FORESIGHTEE

The fresh-first demand forecast to change the game

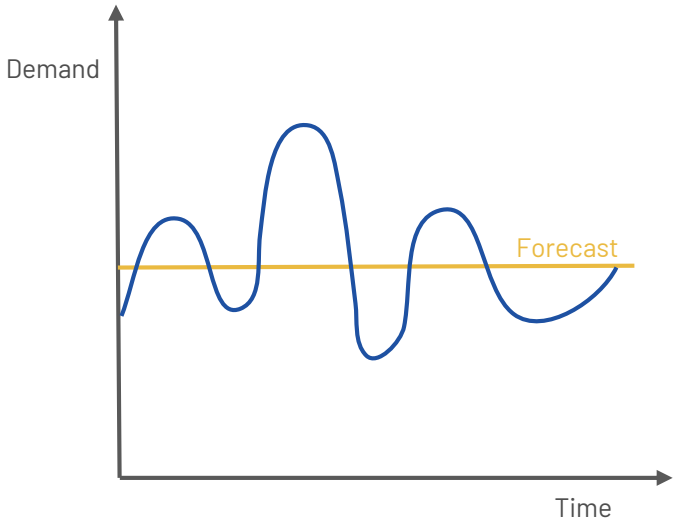
European Commission | imec

The problem:

Forecasting fresh food is above and beyond complex

- short shelf-life
- high volume of SKU's
- impacting factors are numerous & complex
- hidden patterns in the data
- new trends emerging
- day to day variations
- shop variance
- battle for talent
- high workload, diffused attention

Forecasting in fresh is key



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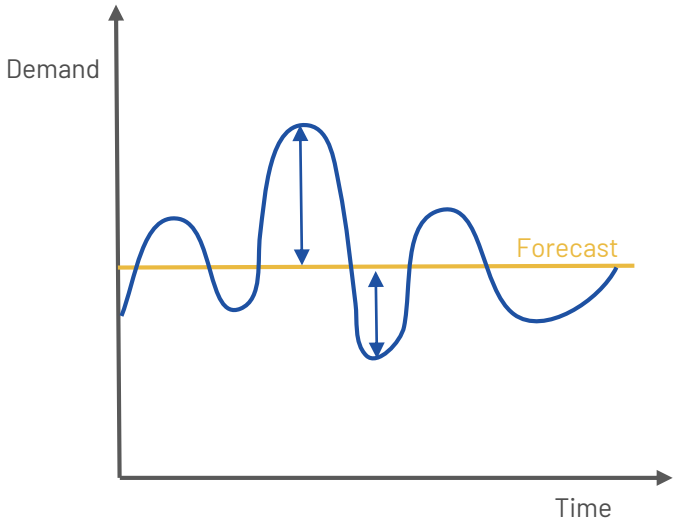
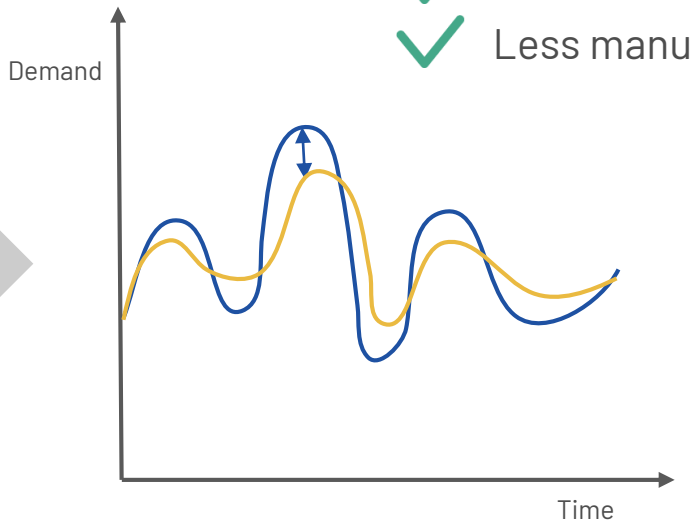


