FROM CRYSTAL GAZING TO WAVECAST

Forecasting decision support system for the new normal

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Wavemaker

HOW WE PLAN FOR THE FUTURE IN NORMAL LIFE

PANDEMIC HAS HEIGHTENED

UNCERTAINTY

TWO BIG QUESTIONS

A

What's going on

NOW

B

What happens

NEXT

MEDIA

THREE BIGGEST AREAS OF CONCERN

1. (my) Consumer
2. (my) Category
3. (my) Brand

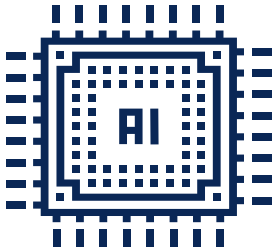
WAVECAST

NEW DSS TO PREDICT AND ANALYZE LEADING INDICATORS AND SALES

MEDIA

WAVECAST:
1-2-3 DECISION SUPPORT SYSTEM

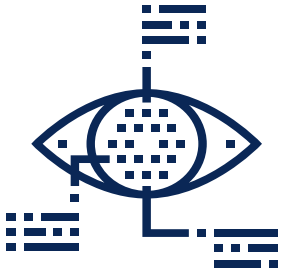
1



EARLY TRACKING

2

FORWARD LOOKING INSIGHT



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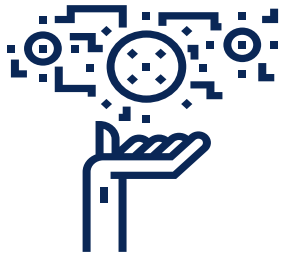
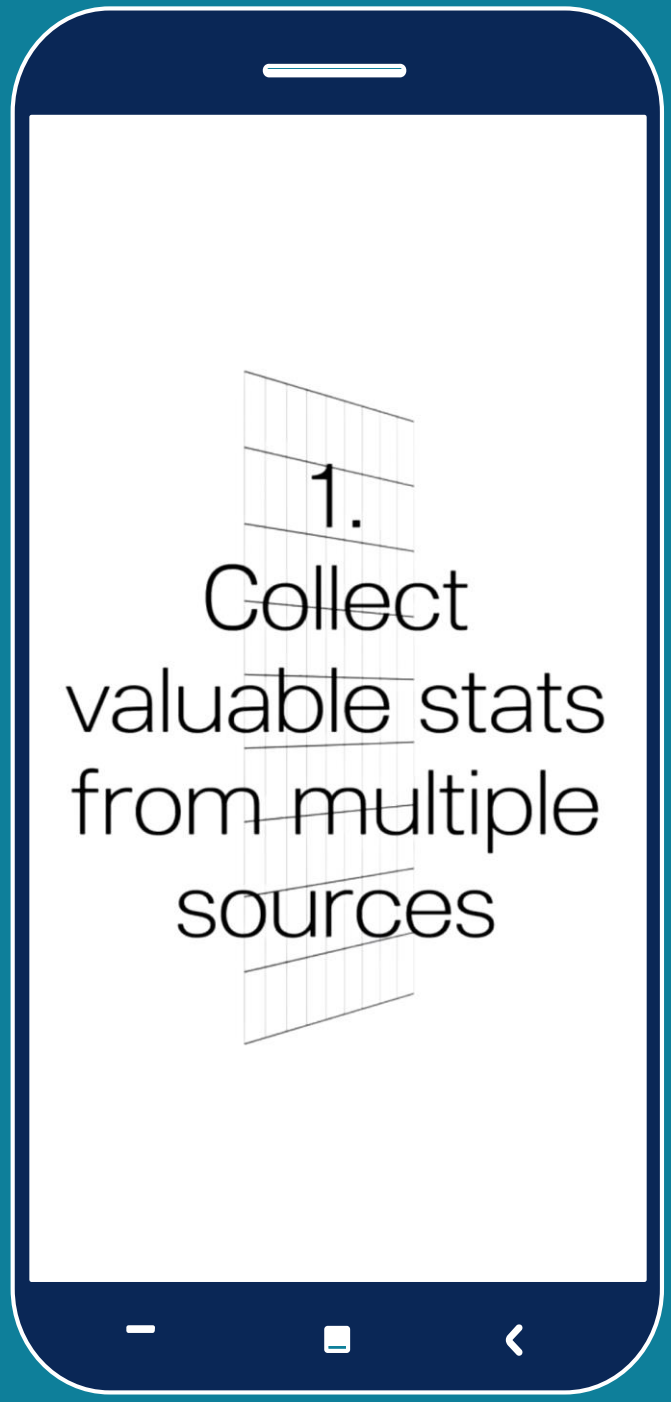


