Demand Forecast.ai
by Pecan

AI + Human Intelligence: Unlocking the Next Era of Demand Forecasting

The synergy that transforms planning from reactive to strategic

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Gartner
COOL VENDOR 2025

Founded in 2018, Pecan helps business intelligence, operations, supply chain and revenue teams predict mission-critical outcomes.

14 Trillion + records

Processed daily

15 Countries

Countries our customers are in

117$ Million

Venture capital raised

Our Investors

Vintage Investment Partners
GGV CAPITAL
Mindset Ventures
DELL Technologies CAPITAL
S CAPITAL VC
G/
INSIGHT PARTNERS

AI Demand Forecasting

- What's the difference between a **Stat Forecast and AI Forecast**?
- What is the **gain / uplift from AI forecasting**?
- How much **time, effort and resources requires an implementation of AI forecasting** system?

What is AI?

What is AI?

If you ask ChatGPT ⇒ AI (Artificial Intelligence) is the field of computer science focused on creating **systems that can perform tasks that normally require human intelligence**.

What is AI?

AI Systems are typically build with **Machine Learning models** (e.g., LLMs, Tree-Based Models like XGBoost, Deep Learning, etc.,)

ML Models “learn” like humans - observe historical examples to deduce/**predict the future**

What is AI?

Large language models (LLMs) try to predict the best textual answer to a “prompt”

Predictive AI (e.g., neural network) try to predict the best answer to a Classification or Numeric question

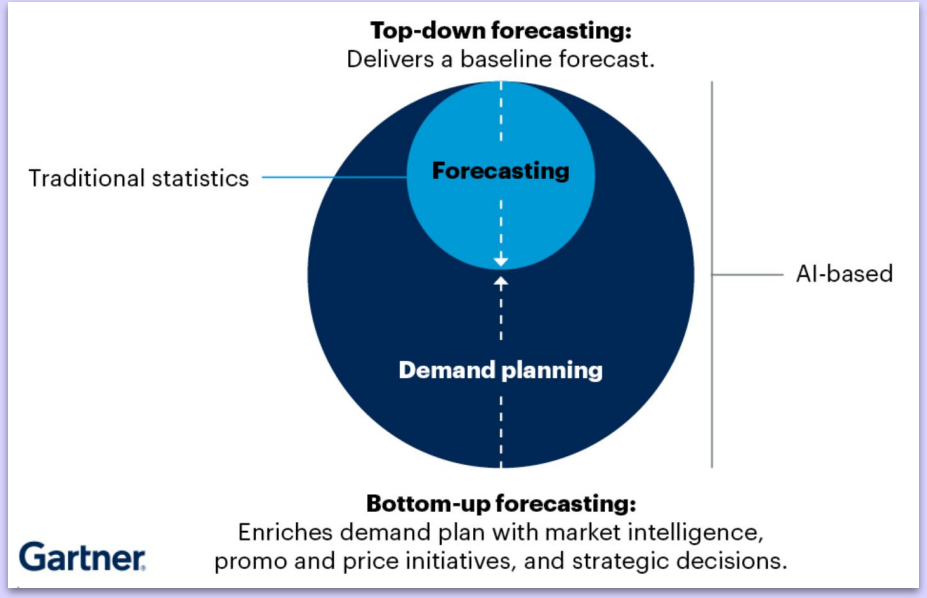
Gartner Research:
AI Use-Case Comparison for Supply Chain

Use Case	Value	Feasibility
Demand Forecasting Data and predictive analytics are used to create a more accurate, short-term granular demand forecast to support improved customer service and inventory location and allocation decisions.	Leverages current, short-term demand signals to highly contribute to service-level improvement. Efficiency gains and revenue growth are most dependent on executing the resulting demand forecast.	Culturally, organizations realize the importance of sensing demand. Technology solutions are available. Data availability varies significantly by industry and maturity level.

