

# Aldata



## Sales forecasting

### G.O.L.D. Forecast

The application module of the **G.O.L.D. Software** family ensures optimal sales forecasting for steady (restocking) and promotional products.

**G.O.L.D. Forecast** is a comprehensive decision support tool. Sales forecasting can be managed for the following horizons:

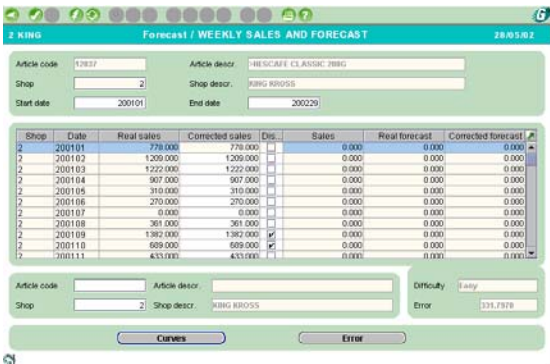
- Short-term (operational level)
- Medium term (tactical level)
- Long term (strategic level)

### G.O.L.D. Software

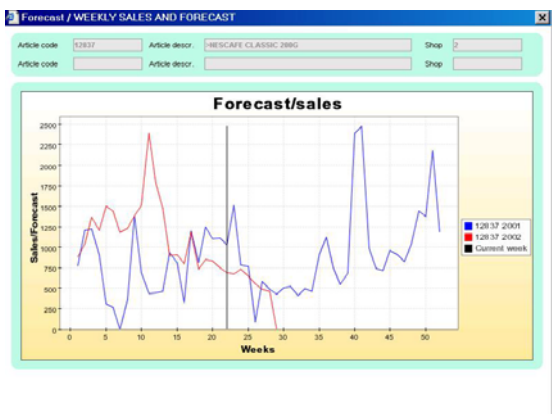
The family of integrated application modules which ensure the efficient control and optimization of the logistics chain.

### G.O.L.D.

Is easily implemented either as a complete supply chain solution or as a modular solution within an existing system.



Shop	Date	Real sales	Corrected sales	Dis.	Sales	Real forecast	Corrected forecast
2	200101	779.000	779.000		0.000	0.000	0.000
2	200102	1209.000	1209.000		0.000	0.000	0.000
2	200103	1222.000	1222.000		0.000	0.000	0.000
2	200104	907.000	907.000		0.000	0.000	0.000
2	200105	310.000	310.000		0.000	0.000	0.000
2	200106	270.000	270.000		0.000	0.000	0.000
2	200107	0.000	0.000		0.000	0.000	0.000
2	200108	361.000	361.000		0.000	0.000	0.000
2	200109	1362.000	1362.000		0.000	0.000	0.000
2	200110	699.000	699.000		0.000	0.000	0.000
2	200111	433.000	433.000		0.000	0.000	0.000



## A Complete and Powerful System

**G.O.L.D. Forecast** is a powerful support tool for an optimal planning of the future demands of the consumer.

This information is critical for purchasing and replenishment and enables the reduction of operating and logistics costs whilst still respecting the commercial and marketing constraints of the sales outlet.

**G.O.L.D. Forecast** integrates powerful functions:

### Evaluate the Sales Outlet Budget

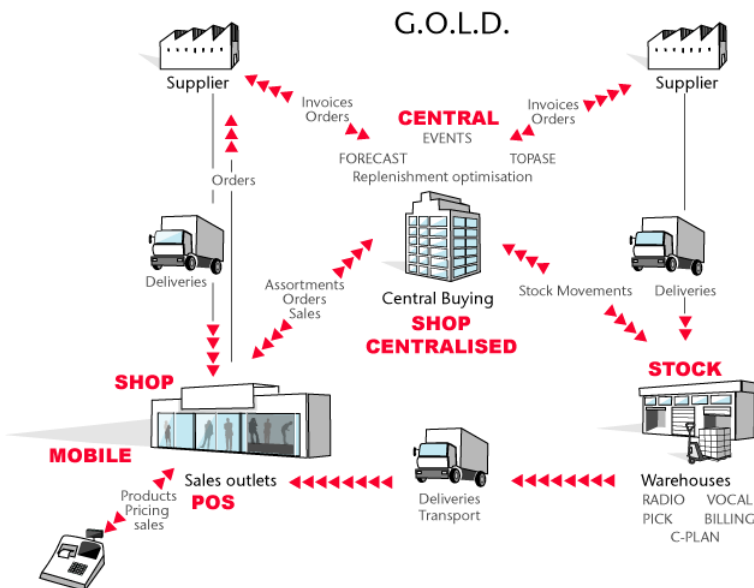
Taking into account the sales history, the system establishes a forecast budget for each sales outlet, per department, per store and for each week, and measures the impact of promotions.

### Optimise Replenishment

The system builds the necessary information to generate the optimum replenishment rules for product re-assortment over a 3-to-6-month horizon..

### Build Promotions

The system turns the sales objectives into commitment proposals for products on promotion (one-off and permanent). It integrates follow-on and "cannibalistic" effects as well as any advance / delay of these effects. It evaluates the demand over the tactical horizon (6 weeks) in order to create the projected re-orders of the sales outlet.



## A Modular System

**G.O.L.D. Forecast**, with its powerful algorithms, calculates and integrates all the necessary data to:

- Manage data
- Evaluate the quality of the forecasting
- Update forecasting parameters
- Forecast budget per sales outlet
- Forecast sales of product re-assortment
- Forecast promotional sales.

## A High Performance System

**G.O.L.D. Forecast**, specifically designed for retail, offers numerous benefits :

- **Openness** : defined standard interfaces allow the connection of this system with existing systems and thus avoid dual data entry. This system operates under Windows NT and SQL Server in client / server mode and can function in either a standalone or networked environment
- **Management by Exception** : synthetic operation status and control to assist the user. A navigation system which eases the analysis of various aspects of the same phenomena.
- **Budget Forecasting Tools** : the identification of the status of promotions, trends and seasonality by department, turnover estimates and monitoring of the turnover objectives.
- **Master data** : articles, sales outlets, ....
- **Forecasting Product Re-assortment Demand** : double exponential smoothing with coefficient control, evaluation of sporadic sales, evaluation of sales to date and analyses of forecasting anomalies.
- **Random Variable Control** : definition of seasonal families, trend and seasonal coefficient evaluation, distribution factors, performance indicators, ...