Session Title: Your Hands-On Forecasting Remix: From Intuition to GenAI – See Tomorrow Differently.

Session Description:
Forecasting in supply chains has come a long way—from gut feelings and simple trendlines to the cutting-edge precision of today's AI-powered predictions. In the early days, it was all about manual methods, with demand projections drawn from past sales and a little judgement. But as supply chains grew more complex, statistical models that captured trends and seasonality stepped in to offer better accuracy.

Fast forward to now, where the emergence of machine learning and GenAI have dramatically transformed the art of the possible. These approaches don't just crunch numbers—they analyze massive datasets, spot hidden patterns, and get smarter over time. So, should we ditch the old methods and fully embrace the new? Not so fast.

When was the last time you considered whether your forecasting approaches are truly the best fit for your industry, business needs, or the decisions they drive? Where do you even begin? By getting hands-on and educating yourself of course!

Join us as we dive into supply chain forecasting head-on. We will roll up our sleeves and build models with cutting-edge science and technology (no coding required). Through interactive exercises and engaging discussions, you'll explore how innovation is reshaping the way we predict the future and drive better outcomes. By comparing the strengths and weaknesses of various methods, you'll leave with a clear vision of how to empower your team to thrive in a future fueled by AI.

Key Takeaways will be:
- Familiarize yourself with potential ways to boost forecast performance using the latest advancements in science and technology.
- Explore innovative ways to factor in forecast uncertainty, helping you better manage risks in your supply chain.
- Uncover how today's tech can be leveraged to handle the proliferation of products, channels, and customers.

Moderator:
Sara Hoormann, Head of GTM, **Lyric**