

Who buys clothes when the world cup is on?

Colin Crawford
Director of Data Science

Predyktable
ACT WITH FORESIGHT

A little
about
me.

01



Studied Engineering and worked in **Aerospace** initially with a focus on **stress, fatigue and fluids modelling** for A320, A350 and A400M Aircraft

03



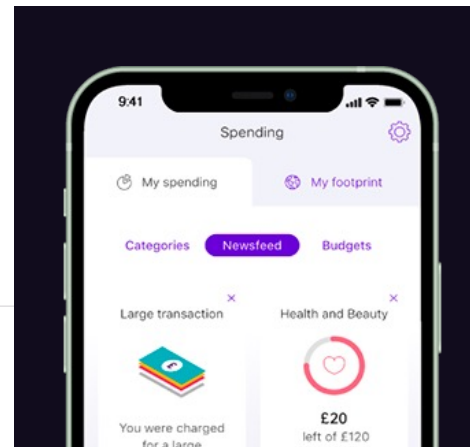
Desire for more open ended problems moved me towards **engineering consultancy** with an **economic focus** on on large infra projects including HS2 and CR2

02

After some further education, I moved to **Insurance**, working in the Actuarial department for a Lloyds syndicate using ML to **model risk and market behaviour** for standard & non-standard motor



04