SCENARIO PLANNING

MEDIA

HOW IT TRACKS: WHAT'S GOING ON NOW

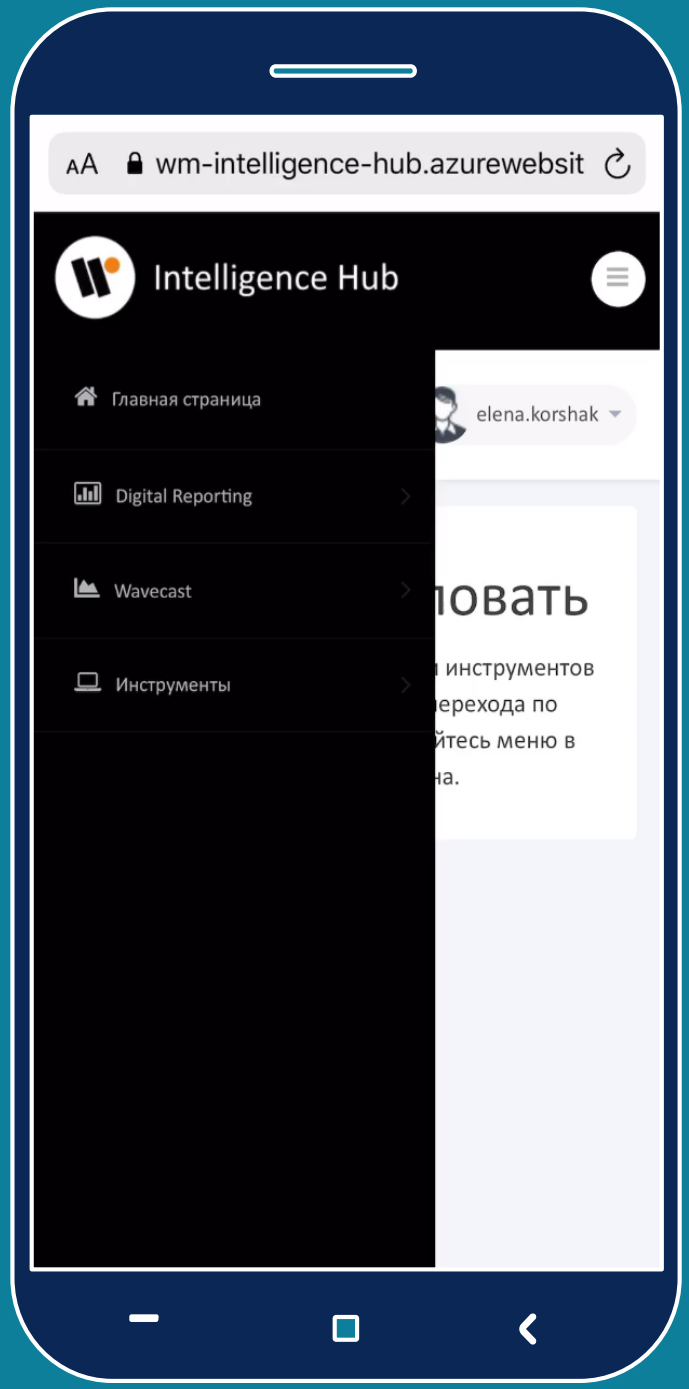
- **Unstructured data** collection
- Ongoing **AI based prediction** of the most impactful factors
- Rolling tracking of **meaningful indicators**



MEDIA

HOW IT FORECASTS: WHAT HAPPENS NEXT

- **Short & Mid-term forecasting** of key indicators with weekly update
- **Ensemble of computer models** statistical and neural network
- **Intervention analysis**
- **Trend decomposition (θ modeling)**

