

# Intelligent Forecasting



**Accurate forecasts created automatically through machine learning and external signals**



## Opportunity

Companies are spending countless hours on manual planning. To stay competitive in today's world, finance departments need to create more accurate forecasts, and they need to do so in a faster and more cost effective way.



## Solution Description

Algorithms can collect large volumes of data from diverse sources, such as social media, online forums, surveys, and market reports. Using generative AI, this data can be used to gain valuable insights about markets, customers, competitors, and industry trends.

When exploring intelligent forecasting capabilities, there are five main components, spanning from design to deployment:

1. Source & store data
2. Select signals
3. Model results
4. Evaluation and integration of forecasts
5. Making analyses & conclusions



## Key Benefits

- Improve forecast accuracy
- Increase transparency
- Real-time, updated data streams allows for rolling forecasts