Category

Data & AI

AI for Supply Chain Planning, Inventory & Demand Sensing Playbook

Sensing demand shifts early enough that inventory decisions can actually respond to them

- Practitioner
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- Administrator
- 07 November 2021
- 4 minute(s)

Overview

A framework for AI-driven supply chain planning, inventory optimization, and demand sensing — using AI to detect demand signal shifts earlier and more granularly than traditional forecasting, connected directly to inventory and planning decisions with enough lead time to act.

How is AI-driven demand sensing different from traditional

statistical demand forecasting? Traditional forecasting typically relies on historical pattern extrapolation at relatively coarse time granularity; AI-driven demand sensing can incorporate a broader range of real-time signals (point-of- sale data, external market indicators) at finer

granularity, detecting demand shifts earlier than traditional methods would typically surface them.

What's the most common gap between accurate demand sensing and

genuine supply chain value? Detecting a demand shift earlier doesn't help if inventory and planning processes can't act on the signal fast enough — genuine value requires connecting demand sensing output directly to inventory decision processes with sufficient responsiveness to use the earlier signal.

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