Artificial Intelligence Case Study

Direction Software LLP developed a solution to pinpoint high-performing & low-performing products across diverse product lines through a customized iteration of the **ANN-based** demand-potential forecast solution

Solution Implemented for

An internationally successful fashion company reaching more than 35 Million customers in 30 countries.

Business / IT Challenge

Buying solution that identifies top and flop products across multiple product-lines.

- Inability to scale internationally for additional product launches
- Lack of agility in identifying top/flop products
- Inability to identify top/flop products for respective regions

Solution

- Uses a modified version of the ANN-based demand-potential forecast solution

Technology

- Python, Deep-Learning, GluonTS, Keras, ANN, FB Prophet, Google TFT, Mlflow, Apache Airflow

Benefits

- Ensures the optimized allocation of budgets for the corresponding products & categories
- Timely and efficient identification of top products for each region, augmenting decision-making process for the client
- Improve the efficiency of inventory and reduced storage costs by determining the optimal inventory for each product
- Optimizing reorder points and stock levels to minimize costs and avoid inventory shortages

About Direction Software LLP

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.

DIRECTION
Software LLP