



A global apparel brand sees into the future

Problem

A global apparel brand with direct-to-consumer and wholesale channels was overhauling its enterprise planning stack and sought deeper forecasting capabilities to inform strategic and operational decisions. Its data science team had limited forecasting expertise and sought guidance on what best-in-class forecasting could achieve and how to get there.

Solution

Converge's Forecasting product was used for two use cases:

- A 36-month long-range demand plan for strategic planning built with scenario modeling and explainable machine learning (ML) to help planners understand key drivers—which drove greater adoption of the solution.
- A 52-week operational forecast built for accuracy and scalability to power tactical execution.

Impact

81%–93%

overall accuracy for long-range demand plan

17%

improvement in accuracy over existing operational forecast benchmark

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