Group H

MAY 2023

Sales Forecasting

Business Cases for Data Science

Our *Team*

Lukas Gross
20221363

Beatriz Carmo
20220685

Tomás Vicente
20221355

Karim Miladi
20220720

Tomás Domingos
20221370

Group H

Where do we start?

We start with the *data*

Regions

|	
India	Russia
Brazil	Europe
Africa	Middle East
China	United States

Sectors

Industrial

Real-Estate

Automotive

Public Sector

Manufacturing

Pharmaceutical

Sustainable Grids

Oil, Gas, and Chemicals

Macros

CPI & Interest Rates

General Business Confidence

Foreign Exchange Rates

Product Types by Features

P3 P5 P8

P11 P12 P36

PPSC

P16

P1 P9 P14

MIX

P20

P4 P6 P13

MACROS
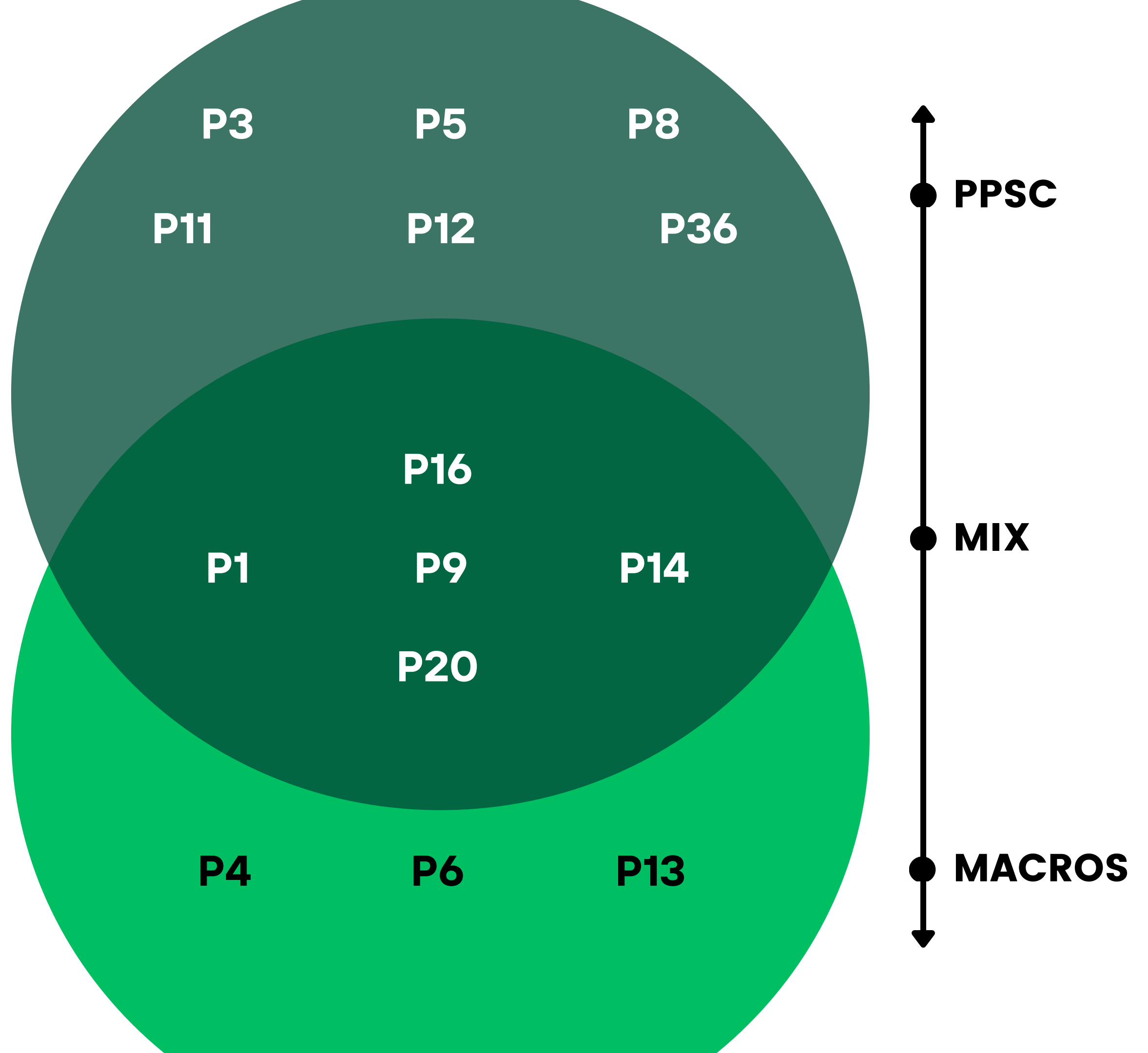
PPSC-driven Products

→

-16% in Sales
(vs prior 10 months)

- **+5%** vs all-time sales mean

- PPSC Data:

  - Producers
  - Production
  - Shipments
  - Commodities
  - The grand majority are non-EU-related

- 2021 Suez Canal Obstruction, Inventory Schock, and consequent lag on sales.