Gartner

Planning in an Unpredictable World

- Market volatility and rapid change make **accurate forecasting harder** than ever
- Traditional tools struggle with complexity and speed
- The opportunity lies in **combining AI's scale and speed with planners**' context and judgment



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Trusted by Industry Leaders

kenvue | MARS | NUCOR

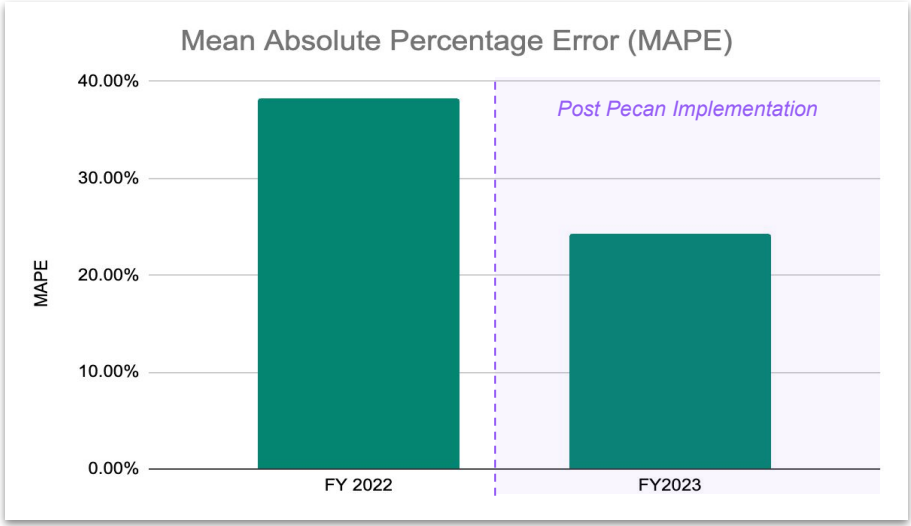
CAA | BOSTON PROPER | goodfood

"Pecan's Predictive GenAI framework is truly a game changer in building accurate, reliable and explainable forecasts."

Neil Ackerman

Head, Worldwide Innovation and Disruption, Global Consumer Supply Chain

kenvue

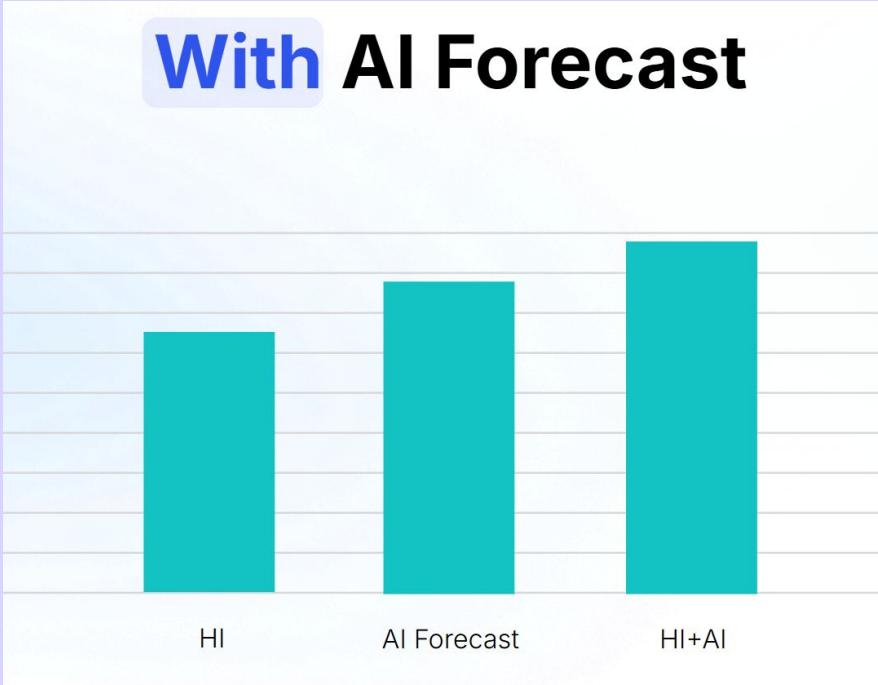


Kenvue, the **world's largest consumer health** company by revenue, achieved **36% Reduction in Forecast Error** drove a dramatic over and understock reduction

