

CPG - Alcoholic Beverages

Optimizing Long-Term Liquid Planning for an Alcoholic Beverage Giant



Problem Statement

Complex Demand Forecasting: Uphill task to accurately forecast long-term demand for its diverse whisky portfolio, each with unique aging requirements.

Inventory Optimization Ensuring that stock levels were perfectly balanced to avoid stockouts, given the long lead times required for whisky maturation.

Operational Bottlenecks The manual processes involved in long-term planning often led to delays in production and distribution.

On top of that due to marking in phygital world, tracking the identity of the consumer base became a hurdle.

This resulted in inconsistent interactions, reduced customer satisfaction, and **missed opportunities for increased sales.**



Solution Overview

To address these challenges, we implemented a data-backed approach focused on creating a Single View of Customer inventory. Our **Scotch long-term planning** based on Anaplan eased multiple difficulties at the customer end:

► Granular Stock Analytics

Deep insights into inventory levels across various categories such as age, wood profile, malt type, and warehouse location allowed the client to precisely monitor and manage its stock, ensuring optimal maturation and availability.

► Dynamic Demand Forecasting

Integrating advanced analytics with historical sales and market data, the solution could dynamically forecast demand for each SKU. This was crucial in reducing the risk of both overproduction and stock shortages.

► Compliance and Traceability

Ensuring compliance with industry regulations, the solution enabled client to trace each batch of whisky throughout its lifecycle - crucial for maintaining quality and meeting regulatory requirements.

► Recipe Optimization

The solution included tools for optimizing recipes based on stock availability and demand forecasts. The client could adjust the proportions of different malts and grains, ensuring that the final product met both quality standards and market expectations.



Business Impact

Improved Business Outcomes:

✓ Long-term demand projections accuracy → Increased by 23.8% 

✓ Inventory efficiency → 20% increase in utilization efficiency of warehousing capacity 

✓ Faster time-to-market → Adjust recipes 55% faster in response to market trends 

✓ Excess inventory → Reduction by 13% - leading to a 99.8% fulfillment rate 



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