Interest in working on larger scale data & engineering applications within a more state of the art tech-stack led me to **finance**, building out **personalisation and insight products** and support the **back end of the customer facing app**

Let's predict demand

The Historical View

- The first step is always well, what happened last year? And the year before? Let's base our demand on that.
- Maybe look at last world cup? Winter world cup vs summer world cup?
- This view is made up of really complex interactive behaviour.



What **makes up** that Historical View



Local

- Local Seasonality
- School Holidays
- Sales & Retail Events/Marketing
- Public Strikes
- Disposable Income
- Demographics
- Daily Weather



National

- Public Holidays
- Inflation
- Public Sentiment
- National Events



Global

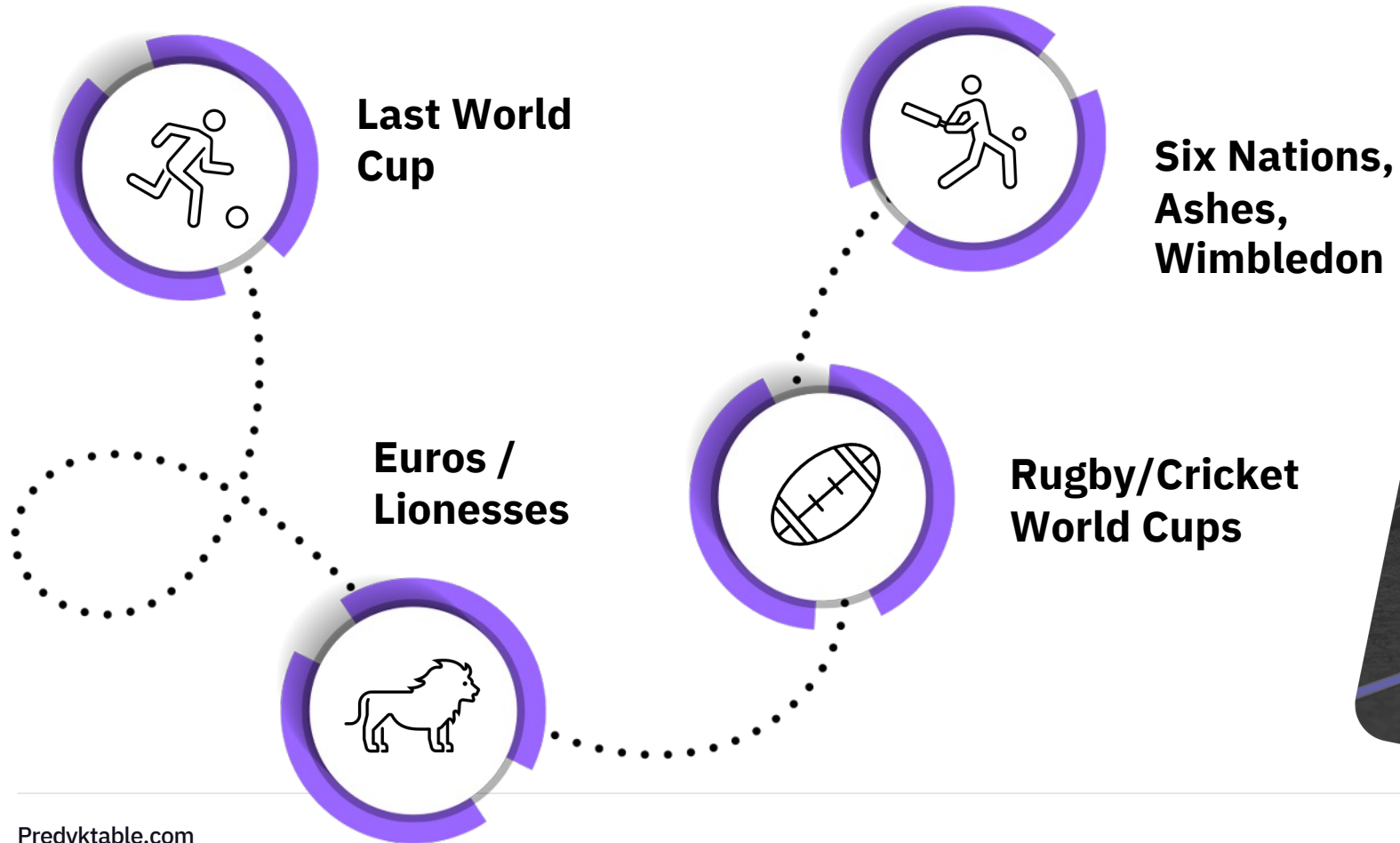
- Seasonality
- Days of the week
- World Economics
- World Events
- COVID



