

# AI for Supply Chain Optimization in Consumer Goods

## Context

A global consumer goods company is struggling with supply chain inefficiencies, causing stock shortages in high-demand areas and overstock in low-demand regions.

## AI Proposal

Deploy an AI-powered demand forecasting model to predict product demand across different regions and optimize inventory distribution.

## Key Questions

- What data sources (sales history, market trends, external factors) should be incorporated into the AI model?
- What cost savings can be achieved through optimized inventory management?
- How can AI help mitigate supply chain disruptions caused by geopolitical or economic changes?