Demand Forecast.ai

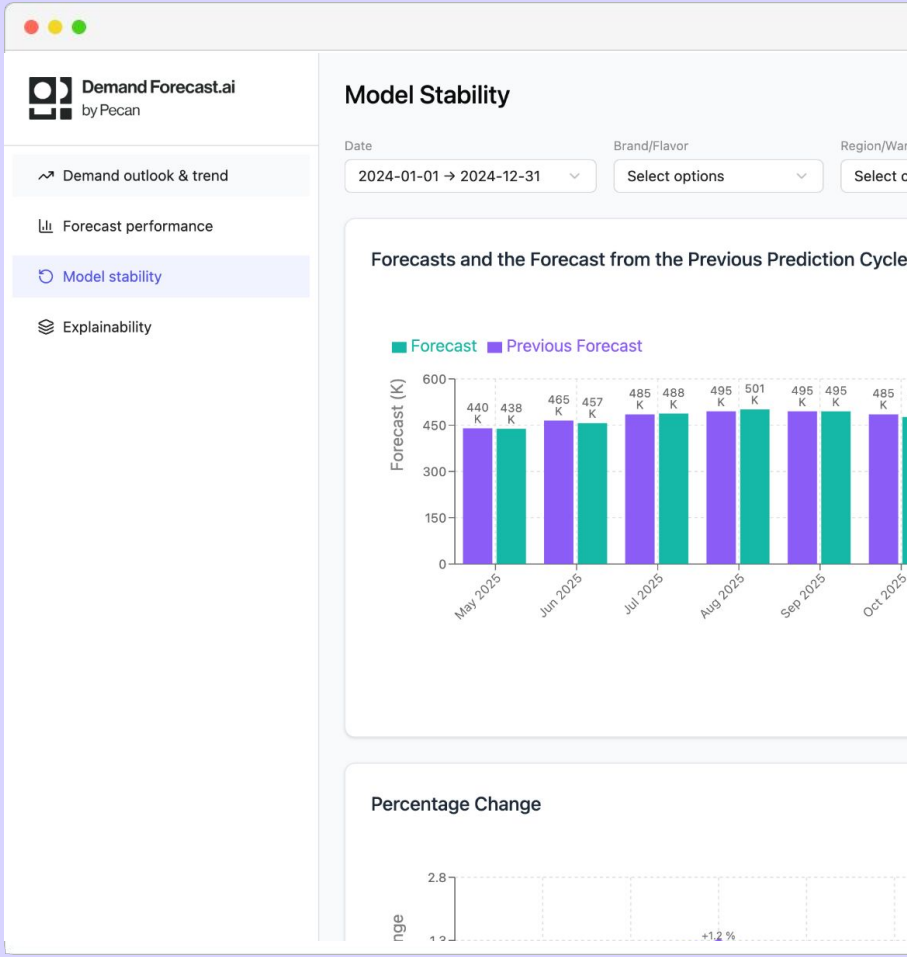
Combining Intelligence for Better Forecasts

- **AI models process massive, complex data sets** reducing the need for assumption-based predictions
- Planners refine predictions with real-world insights
- **Blended intelligence** consistently outperforms AI-only or manual forecasts
- Turns data complexity into **clear, actions** (not insights)



