

Intelligent Events Improve the Forecast – Automatically

Managing the impact of events on demand just got simpler

Influencing factors shape demand in each selling location differently. Understanding the impact is critical to improving availability. PredictHQ is helping Blue Yonder's retail customers improve their forecast accuracy and profitability while saving hours of manual effort compiling events.

Customers won't buy what they can't find

Inventory availability is one of the biggest challenges facing retailers today. Products must be available when and where customers want them.



Shopper

75%
of shoppers leave without the items they came to buy

[Zebra](#)



Retail Executive

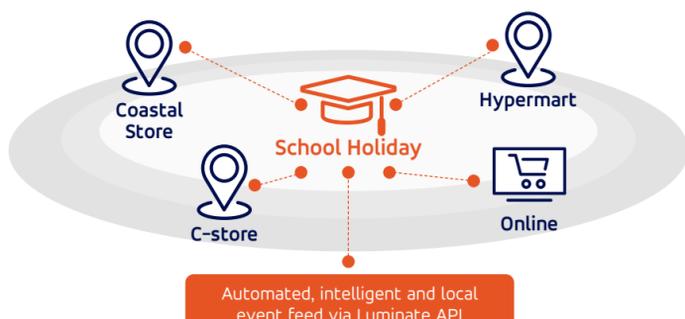
45%
say it was due to out-of-stocks

40%
of CFOs feel that their forecasts are inaccurate and take too much time

[McKinsey](#)

Events are hard to track at scale

Events of all sizes can shape demand at the local level in ways that data analysts struggle to keep up with. Without intelligent data, retailers don't have a complete understanding of future demand.



PredictHQ delivers Blue Yonder retail customers a turnkey solution that enables you to understand what drives your demand at scale. Built directly into Blue Yonder's forecasts are key event categories with scope to expand across additional types of events.



Data Analyst

Intelligent Automation Save 1,000's of hours of effort manually managing events while improving accuracy



Demand Planner

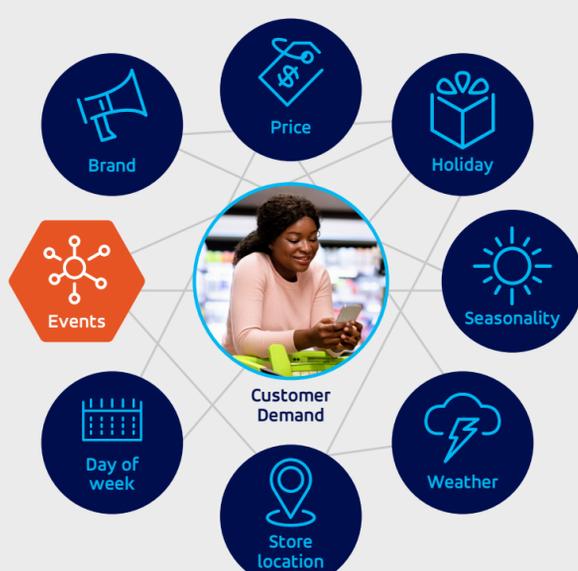
AI driven demand forecasting can reduce manual errors by

20-50%

[McKinsey](#)

Customer demand is complex

Shopping behavior is driven by a complex and interconnected network of demand influencing factors. The relationship between price, weather, store location, and relevant local events shapes customer demand.



Blue Yonder's proprietary AI/ML demand forecast uses over 200 data-driven demand influencing factors to dynamically understand what customers think, not what they did. PredictHQ's intelligent event service feeds Blue Yonder's demand engine, alongside other factors like weather, price and day of week.

Accurate, flexible and fast forecasting

Automate your forecasting with Blue Yonder's advanced AI-driven model that incorporates PredictHQ's intelligent events feed.

5%
More accurate

ACCURATE
Improve forecast accuracy by up to 5% against the Blue Yonder baseline using manual event management.**

** Incremental gains can be achieved with Premium event categories.

Millions

FLEXIBLE
Millions of calculations made daily, factoring in the most recent data. The forecast adapts as the data changes."

98%
Automation Rate

FAST
The forecast is completely automated - users do not have to construct a data feed for events, they have access to an intelligent and enriched data source.



Inventory Planner

Boost customer service while reducing inventory

Higher availability, less inventory and less effort leads to an improved customer experience.



2.6%
same-store sales growth

30%
Improvement in on-shelf availability

2-3
days reduced in store inventory

[Read the Morrisons Case Study](#)