

## CASE STUDY

# How Pet Product validated the benefits of modern planning in a complex retail environment

Pilot project focused on demand planning, designed to validate time savings, data handling and planning scalability in a fast-growing retail organization.

**18-month**  
forecast

**1**  
data environment

emark



-  Czech Republic
-  Retail, distribution
-  2900+ employees

#### Use cases

-  Validation of time savings in the planning process
-  Demand planning at product (SKU) level

#### Technologies used

Inphinity Forms  
Qlik Sense

## Problem

Pet Product's original planning process relied on manually collecting data from several systems and reports. Forecasts were prepared up to 12 months ahead, and the process was time-consuming, difficult to repeat and not very flexible. The company's rapid growth, including the opening of 25 new stores per year, called for a more flexible and data-driven approach.

## Solution

We designed a pilot demand planning solution that unified data and enabled forecasting directly within the planning environment. The project validated time savings, an extended planning horizon and the solution's scalability in a fast-growing retail environment.

### Before

-  Manual work with spreadsheets and partial reports
-  Separate data views across teams
-  Highly time-consuming planning process
-  Forecast limited to 12 months

### After

-  Data unified in a single analytics environment
-  Better visibility into data across countries and categories
-  Validated potential for time savings in planning
-  Forecast extended up to 18 months



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## Solution

-  Demand planning at SKU level
-  Forecasting with a horizon of up to 18 months
-  Automating rules for planning and forecasting
-  Better visibility into data across countries and categories
-  Unifying data from multiple sources into one environment
-  Validating time savings and the scalability of the planning process
-  The pilot project successfully validated both the technical and data functionality of the solution. However, a subsequent change in the organizational structure and management of logistics processes led to a reassessment of priorities and the decision not to continue further development of the solution.

Planning used to mean collecting data from several sources and constantly comparing them. In the pilot solution, we validated that unifying data and automating rules can significantly simplify the entire process.

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Demand Planning



# Are you considering how to make planning more efficient without taking on major risk?

Let's explore how a pilot project can validate the benefits in your organization as well.



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