



## SLOW ON THE UPTAKE

### Summary

How ForecastQT helped a €5bn division of a global FMCG company diagnose a problem 16 weeks before it became too big to ignore.

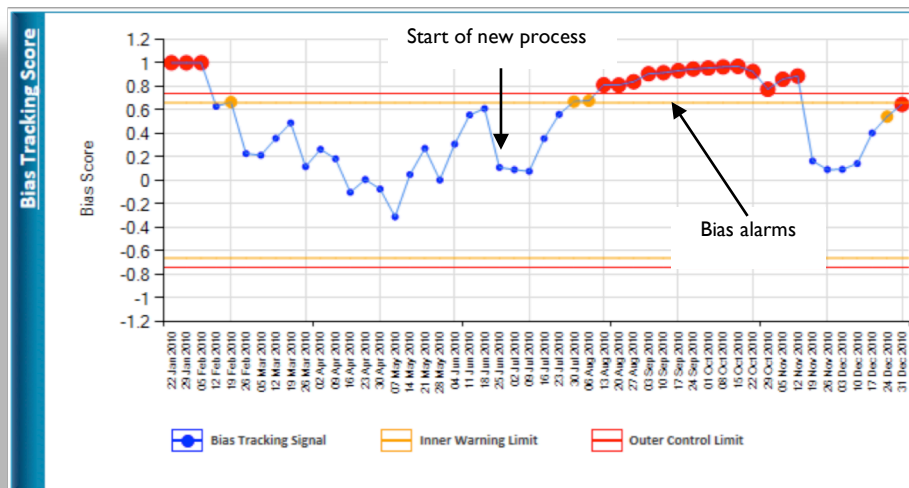
### Story

Isn't it odd how everything is obvious after the event – when it is too late to do anything about it?

That was certainly the case with this company that introduced a new mechanism for managing consumer promotions midway through a year.

Despite – or perhaps, because of – the fact that it collected thousands of error statistics at a mind-numbing level of detail, they failed to spot what subsequently became obvious to everyone; that the new process had a disastrous impact on forecast quality.

Running the data through ForecastQT demonstrated how these failings would trigger bias alarms a few weeks after the new regime had been adopted, thereby avoiding 16-weeks of pain and unnecessary cost.



### The Message

ForecastQT helps users see the 'big picture', distilling thousands of data points into a simple, easy to understand set of graphics and using statistical methods to help users distinguish between signals – which needs to be acted upon – and noise, which should be ignored. In this way management intervention to correct problems can be swift and targeted.