

## FLEXFORECASTING

# ACHIEVE CONSISTENTLY ACCURATE FORECASTS

MOVING BEYOND RUDIMENTARY  
FORECASTING



### Higher accuracy

Every business has unique variables, and our analysts take an investigative approach to understand your business



### Increased confidence

Confidence derived from consistent information for all decision makers across the organization



### Living forecast

In-depth reviews evaluate apparent and real outliers to adjust models



### Faster insights

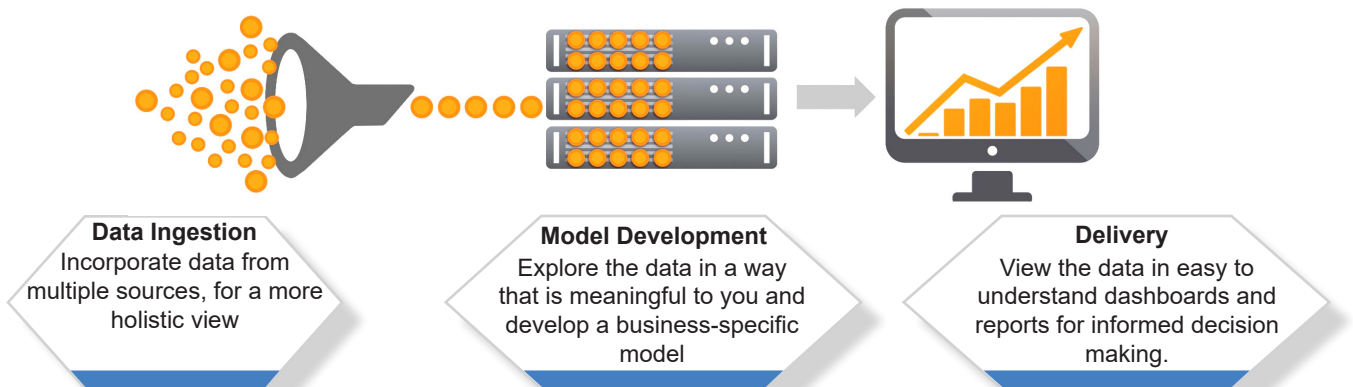
Quickly and easily identify root causes when KPIs miss benchmark

## WHY ECLERX DIGITAL

Clients who ask eClerx Digital for forecasting support are often using rudimentary forecasting methods that are inaccurate, lack the ability to adjust for unique variables, and make it difficult to identify causes when the forecast is incorrect. These inaccurate forecasts see profit loss due to ineffective decision-making and resource management. Conflict between division arise when differing agendas and forecasting approaches are applied.

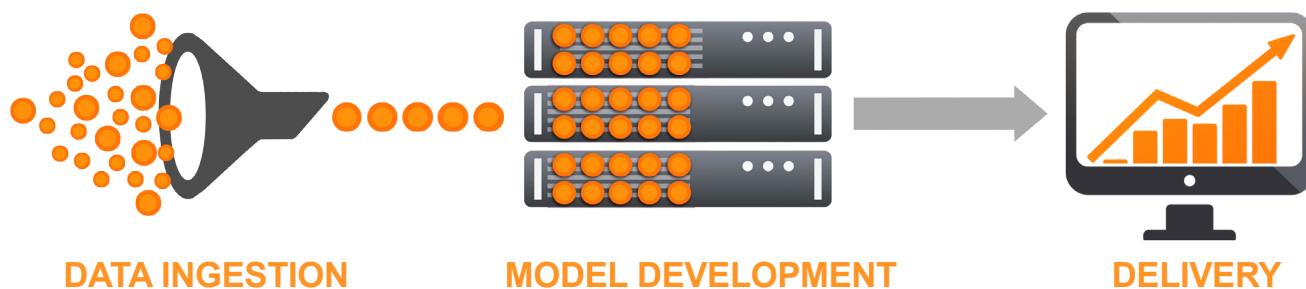
The FlexForecasting method is a guided approach that offers business leaders access to a consistently accurate forecast. Our analysts work hand-in-hand with clients to develop a customized end-to-end solution, so the forecast created at the beginning of the year is adjusted and improved as new information is recieved.

## A Guided Approach to Accurate Forecasting





## END-TO-END FLEXFORECASTING SOLUTION



- Historical transaction data
- Seasonal calendar and major events
- Promotion history and details
- Marcom spend and activity by channel
- Product information and prices
- Digital indicators, search index and virality rate

- Consultative exploratory analysis
- Intelligent variable selection
- Creation of model parameters
- Automated iteration and selection of best models
- Testing and cross-validation

- User-friendly front-end interface
- Simple display of complex predictions
- User controlled report parameters
- On-time delivery of periodic reports
- Performance analysis & insights

### ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

### CONTACT

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### CONNECT

