

# CREATED FORECASTING MODEL TO HELP TRACK HEALTH OF BUSINESS AT DAY LEVEL AND UNDERSTAND END OF MONTH CLOSING REVENUE

For A Global Business Travel Company



## ABOUT THE CLIENT

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

## CHALLENGE

The client had visibility only to the end of the month business transactions. They required forecast at the start of the month to drive business performance. We created a forecasting model to predict business transactions and analyse if the target will be met.

## APPROACH

We created a sophisticated univariate time series forecasting model, which forecasts at day, country, line of business gain for rest of the days of current month

- Time series techniques were used to generate the base forecast for the month
- Holiday correction was applied on the base forecast, which adjusts forecast for day based, date based and lunar holidays

## KEY BENEFITS

- ✓ *Client has visibility into health of business and can compare day level forecast vs the actual transaction to understand if the month will end at above target or below target*
- ✓ *Front end of Tableau dashboard enables quick consumption of the forecasting model and helps country managers plan and take action in case the model predicts below target for the month end*

## RESULTS

- The model achieves >95% accuracy for key countries and >85% accuracy for rest of them
- The tableau dashboard has ~200 active users spread across the globe