



Demand patterns

Seasonality, trends, weekday-related variation in demand



Business decisions

Promotions and price changes, range changes, changes in display and space



External factors

Holidays, football, weather, local events, competitor activities



Retailer data

POS, retailer forecast, assortments, pricing, promo data, market data, etc



Retailer

CPG



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Retail Demand Management Forecasting Assortment Planning

Sebastian Brünink



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