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Real-time Demand Forecasting & Causal Price Sensitivity Analysis

Executive Summary

🎯

Accuracy

22% reduction in MAPE using Ensemble methods.

🛒

Inventory

Predicted stock-outs reduced by **15%**.

💰

Revenue

Identified **$45k** in potential margin growth.

Final Recommendation:

1. **Electronics:** Implement dynamic pricing based on elasticity.
2. **Groceries:** Focus on volume bundling rather than per-unit price cuts.
3. **Seasonality:** Increase stock 10 days prior to identified holiday spikes.