

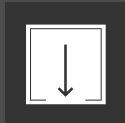


Coastal Pet Products Case Study | 2024

Private & Confidential



CASE STUDY PET PRODUCTS



The Problem

Coastal Pet Products, like most e-commerce companies, relies on a just-in-time (JIT) inventory process to fulfill orders from the internet while minimizing inventory costs. However, managing more than 7,500 SKUs via multiple forecasting projections is challenging.

With the company continuing to expand its footprint, the demand planning team knew it needed a more efficient way to forecast precisely and avoid unnecessary carrying costs.



Creating Value

Before implementing Avercast, Coastal Pet Products used two projections to forecast demand — one from their clients and one internal. While the data from the models provided a decent forecast, there was room for improvement.

Once Avercast was fully integrated, the lead demand planners ran all the company data through the new demand forecasting software. The result was a reduction in unnecessary costs throughout the product line.



Driving Next

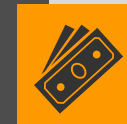
Ultimately, adding Avercast has helped streamline the demand planning process, allowing team members to focus on the most volatile products. Coastal Pet Products is now using the platform to process nearly 43,000 records weekly.



Raving Fan

“Utilizing Avercast has allowed us to cut down on person hours and focus on the overall planning process. It has also made it possible to identify which SKUs are highly volatile and need attention today, instead of spending time on products that aren’t moving the needle.”

— Jim Bell, Sales Planner



43,000 Records

Processed Weekly



280+ Algorithms

Used to Improve Forecasting Accuracy



Thank You!