



WHY ROLL THE DICE?

Eliminate the guesswork and intuition and follow a clear path to trade efficiency

START

See the blind spots:

Shopper behavior



Avoid being blind-sided:

Achieve volume forecast accuracy

Forecast Accuracy Calculation

$$\text{Forecast Sales} - \text{Actual Sales} \div \text{Actual Sales} = \text{FAC}$$



Increased accuracy



millions of dollars in net revenue growth

4 must-see areas

1

Manufacturing:
raw materials, production and inventory planning

2

Supply chain impact:
load/transportation planning, inventory management

3

Financial trade accrual:
spending liability and exposure

4

Financial impact:
cash flow and balance sheet

With **promotion performance**, clear, available real-time data can make the difference between losing or gaining



Visible answers:

Event analysis



You stand to lose

OR



gain millions of dollars in net revenue

3

key factors that must be understood to determine if a promotion was good or bad

ROI



Lift



ACV



FINISH

One plan, one place:

A view to the finish line

The ability to identify risks and gaps allows you to make agile course corrections so you will no longer need to roll the dice.

Learn more about trade efficiency

Download the eBook