But this world cup is **different** right?



We use data from lots of different sporting events to understand customer behaviour.



Lets talk Bricks and Mortar

- Online demand is already a bit more advanced whilst being more generalised.
- Regional demand has perhaps a larger cost impact and more event driven.



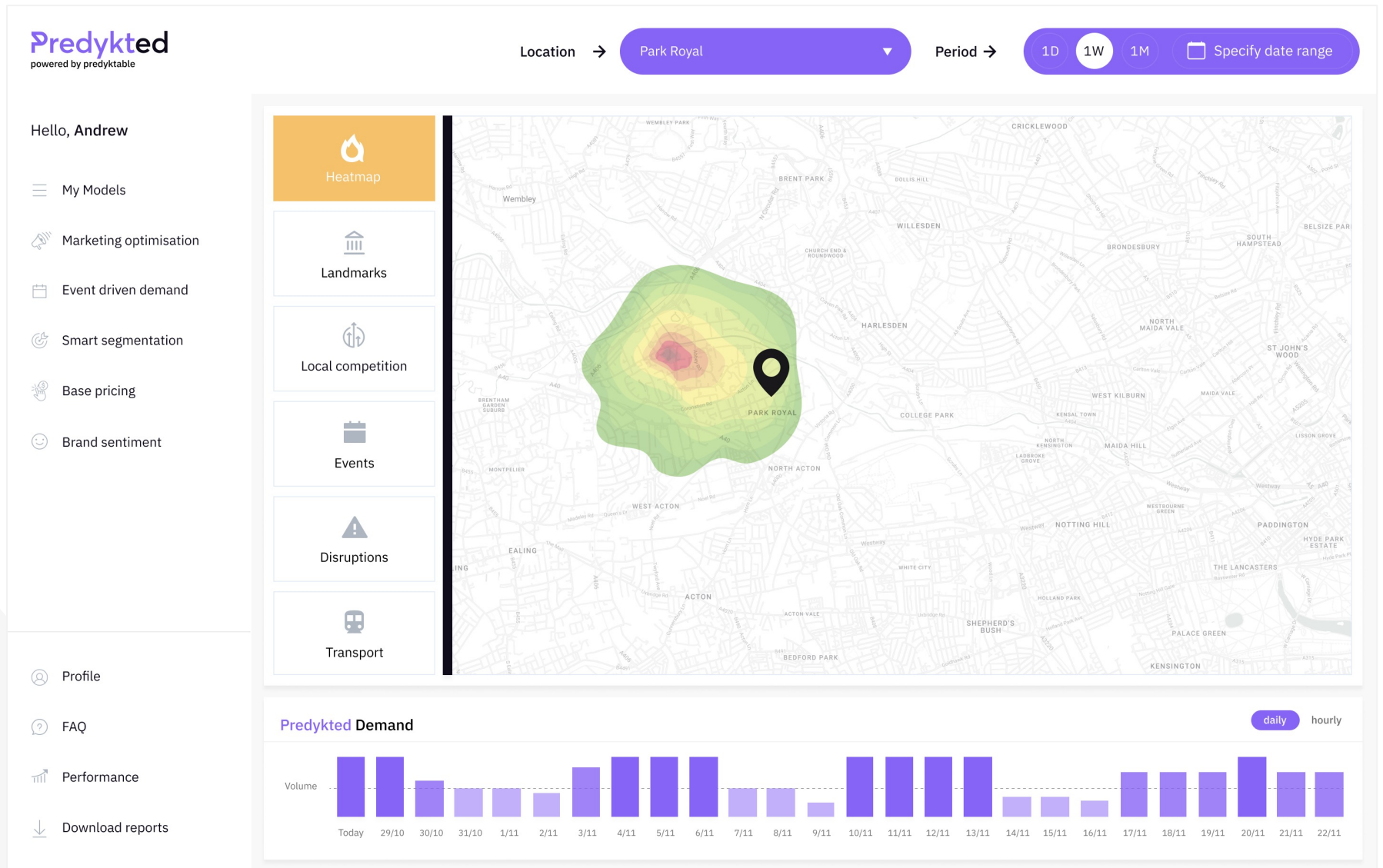
What is unique about my area?