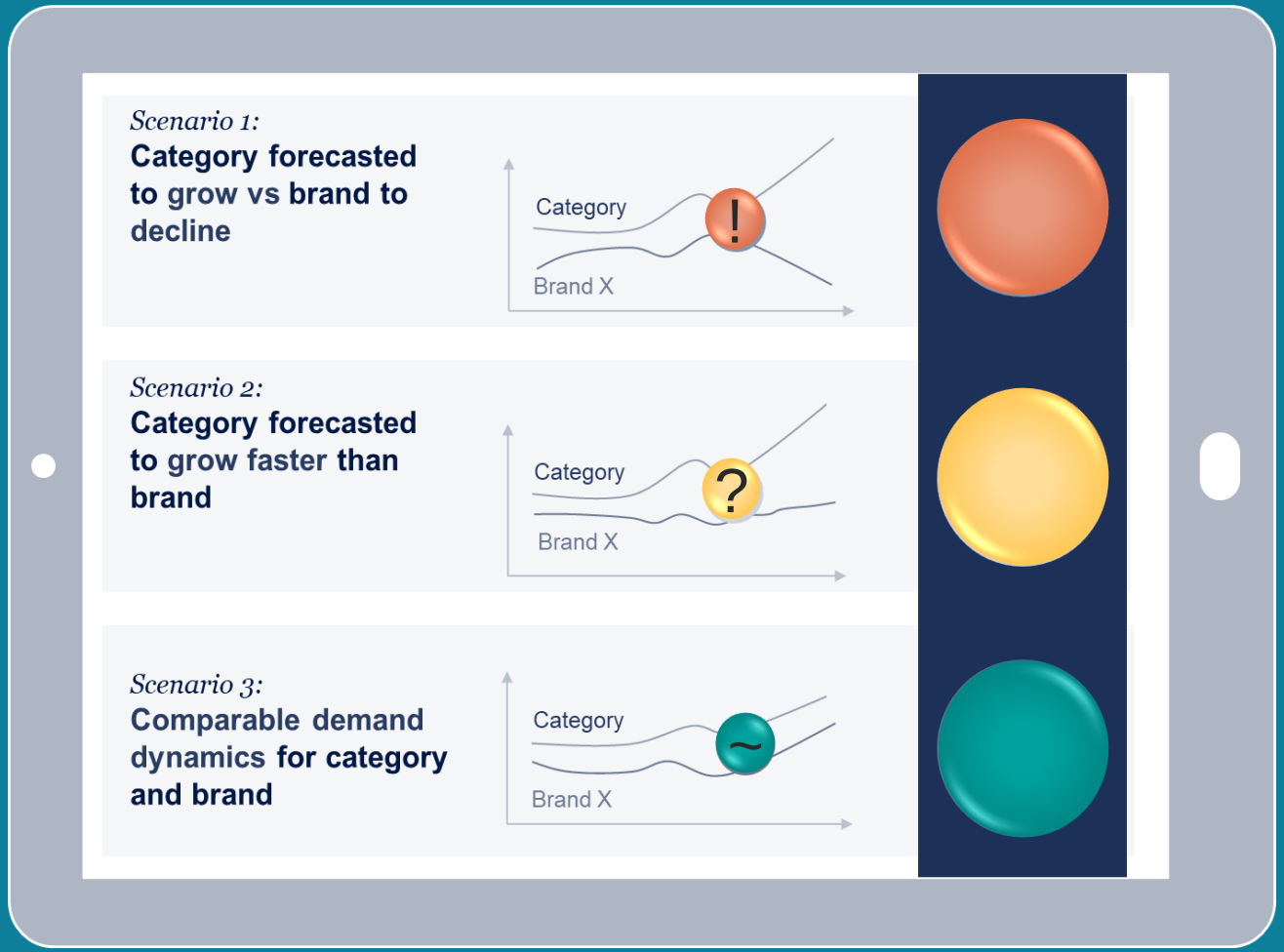


MEDIA

HOW IT HELPS DECISION MAKING: SCENARIO PLANNING

- **ALERT** to immediate opportunity and risk in customer acquisition or retention

- **STOP-KEEP-START** scenarios evaluation through decision trees



MEDIA

WAVECAST STRENGTH

1

OUTPUT

FORECASTS HIGH ACCURACY

> 65%

2

OUTTAKES

SCENARIO

- Branding
- BrandFormance
- Sales performance

3

OUTCOMES

DOUBLE DIGIT

MEDIA BUDGET OPTIMIZATION

END-2-END OFFER

GROW FEARLESS

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QUESTIONS?

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