

CASE STUDY

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

A pilot project for business and demand planning, designed to validate time savings, data handling, and the scalability of planning in a fast-growing retail organization.

18-month
forecast

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data environment

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- 📍 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 was based on the manual collection of data from several systems and reports. Forecasts were prepared no more than 12 months ahead, and the process was time-consuming, difficult to repeat, and lacked flexibility.

The company's rapid growth, including the opening of 25 new stores in a single year, created the need for a more flexible and data-reliable approach.

Solution

We designed a pilot demand planning solution that unified the data and enabled forecasts to be created directly in the analytics tool. The project validated time savings, an extended planning horizon, and the solution's readiness to scale 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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- 🕒 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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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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