Store Locations

The screenshot displays the Predykted web application interface. At the top left, the logo reads "Predykted powered by predyktable". The user is logged in as "Hello, Andrew". The main navigation menu on the left includes: My Models, Marketing optimisation, Event driven demand, Smart segmentation, Base pricing, and Brand sentiment. A secondary menu at the bottom left includes: Profile, FAQ, Performance, and Download reports. The top right navigation shows "Location" set to "Park Royal" and "Period" set to "1W" (1 Week). The central area features a heatmap with a sidebar of filters: Heatmap, Landmarks (selected), Local competition, Events, Disruptions, and Transport. The heatmap shows a map of the Park Royal area with several location pins. Below the map is a "Predykted Demand" bar chart showing daily volume from "Today" to "22/11". The chart has a "daily" filter selected and shows a fluctuating volume of demand over the period.

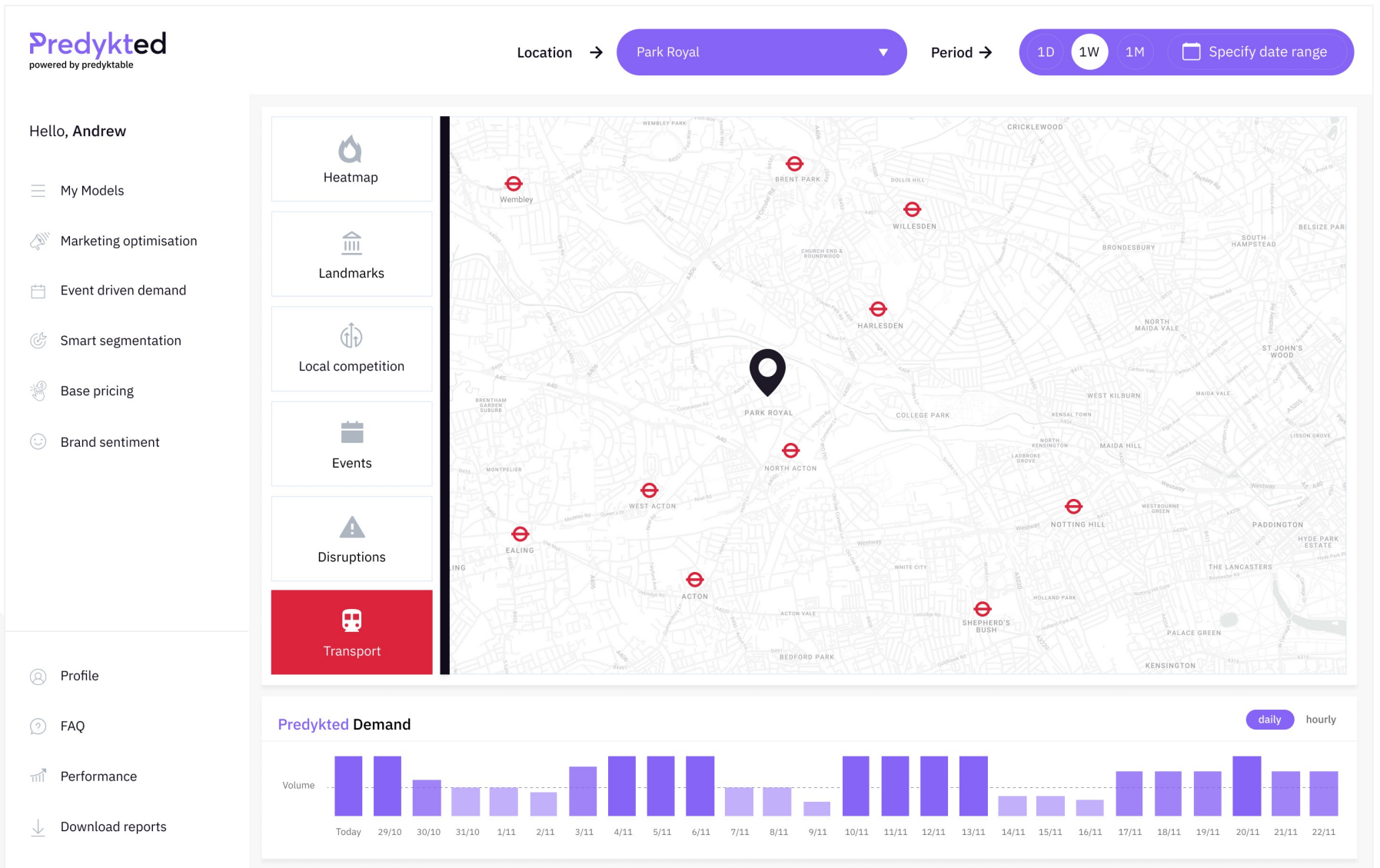
What is unique about my area?

Entertainment
Density
(Pubs/Sports
Bars)



