

ENABLED LONG-TERM FORECASTS WITH SCENARIO PLANNING



For A Global Business Travel Management Company

ABOUT THE CLIENT

The client is a Global Business travel management company with presence in over 75 countries.

CHALLENGE

Planning exercise of client was heavily dependent on manual inputs from sales team, which were primarily subjective in nature. This process was riddled with gaps and was not streamlined, making it extremely effort and time consuming.

Client wanted to setup an automated process, which can give data driven forecast, calculate impact of different drivers of business and enable scenario planning.

APPROACH

We developed an integrated solution which utilized a bottom-up forecasting approach as the core analytics engine

- Customer base of the client was segmented into various vintages, depending upon their transaction and feature profiles. Time series techniques were then used to generate day level forecast for the clients.

- Business drivers such as Quality of Sale, Adoption rate, Product mix were created and impact of the drivers on forecast was estimated. A model was then used to refine the long-term forecast using business drivers.
- Final long-term forecast was again broken down to give customer level forecast.

KEY BENEFITS

- ✓ *The automated model cut down the time required to build forecast from a month-long exercise to few days*
- ✓ *Scenario planning tool built on top of forecasting model helped planning and strategy team take data backed decisions*

RESULTS

The impact of solution was twofold:

- Automated model proved to have ~90% accuracy overall, leading to very accurate target setting for sales teams
- Scenario planning tool helped marketing and sales organization streamline the effort and resource investment towards growth