Leverage AI



Less error

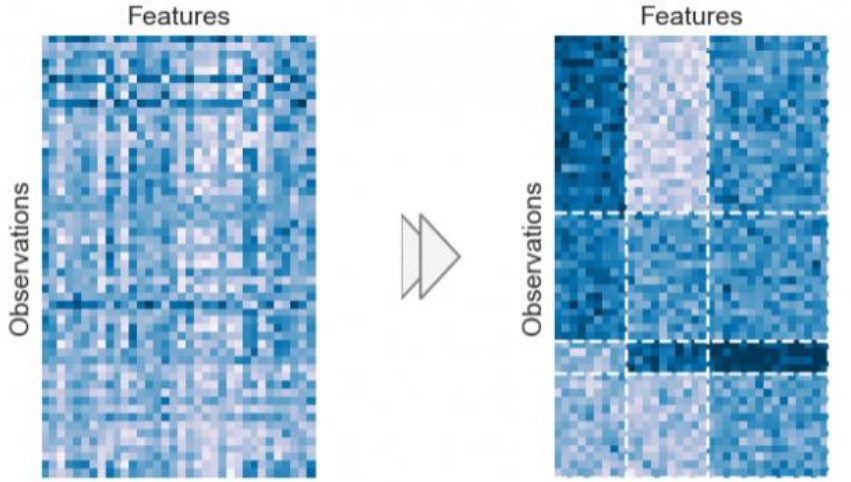
Less manual work

The solution: an intelligent demand forecast

Foresightee provides powerful insights & machine learning demand forecasting for fresh food so the experts can focus on the high-value tasks & exceptions.

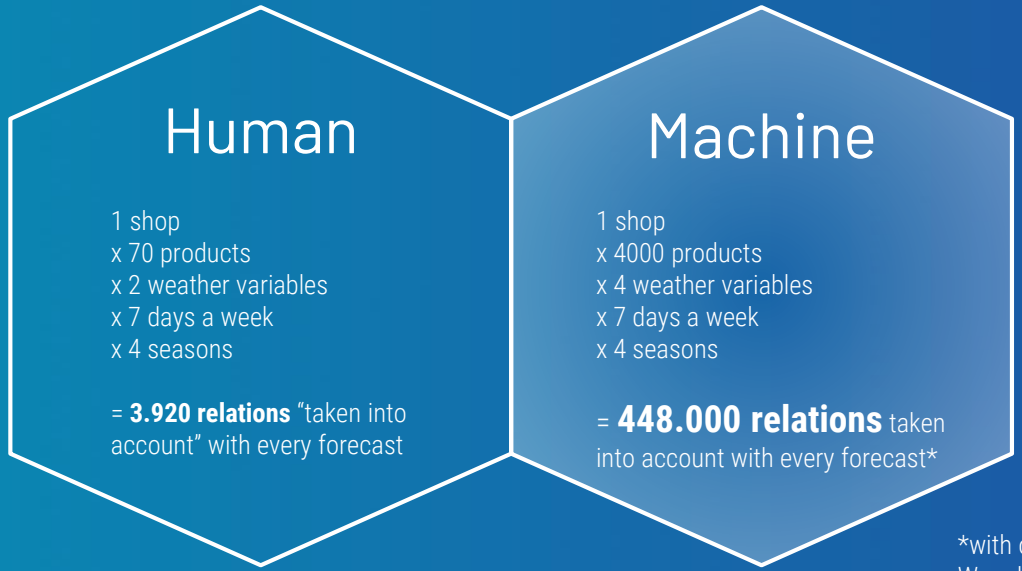
- Solely for fresh
- Adapts to change
- Takes external data into account
- For retailers & retail suppliers
- Ideal for VMI

Why consider machine learning for forecasting?



1. Computing power <> human
2. Learns automatically
3. Picks up new trends
4. Dynamic by design
5. Finds hidden patterns <> statistics

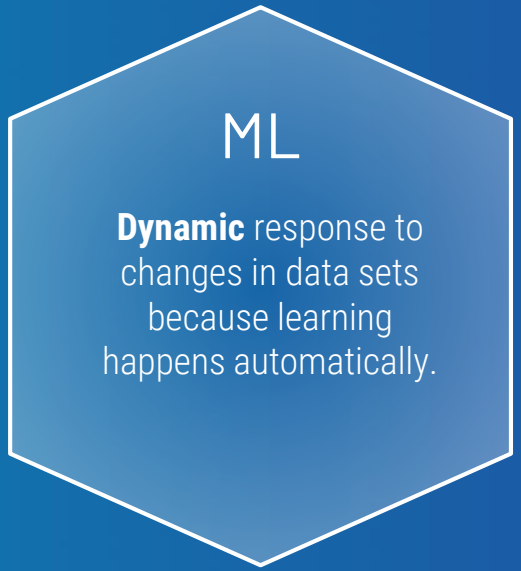
Difference in computing power



*with only 3 parametres.
We add at least 15.

Difference in intelligence

In statistics, people make the technology intelligent. The software does not learn by itself. **If the market changes, a new competitor joins or a new product is launched, you have to start from scratch with statistics.** That takes a lot of time and money.



FORESIGHTEE

AI-based demand forecasting

Our forecasts takes into account:

- Weather
- Retail (competitor) promotions
- Own promotions: amount + type
- Cannibalism in and outside of category
- Holidays
- Day of the week, month, year…
- Seasonality
- Events
- ….

↘ And the combination of all those factors!

(Y)our team

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Tech lead. Machine learning expert with +20y of experience.

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Chairman of the board. Seasoned manager with industry experience.

Thank you!
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Enabling food professionals to thrive in fresh at Foresightee