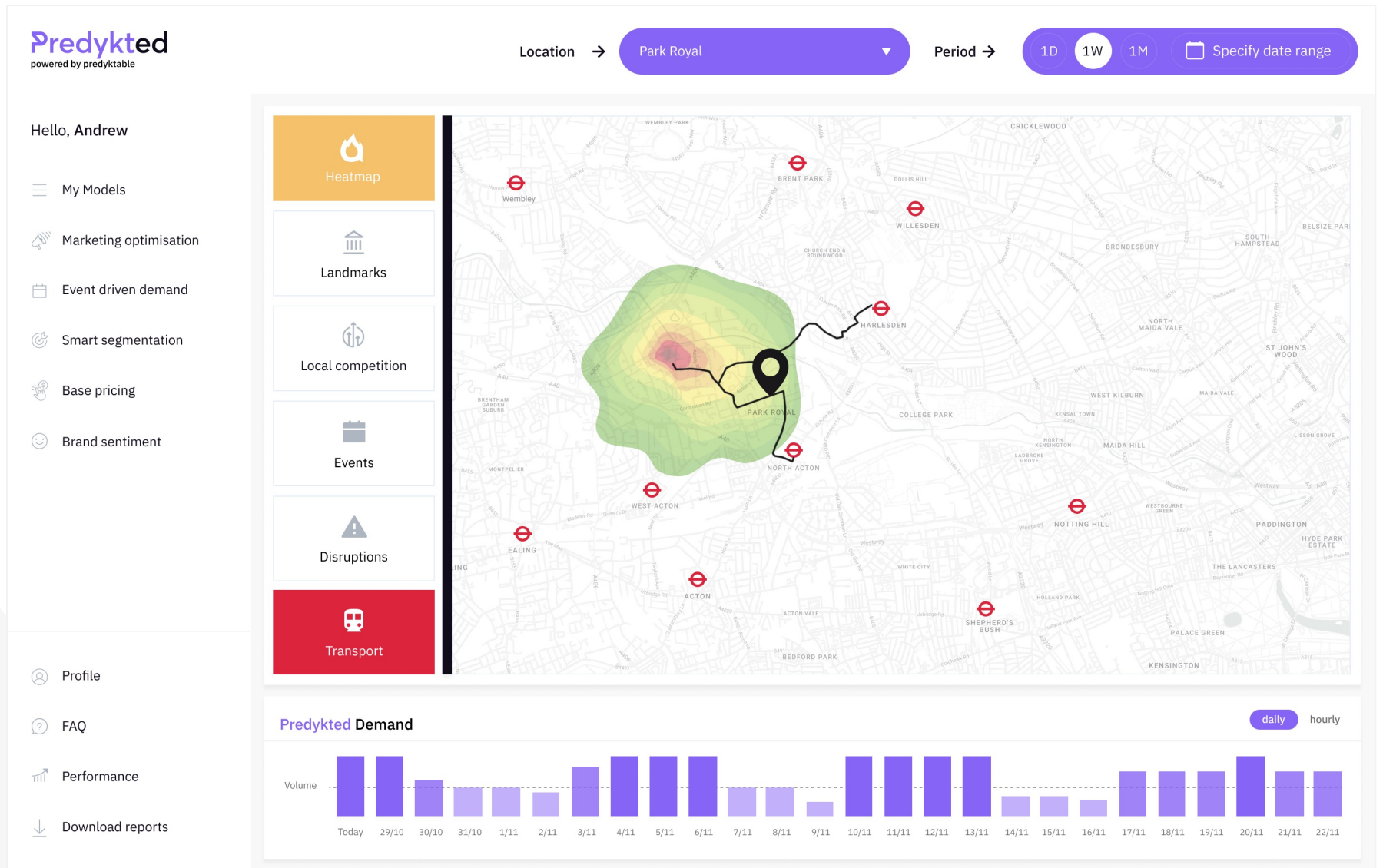
What is unique about my area?

Local Transport
Hubs



What is unique about my area?

Walking Routes



What does this tell me about my customer?

- Different customers for matches for different countries?
- Big neutral games vs home England games
- Countries with stronger national sporting identity, combination with age combined with unique retail behaviour – SE Asia

So, I can forecast better...
So what?



Recommend **initial demand** for new product lines to avoid under or overstocking.



Recommend **future supply chain order adjustments** based on future demand fluctuation to reduce waste, markdowns and loss opportunities.

Optimise on hand inventory based on demand profile to maximise profit.

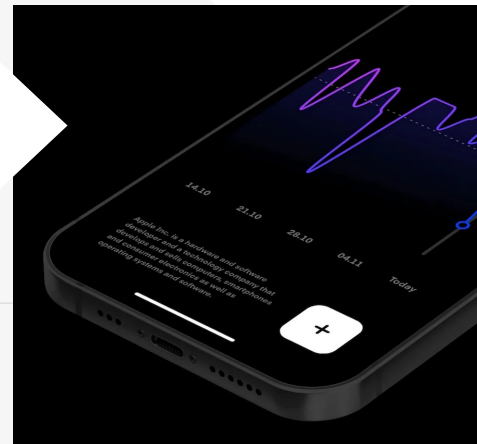
We know what demand we are expecting which will be vastly different to the on-hand inventory.

We could however recommend a “best-fit” inventory distribution on quantity on-hand.



Recommend **future sales forecasts by store** to increase better staffing rotas creating ROI on labour demand.

By forecasting into the future, we give **supply chain** the best chance to get initial ordering quantities correct given the lead-times so products will have.



Influence shape of Demand. Targeting segmentation and promotional activities to increase up-sell and cross-sell opportunities and customer retention.



