

## **AI-based platform for demand sensing**

While the market and external environment are rapidly changing, forecasting demand simply based on the pre-existing data is not enough for accurate predictions. There is a need to sense demand by combining company's internal data and external data garnered from external markets, geopolitical situation, customer buying patterns and special events. The challenge is to have a solution which combines internal and external data and provides an AI solution for sensing demand.

Currently, different business segments have different levels of forecast accuracy. Segments which are product based and retail based need to improve accuracy with external factors.

Also, we need to understand market shares, and enhance our competitive advantage - to drive growth.

We should be able to forecast accuracy at the reference level instead of the aggregated level.

### **What are we looking for?**

A cloud-based AI solution which collects market data from key providers such as Bloomberg, OECD and other reliable sources, and combines them with the company's existing market demand data and provides a predictive demand forecast with high level of accuracy.

The said solution must carry out the following operations:

- Collects external data such as insights on macro-economic factors, impact of the global pandemic on supply chain, geopolitical crisis and its impact on supply chain, and trade disputes
- Provides predictions with traceability and prescriptive actions
- Effectively Integrates with existing enterprise solutions
- Offers feedback loop from users to be collected and fed back to the AI Model

### **What are we NOT looking for?**

Black box solutions where we can't trace the cause or correlation involved in demand predictions

### **Technology Specification**

Cloud based solution with cybersecurity and data security compliance. Easy integration into ERP systems and other machine learning models.

## **Evaluation Criteria**

The solutions will be evaluated according to the following criteria:

- Robustness of the model and its technical viability
- Lower percentage of errors
- Degree of forecast accuracy

## **Deliverables**

An AI-based robust application that can combine existing company data with relevant external market data and predict future demand of products and solutions.

For more details and to apply click [here](#)