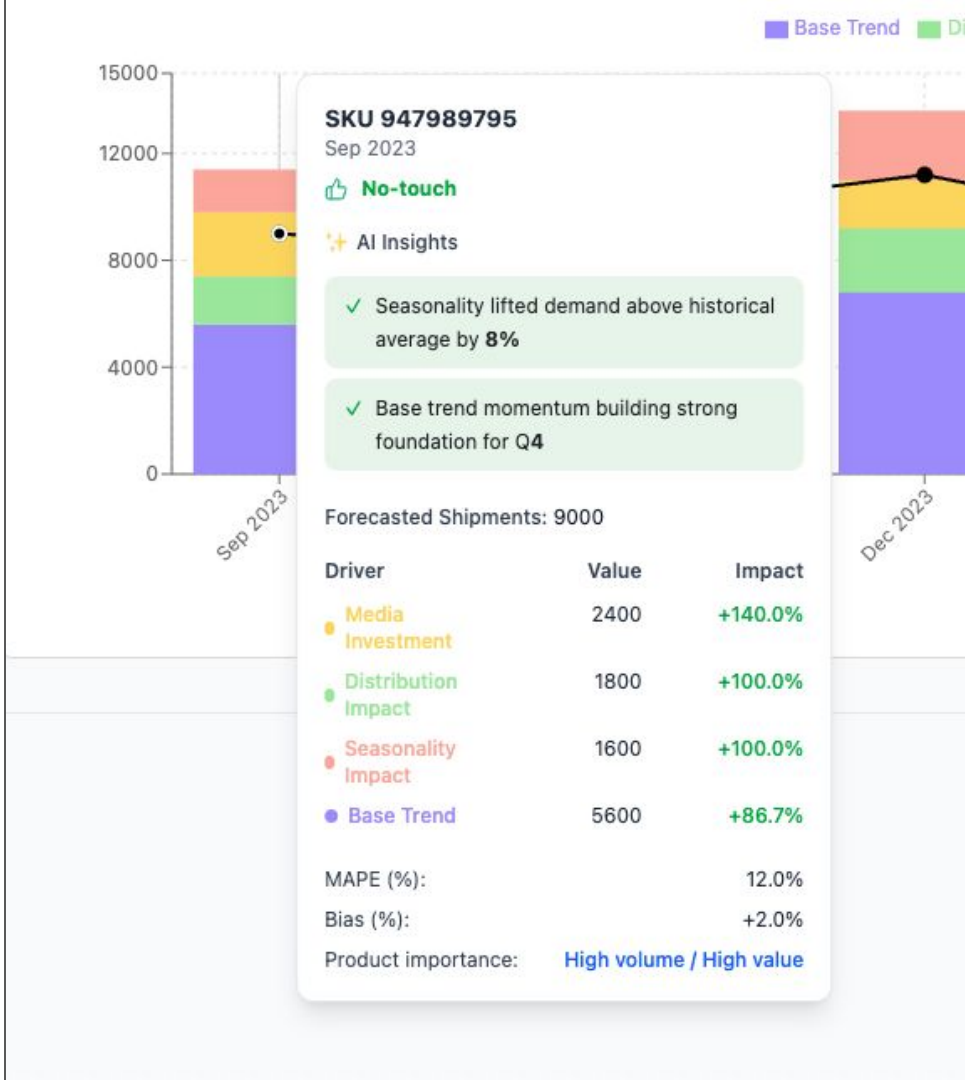
Trust, Transparency, and Alignment

- **Explainable AI** reveals why predictions change
- **Humble AI** admits uncertainty and invites planner input
- Builds transparency, trust, and alignment across planning teams