Say hello to **Predyktable**

We don't do data analytics like the rest

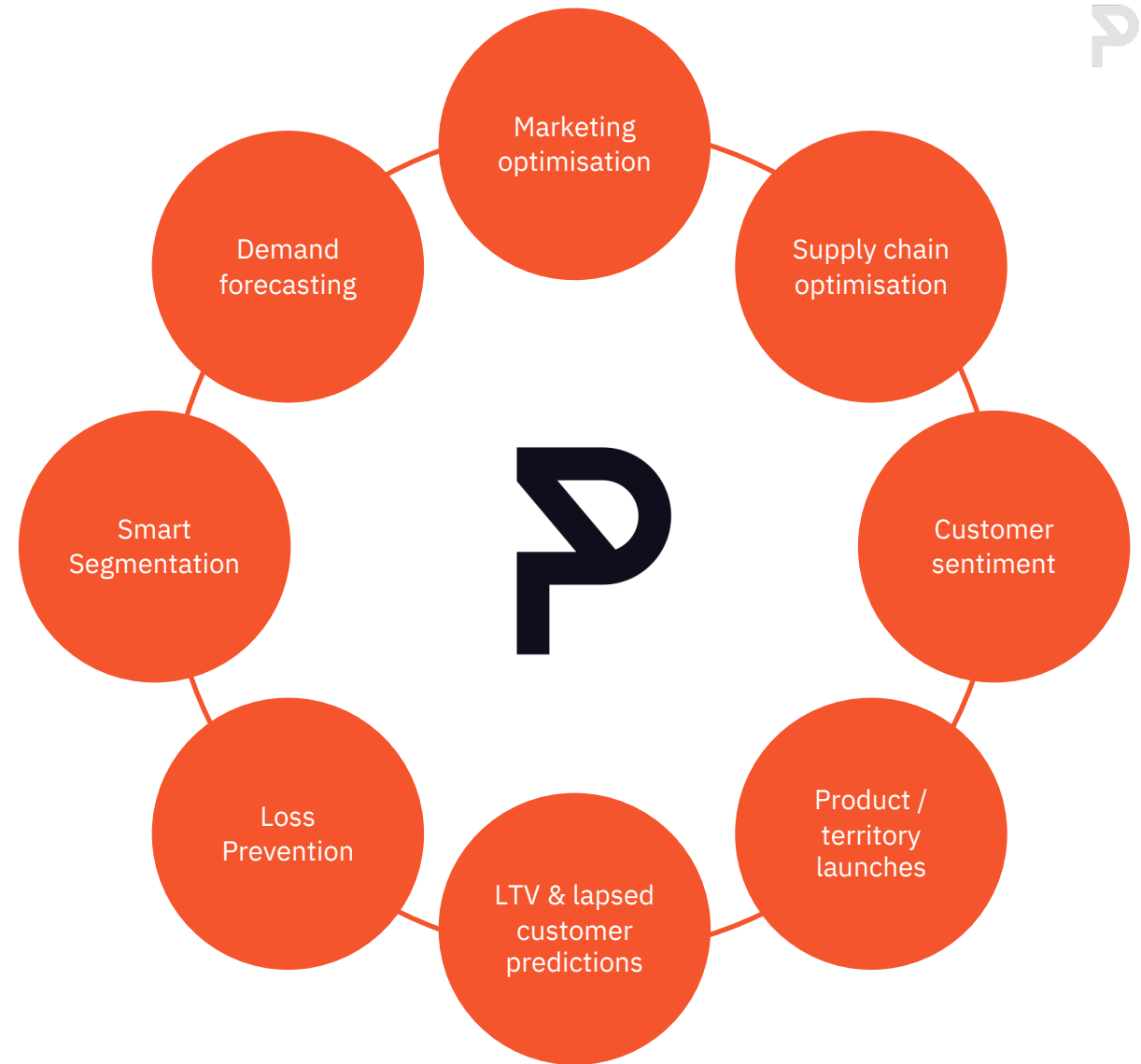
We're advancing prescriptive data analytics to **minimise** business **uncertainty** by equipping retail and hospitality professionals with the most **accurate foresight** recommending the most **profitable** future **actions**.



