

*Foresight and Forecasting Analytics* is our central analytical platform, underpinning most of 4i solutions. We offer a broad range of forecasting and foresight analytics addressing an entire spectrum of related client's issues from strategic growth to new product launches and capacity planning

## 4i Forecasting Solutions

Solution	Long Range Forecast	Medium Range Forecast	Short Term Forecast	New Product Forecast
<b>Business Issues Addressed</b>	Strategic Growth	Execution Decisions, SOP	Capacity Planning, Supply Chain Orders	New Product Launches
<b>Time Horizon</b>	3-5 years	12-24 months	3-12 months	12 – 24 months
<b>Additional Forecast Views</b>	Markets, Regions, Accounts, , Channels	Market /Region/ Account, Channels	Market/Channel/ Account	Market Level
<b>Additional Consumer Views Available</b>	Consumer Segments, Consumer Need States	N/A	N/A	N/A
<b>Forecasted Aggregations</b>	Category /Segments/ Brand	Category /Segments/ Brand/ Sub-Brand/SKU	Brand/ Sub-Brand/SKU	Brand or Brand Extension , SKU
<b>Variables and Drivers Included in the forecast</b>	Multiple Market Drivers External + detailed future driver analysis and modeling	External and Internal drivers – detailed analysis to identify key drivers	Mostly Internal – highly dynamic external and all internal	Market drivers, concept description/attributes, scores if available, execution variables
<b>Additional Tools</b>	Decomposition, Simulation	Decomposition, Simulation	Decomposition, Simulation	Simulation