

Sales Forecasting for upcoming years



Impact



**Improved
Model
Accuracy**



**Reduced
time and
effort**



**Automation
with
Improved
Efficiency**

Methods

PROPHET

Prophet

Develop a model that gives fast and accurate sales predictions for future years with no/less manual intervention

- Client, an American insurance company, is the largest provider of supplemental insurance in the US providing financial protection to more than 50 million people worldwide.
- Client has been facing problems in forecasting sales of its insurance products across various business sales segments for upcoming years.
- Quantiphi developed a one stop automated solution based on time series forecasting model leveraging Prophet package to forecast the sales. Seasonality based patterns were analyzed for historical data and embedded inside.

Challenges

- Highly inconsistent trends in data for some sales segments
- Fully automated model enabling tweaks as per user inputs

Result

- Faster and more accurate predictions of sales for each business sales segments at most granular levels