“Smart Logistics, Smart Supply Chain”

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CHALLENGE 1: PREDICTION OF FUTURE PRODUCT DEMAND
SIMPLIFIED SUPPLY CHAIN LEADTIMES

- Material Supplier
- P&G Plant
- P&G DC
- DC
- Retailer
- Shop
- 7 weeks
- -2 till -1 week
- -0.5 week

Retailer Order  Shipment
PROMOTION VOLATILITY

Promo
Shelf
THE CHALLENGE: HOW CAN WE LEVERAGE HISTORICAL DATA AND SELF-IMPROVING ALGORITHMS TO BETTER PREDICT FUTURE PRODUCT DEMAND?

• What are the relevant variables, e.g. past sales, promotions, seasonality, weather info, ... ?

• How to make the algorithm self-learning?
**AVAILABLE DATA FOR CHALLENGE**

Three years of data, with >150,000 data points with the following input:

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<th>P&amp;G DC</th>
<th>Cust. DC</th>
<th>Delivery date</th>
<th>Category</th>
<th>Product P&amp;G</th>
<th>Order Qty</th>
<th>Deliv Qty</th>
<th>Scaled value</th>
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<td>15.1</td>
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CHALLENGE 2: FRANKFURT RETAIL LANDSCAPE TRANSFORMATION
CURRENT FRANKFURT DEMOGRAPHICS

500+ features for Frankfurt neighborhoods (~250 households each):

- population density
- age groups
- purchasing power
- unemployment
- consumers type
- ethnicity
- religion
- buildings
- industry employment
- consumer behavior
- shopping behavior
CURRENT FRANKFURT RETAIL LANDSCAPE

Store locations (all supermarket, drug, discounter etc. chains) + trading areas
THE CHALLENGE: HOW SHOULD THE RETAIL LANDSCAPE TRANSFORM ITSELF TO BETTER SERVE CONSUMER DEMAND IN FRANKFURT?

• Are shopper needs currently being met?
• How should offline and online shopping offerings evolve to meet the ever-changing shopper demands?
THANKS A LOT FOR YOUR INTEREST AND ENGAGEMENT!!

MORE DETAILS TO COME ON FRIDAY, APRIL 27 10:00 – 12:00

LOOKING FORWARD TO WORKING WITH YOU!!