POLESTAR

CPG/ Retail

Enhancing Supply Chain Visibility with a Data-Driven Control Tower

Problem Statement

Our client, a leading consumer durable company, was facing challenges in managing supply chain.

With operations spanning 20 geographies, they had access to vast amounts of data, but struggled with visibility, decision-making, and operational agility.

They sought a solution that could centralize and streamline their supply chain operations.

Challenges

- **Fragmented Supply Chain Visibility** made it difficult to detect disruptions, and respond to changes in demand and supply
- **Inefficient Demand and Inventory** resulting in frequent stockouts and overstock situations
- **Slow Decision-Making Process** leading to slower response times and missed opportunities to optimize costs and performance.

Solution Overview

Our team implemented a Supply Chain Control Tower, powered by AI, to provide the client with end-to-end visibility and operational control. The solution focused on three core areas:

1. **Real-Time Supply Chain Visibility**
2. **Demand and Inventory Optimization**
3. **Decision Support and Predictive Analytics**

Real-Time Supply Chain Visibility

By integrating data from multiple sources—including production, inventory, logistics, and sales—the Control Tower provided a unified view of the entire supply chain.

This real-time dashboard allowed the client to monitor key performance indicators (KPIs) such as inventory levels, shipment statuses, and demand forecasts, enabling proactive management of potential disruptions and delays.

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Demand and Inventory Optimization

Using **machine learning** algorithms, the Control Tower analyzed **historical sales data, seasonality, and market trends** to improve demand forecasting accuracy.

The system also optimized **inventory levels** across warehouses, ensuring the right products were available at the right locations. This prevented stockouts and minimized excess inventory, improving both **availability and working capital** efficiency.

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Decision Support and Predictive Analytics

The Control Tower leveraged AI-powered **predictive analytics** to simulate various supply chain **scenarios.**

This allowed the client to assess the impact of changes in demand, supplier disruptions, or logistics delays in real time.

The system provided actionable insights, enabling faster and more informed decision-making, from sourcing strategies to production planning.

Business Impact

Improved Business Outcomes:

Logistics Costs	→	6% Improvement ↘
Supply chain Related Stockouts	→	7% Lesser ↘
Inventory Costs	→	13% Reduction ↘

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