nventiv.ai >> Schemas™

Ready to power up your marketing engine? Leverage **nventiv Schemas™** – our product templates for AI-driven marketing success that can help you bridge the gap between vision and results.

www.nventiv.ai/solutions

Schema >> *n-tuition*™

Forecasting

Overview

In a rapidly changing business environment, highlighted, for example, by the proliferation of subscription-based and DTC choices facing consumers today, traditional forecasting methods can often fall short. Our AI-fueled forecasting approach, ***n-tuition*™**, goes beyond extrapolation and static projections, leveraging the power of predictive analytics and machine learning in time series and causal analytics, to deliver hyper-accurate forecasts grounded in a wide variety of meaningful real-time data. You'll be more confident chasing short-term opportunities, as well as making decisions in areas including demand planning, resource allocation, retention marketing or risk mitigation, as you prepare to meet the challenges of future market shifts. Our models adapt and learn continuously, reducing human bias and uncovering hidden relationships in your data and dynamically adjusting forecasts to reflect changing market conditions, customer behavior, and emerging trends.

Measurable Outcomes

- Increased ROI on short-term marketing investments
- Higher customer retention
- Lower CPA for new customers

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.

Derived Benefits

- **Improved Inventory Management:** Through accurate demand planning.
- **Enhanced Pricing Optimization:** Dynamic pricing strategies based on demand forecasting, segmentation.
- **Accelerated Time-to-Market:** Faster product launches and market entry through informed decisions.
- **Reduced Forecast Error:** Increased accuracy of sales and revenue forecasts, improved financial planning.
- **Enhanced Risk Management:** Proactive identification and mitigation of potential risks through scenario planning.

Foundational Approach

1. Collaborative Goal Setting/End-State Visioning
2. Data Source Identification & Sample Collection
3. Proof-of-Concept Analysis
4. Scenario Modeling & Initial Simulations
5. AI/ML Model Development & Training
6. Output Assessment and Model Refinement
7. Incorporate Automated Feeds/API Connections

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us