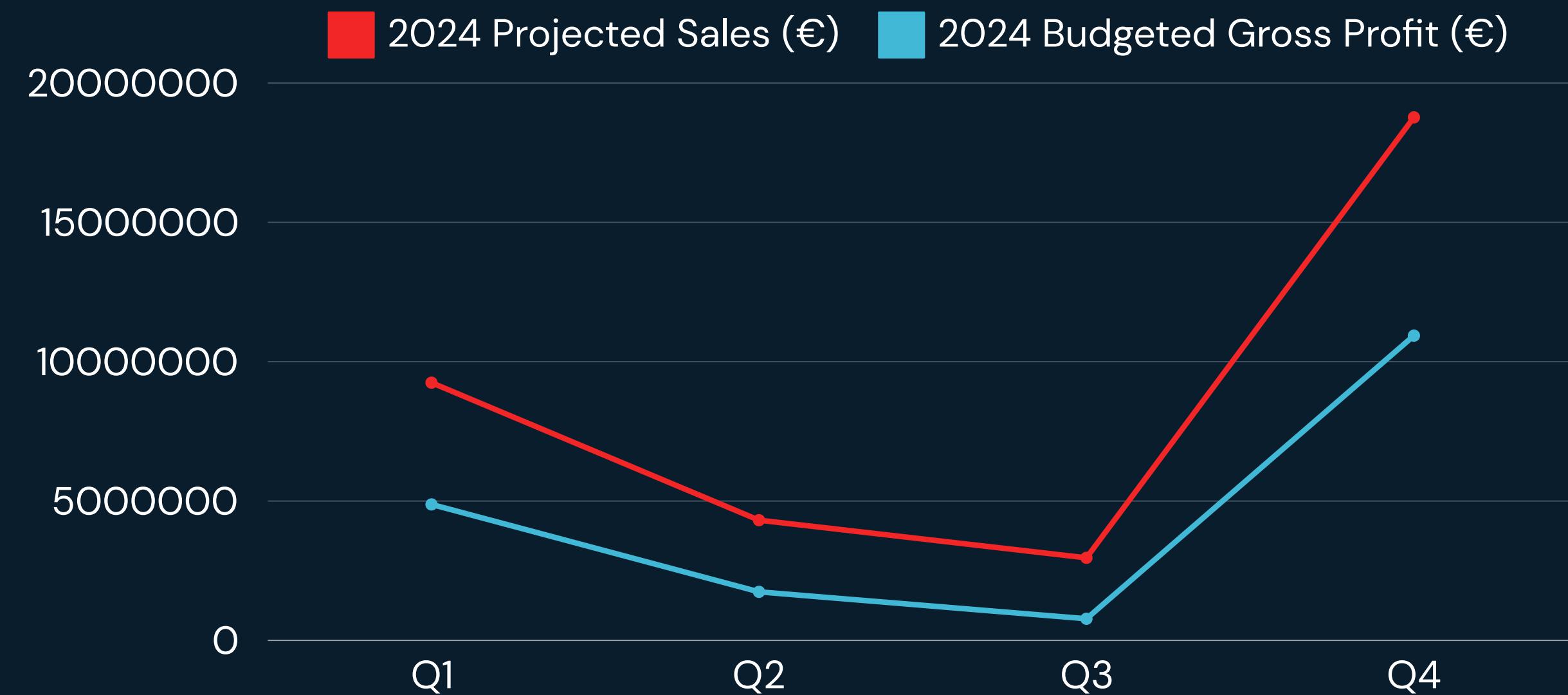
- 1 ***TOTAL PROJECTED SALES***
- 2 ***ESTIMATE OF PANETTONE COST: ~ €33***
- 3 ***ESTIMATE OF VARIABLE COST PER UNIT: ~ €12***
- 4 ***ESTIMATE OF FIXED COSTS***
- 5 ***CALCULATE GROSS PROFIT***

GROSS PROFIT = REVENUES – VARIABLE COSTS – FIXED COSTS

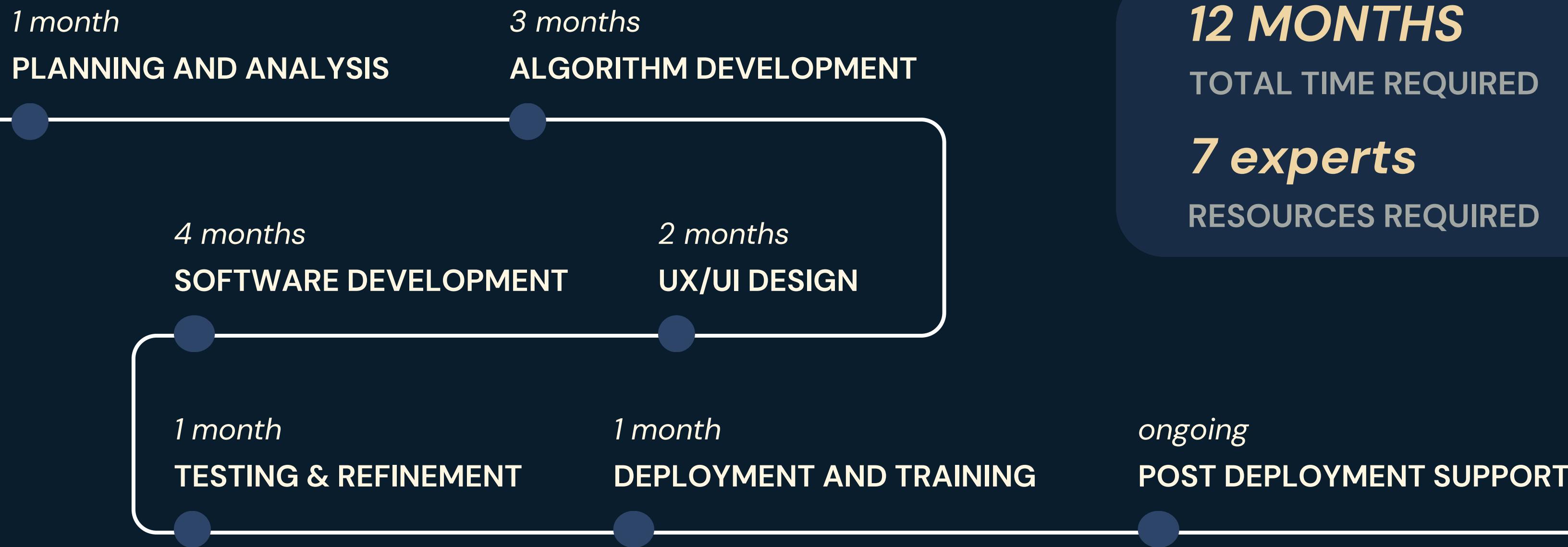
FORECASTING AND BUDGETING FOR 2024

THE RESULTS

EASTER
THE 31st OF MARCH



IMPLEMENTATION TIMELINE



TEAM
INSIGHT

THANK YOU



BUSINESS CHALLENGE
CASE 3