

Getting from manual to algorithmic forecasting

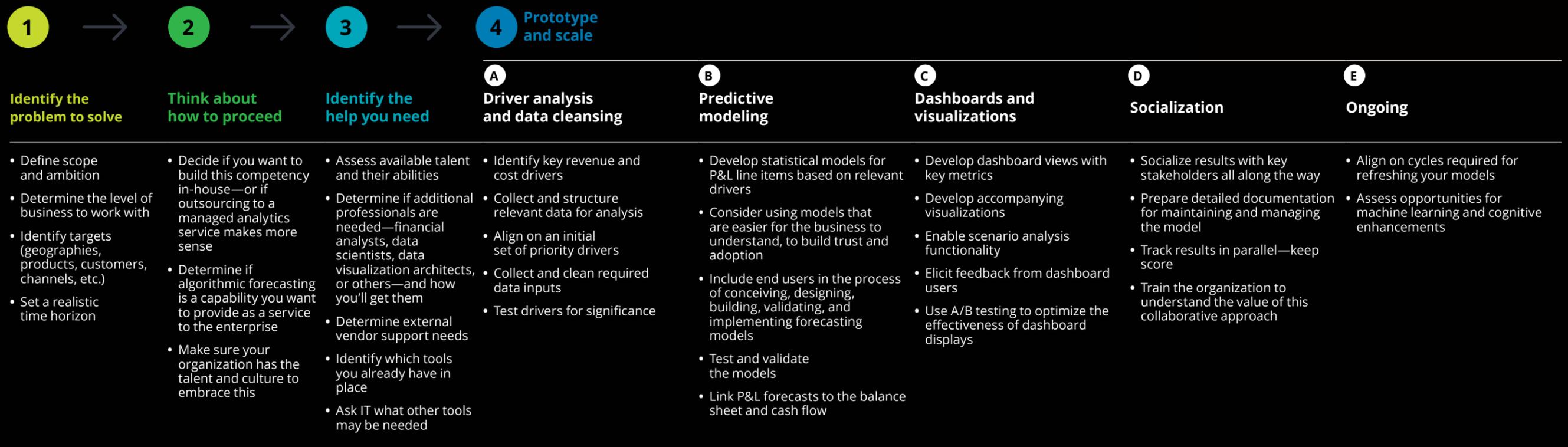
It's 7:00 a.m., and you're thinking about the day ahead. By noon, you have to settle on a forecast about how your business will perform over the next quarter. And at 2:00 p.m., you need to tell that story to a dozen board members on a conference call.

In the past, your forecasting team would be pulling all-nighters for days before your meeting. They'd be grinding through spreadsheets, calculating growth percentages, chasing down anomalies, and drinking way too much coffee. That was then.

Today, your forecasting function is a well-oiled machine, with more than 80 percent of the work happening automatically. Every piece of financial data you could want is available on your tablet. All you have to do is ask—literally. Display the impact on profits if the cost of steel goes up 20 percent in the next month. You can drill down, roll up, set aside exceptions, and run a dozen more scenarios before your conference call. And you can do it all without an army of analysts scrambling to help.

Wondering how that could become a reality?

Every company will make its own unique journey from its current approach to planning and forecasting to an improved approach. That said, there are some things you'll want to consider on your path forward.



Most clients we work with don't attempt a wholesale change to their forecasting approach from the beginning. Instead, they select a part of their business or a specific revenue, product, or cost element to use as a pilot or proof of concept. They often run algorithmic forecasting parallel to their human-centric forecast for a period to compare accuracy and effort.

Want to learn more? Read our guide, *Forecasting in a digital world*: [Deloitte.com/us/forecasting](https://deloitte.com/us/forecasting)

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