

Success Stories

New Product Launch Tool for Jetson, a top light-mobility manufacturer in USA

New product demand ramp up is always a challenge to predict. We leveraged Jetson's deep knowledge in previous launches and mimicked it into a set of attributes that are inputs to the decision-making process.

Features like month of launch, type and characteristics of the product, and the main retailer channel were some of the attributes considered.

— Insights



Month of the year as the prime feature enables us to reflect seasonality and channel trends into the forecast and the data driven decision making



Main retail channel and products attributes are additional specs that bring detail and differentiation to the model



Analytical Model to Forecast New Products Demand