Ambiguous Products

→

+13%

in Sales

(vs prior 10 months)

- -3.29% vs all-time sales mean

- PPSC Data:

  - Germany, UK, and US related.
  - Production & Producer Prices

- Macroeconomic Data:

  - United States Interest Rates & Manufacturing Business Confidence

  - Great Britain's General & Manufacturing Business Confidence

Macro-driven Products

→

+18%
in Sales
(vs prior 10 months)

- Post-Covid Era
  - 1.28% vs all-time sales mean

- Inflation Rise & Nominal Revenue Growth

- Catalyzers:
  - China's Manufacturing Business Confidence Lag 11
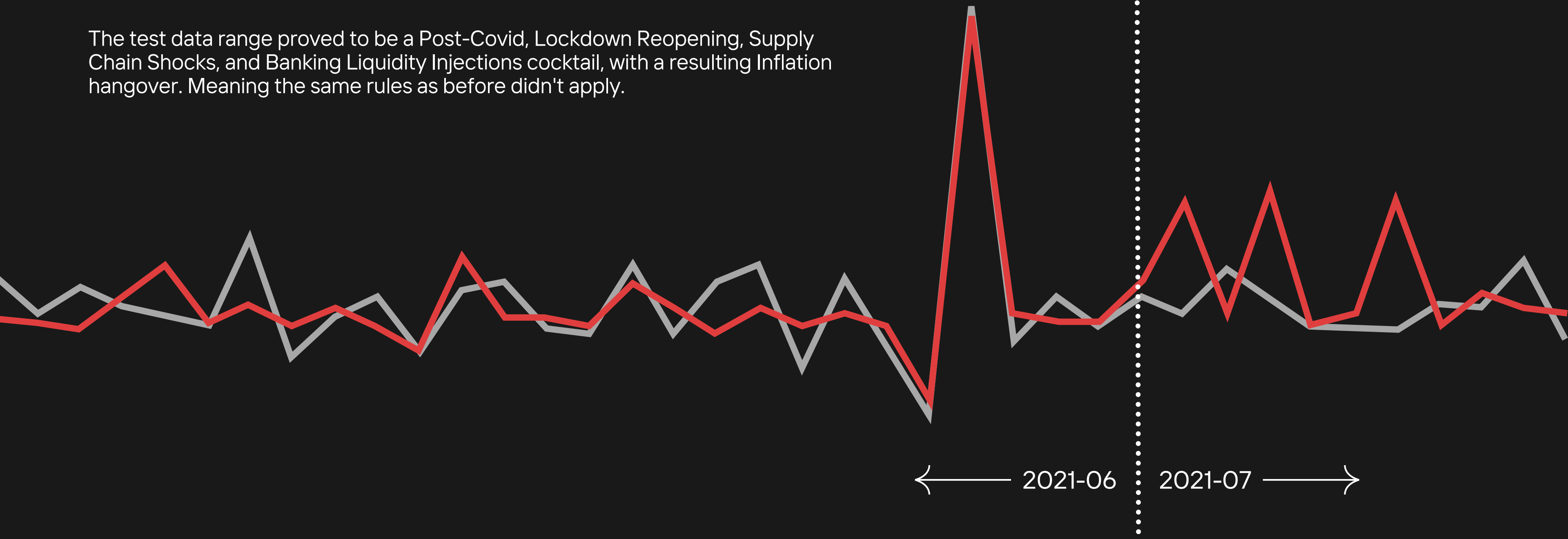 - Saudi Arabia's CPI Lag 8

PPSC Data vs Total Sales

The test data range proved to be a Post-Covid, Lockdown Reopening, Supply Chain Shocks, and Banking Liquidity Injections cocktail, with a resulting Inflation hangover. Meaning the same rules as before didn't apply.

Actual
Forecast

← 2021-06   2021-07 →

Macro Data *vs* Total Sales

"The goal of forecasting is not to predict the future but to tell you what you need to know to take meaningful action in the present"- Paul Saffo, Standford U

— Actual
— Forecast

← 2021-06 : 2021-07 →