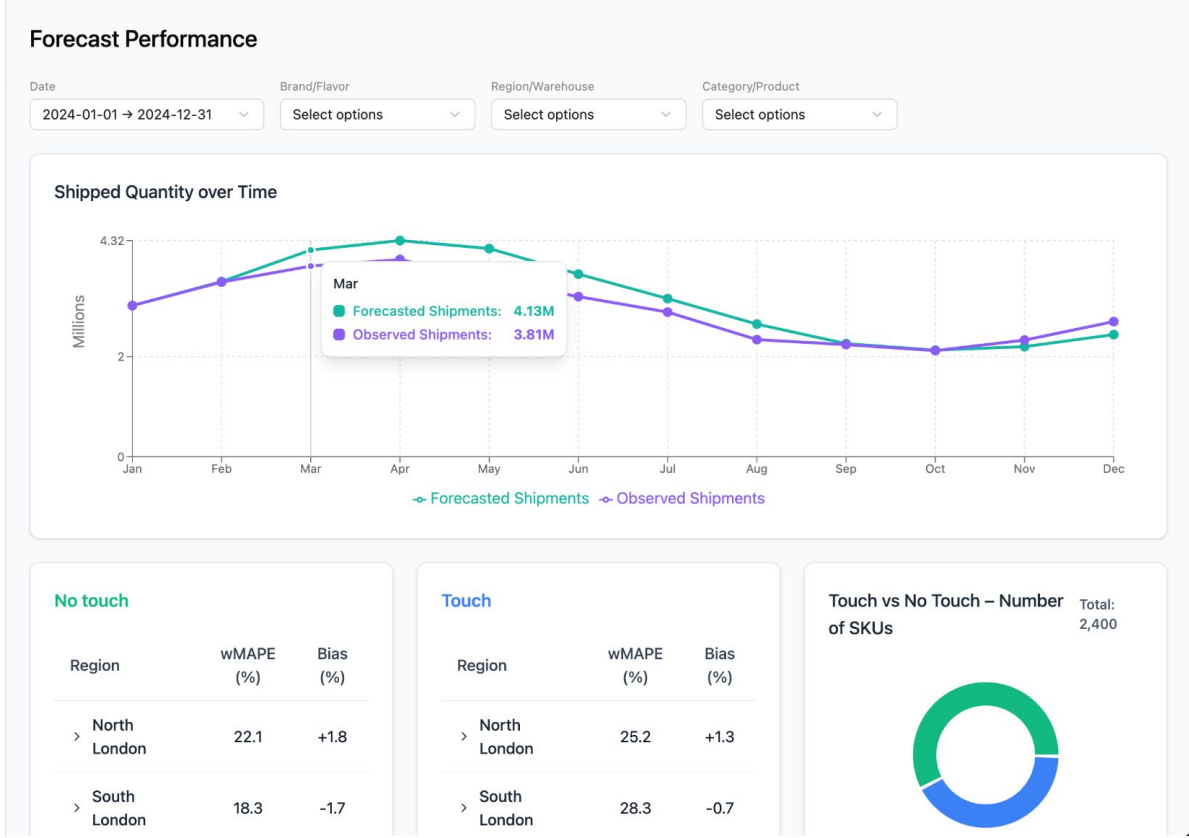
From Reactive to Proactive Planning

- **AI detects early signals** in demand, supply, and market shifts
- Enables planners to **act before disruptions occur**
- Moves planning **from firefighting to strategic impact**



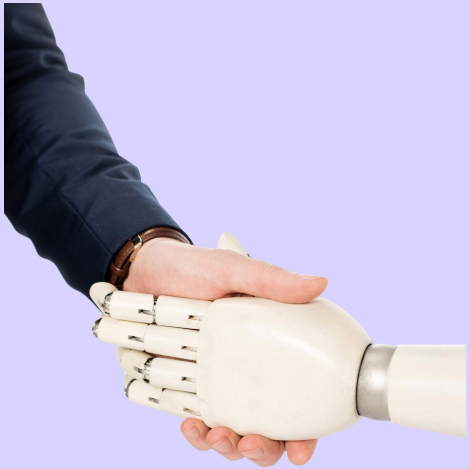
Predictions support actions

- Distinguishes **no-touch items** from those needing **planner input**
- Focused Human Effort: Planners **prioritize uncertain or high-impact items**.
- Human + AI Collaboration: Ensures **automation where reliable**, and **expert insight where needed**.



A Smarter, More Strategic Planning Function

- Higher forecast accuracy and agility
- Stronger cross-team alignment
- Planners become strategic partners driving business growth



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Experience the Value
with a Fast, Low-Risk POC

01.

Exploratory Data Analysis

- DF.ai to connect to your data
- Align on modeling scope
- Define deliverables and success criteria

02.

Modeling

- Pecan configures AI models & feature engineering for your business
- Incorporate numerous data sets to improve model performance

03.

Model Evaluation & Optimization

- Forecasts generated and benchmarked against your current process
- Tune and optimize models based on human feedback and analysis

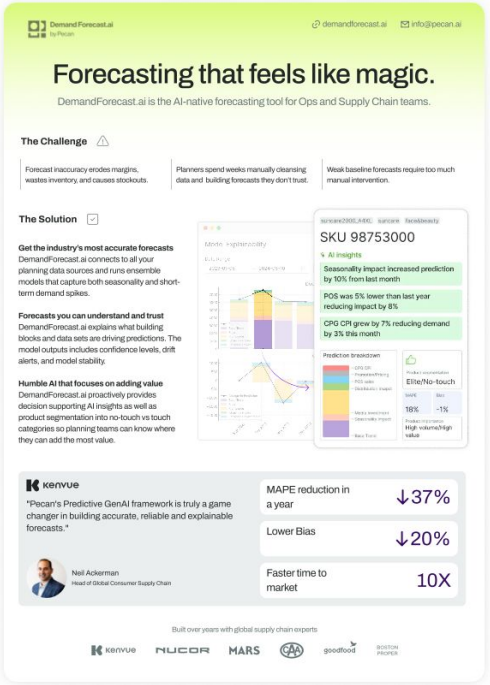
04.

Testing

- Review accuracy, volatility, and potential FVA improvements with your team
- Prep for model deployment and adjust dashboards

Have your first AI model in a few weeks!

Come visit our booth us to initiate your AI Forecasting journey!



Thank you.

State-of-the-art Modelling techniques

Multivariate data input forecasts

Ensemble of Machine Learning Model Families

Capture the **unique dynamics** of each SKU:
seasonality, trend changes, and phase-out stages

Hierarchical modeling (multiple aggregation levels)

Multi-level forecasting, capturing relationships within data to improve consistency across: categories, regions, and products

NPI modeling