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### Crystal Ball 2.0 The State of Retail Demand Forecasting

RETAILERS' BUSINESSES HAVE GROWN MORE COMPLEX AND MORE GRANULAR AT THE SAME TIME – MORE CHANNELS, FRAGMENTATION OF CUSTOMER SEGMENTS, MORE PRODUCTS, MORE INFORMATION THAT CAN CONTRIBUTE TO DEMAND SIGNALS. SO, WHILE RETAILERS' DEMAND FORECASTING CAPABILITIES HAVE GROWN MORE SOPHISTICATED, THEY HAVE ALSO, UP UNTIL NOW, REMAINED SILOED WITHIN PRIMARILY MERCHANDISING AND SUPPLY CHAIN