Unlock the power of prediction

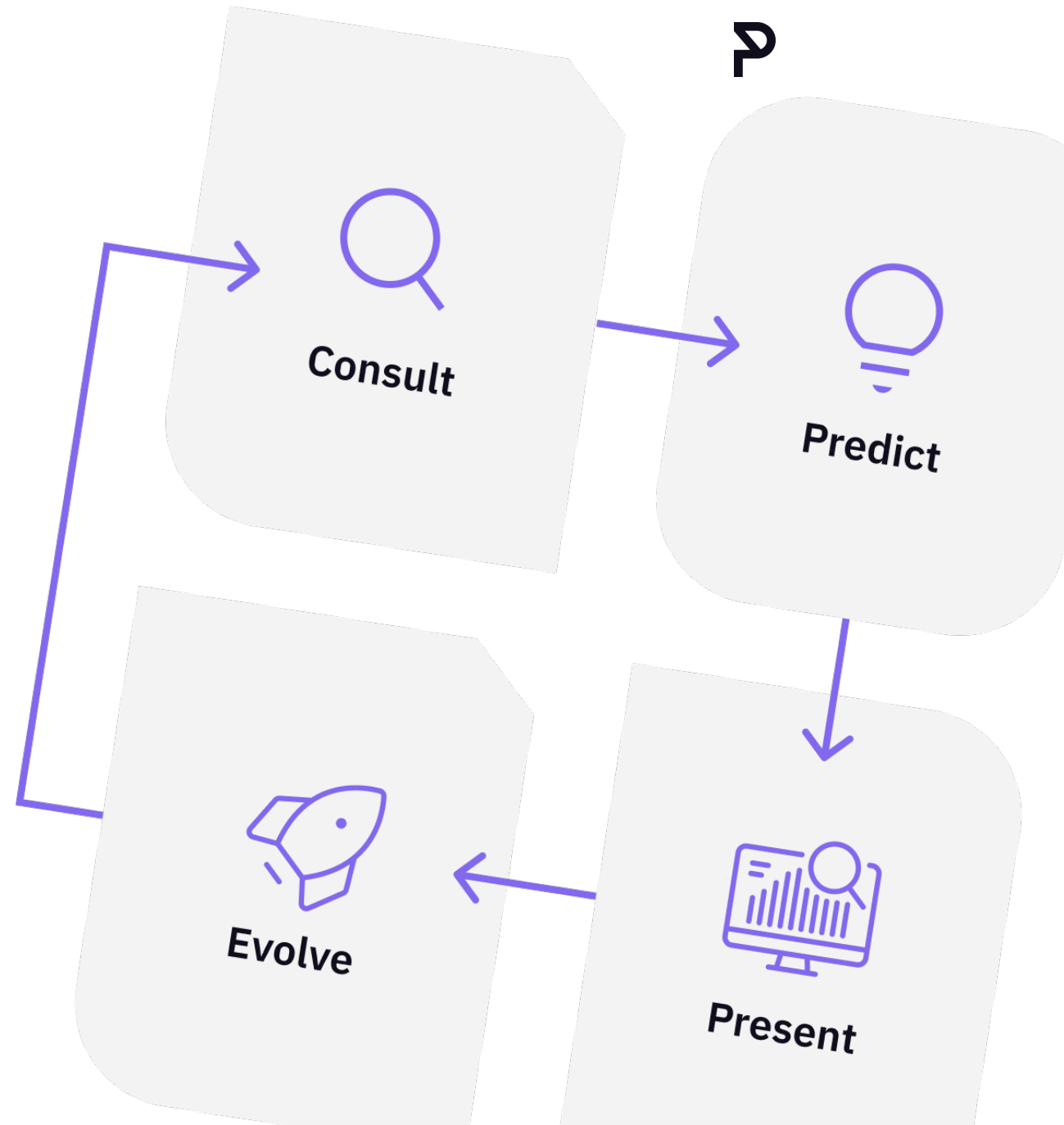
with some of our top
prescriptive models

All of our models aggregate data from a wider range of external sources as well as our own sector specific data, they are enriched to provide greater accuracy and depth to our foresight, so our recommendations keep getting better. **Everyone wins.**



Fully managed service

Because to really deliver, it must be a journey, not a one-off or piecemeal exercise.



Thank you!



*Book a free evaluation
today!*

predyktable.com

