

DATA-INFORMED FORECAST FOR MOBILE PHONE SALES

**Global Wireless Carrier
Store Traffic Case Study**

Prevedere Inc. | An Intelligent Forecasting Company



Forecasting Mobile Phone Sales

Prevedere provided global data and predictive models to forecast phone sales, store traffic, and wireless tower demand with corporate sales and finance.



THE PROBLEM

Demand for products and categories are highly dynamic resulting in missed forecasts and revenue targets. Finance and business leaders needed to create a more accurate forecast to minimize the impact on profits and extend cash runway.

Without an agile plan, the ability to allocate resources and optimize working capital is at tremendous risk.



THE CHALLENGE

Wireless Company Challenge

1. Identify product and geographic leading indicators for their phone sales
2. Identify optimal location for the next cellular towers
3. Work with Prevedere to identify leading external drivers
4. Create forecasts to incorporate into the planning process and inform sales and finance
 - maximize visibility in future headwinds
 - reduce risk
 - plan for success





THE STRATEGY

Partner with Prevedere to build forecast

1. Prevedere's global data and AI/ML solution identified leading indicators in days
2. The company provided their industry and market insights to incorporate into Prevedere forecast models
3. Prevedere built and tested forecast and econometric scenarios then provided executive insights to their Leadership Teams

THE PROCESS

**Billions of calculations, millions of potential signals,
and thousands of models built and tested**

Some highly predictive leading indicators were uncovered

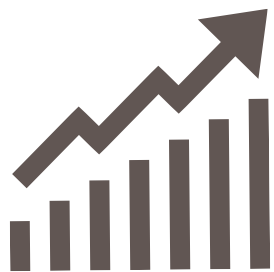
- All Employees: Financial Activities
- Average Hourly Earnings: Manufacturing
- Home Price Sales Pair Counts
- Vehicle Miles Traveled
- New Privately Owned Housing Units
- Consumer Purchase Intent: Females 18-24
- Consumer Sentiment Index



THE RESULT

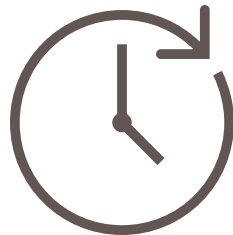
Forecast models were created for sales by city and region that improved their forecast accuracy and optimized inventory

Company saw:



97.9%

Average 12-month
forecast accuracy across
products and regions



50%

Customer estimated
reduction in time to
hunt & gather data



\$6M

In inventory savings by
having the right devices
at the right store



CONCLUSION

A data-driven strategy allows for timely and highly valuable insight during unprecedented times

Business leaders now create more accurate forecasts for future results by leveraging Prevedere.

This company took the opportunity to partner with Prevedere to provide data-driven external insights into the planning process.

In just a few weeks, the leadership team was armed with forecasts that enabled them to increase revenue and decrease cost across their company.

A business meeting scene on a wooden table. A person's hands are visible, one holding a tablet and the other gesturing. In the foreground, a hand holds a pen over a document titled "Comparison of Competitors" which features line and bar charts. Several sticky notes are scattered on the table.

FOR MORE INFORMATION:

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