

Yield Forecasting

Main points

Get the right **metrics**

Get the most out of your **team**

Get the most out of your **data**

Does this ever happen...



Mr. Retailer, next week's crop will be a big one. Fantastic quality of course.

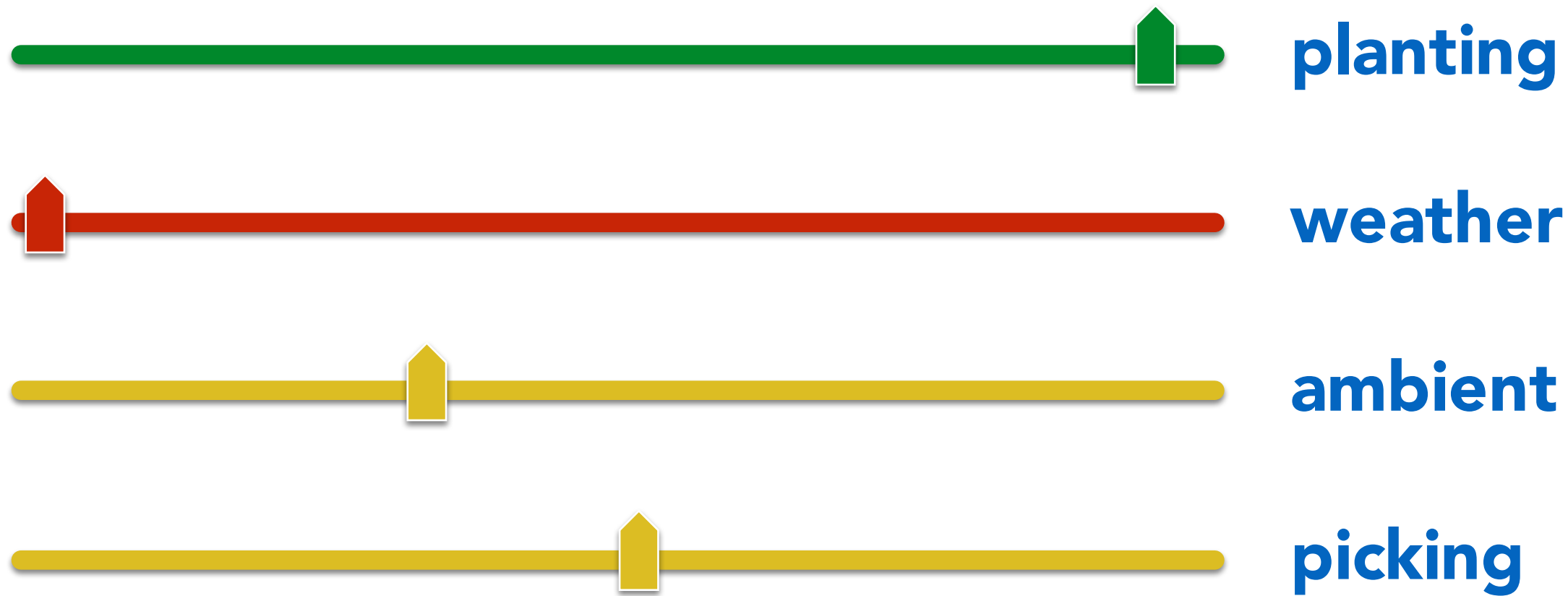
We will invest in marketing support to entice the shopper: special placement, magazine inserts and a price promotion.



Mr. Retailer,

I'm afraid we cannot fill that order...

Degree of control



Technology can help

1. Control forecast accuracy
2. Shift time from analysis to action
3. Predictive models

Metrics

MAPE

Mean Absolute Percentage Error shows how far the forecast is from reality.

$$\frac{1}{n} \sum_{t=1}^n \left| \frac{A_t - F_t}{A_t} \right|$$

Several versions available. Weighted MAPE is our recommendation for fruit production.

Bias

Bias shows the tendency to under- or over-forecast.

$$\frac{\frac{1}{n} \sum_{t=1}^n (F_t)}{A} - 1$$

Benchmarks

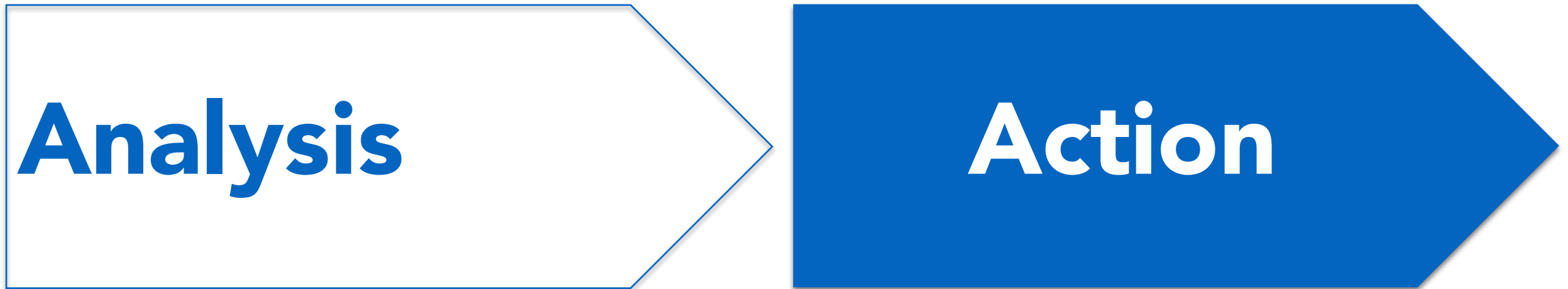
Recommended starting point: FMCG thresholds

- ✓ MAPE < 20%
- ✓ Bias -5% to +5%

Company-specific adjustments, e.g.

- Wider MAPE band
- Higher penalty for over forecast (Bias -7% to +3%)

Team Time



For a demo of the Fresh4Cast system, please contact:

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