

# Syrup's Forecast **Outperforms** Industry-Leading Alternatives



Our AI-powered demand forecasts are granular to the SKU-store level, providing planners, allocators, and buyers the data they need to make **revenue-increasing inventory decisions**.

## Head to Head #1 — Leading Retailer's Internal Solution

### Competitor

Top 10 Fortune 500 Retailer

### Challenge

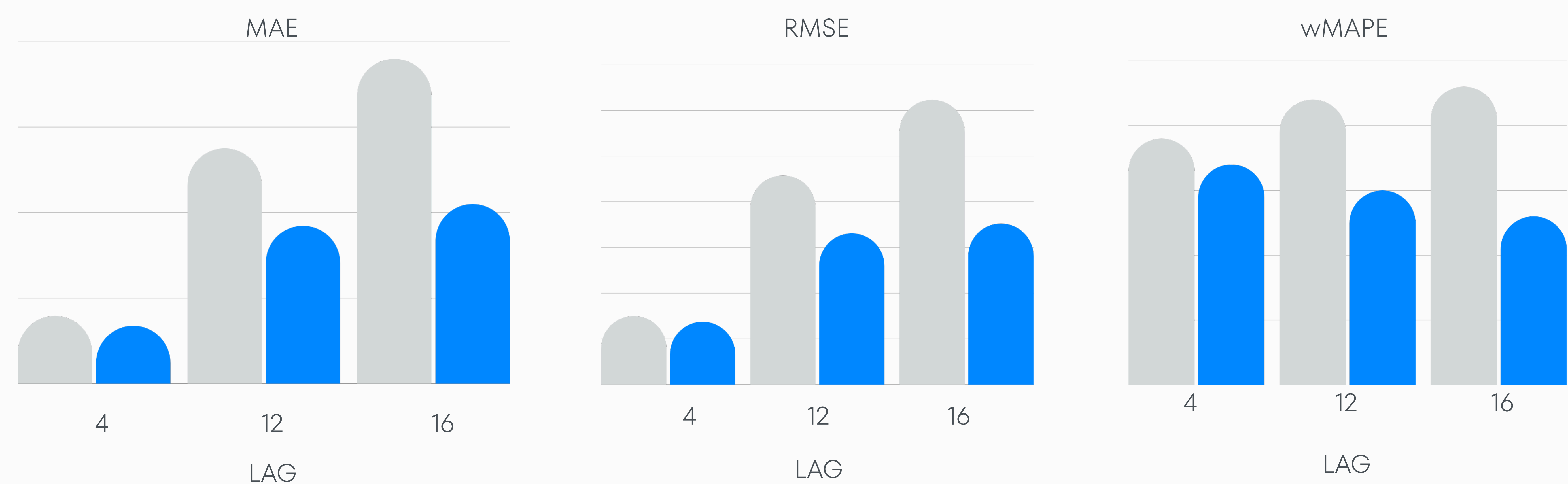
- Compete against retailer's internally developed forecasting platform.
- SKU-level forecast of sales for 12 evergreen, top-selling items.
- Compare 4-week, 12-week, and 16-week forecast performance (Lag 4, 12, and 16).

Syrup beat the retailer's solution by **more than 55%** at the 16-week forecast horizon across all error types.

### Results

Syrup's model outperformed the retailer's model by **up to 58%** — equivalent to a 17.4% improvement in recommendation error or **~\$6,000,000 in additional revenue capture** for a \$50M assortment.

### Metrics on Summed Predictions over 3 Lags | SKU-Level



McKinsey analysis suggests that a **10-20% forecast error improvement** equates to a **3% increase in revenue**.

Source: McKinsey



In an assortment with \$50M expected sales, **that's \$1,500,000 in missed revenue** for every 10-20% of forecast error.



## Metric Definitions



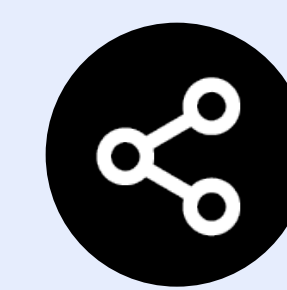
MAE

Measures the average magnitude of forecast errors, providing a straightforward assessment of accuracy.



RMSE

Highlights larger errors by penalizing them more heavily, making it sensitive to extreme deviations.



wMAPE

A variation of MAPE that adjusts for sales volume, making it more representative for datasets with varying item importance.

## Head to Head #2 — Leading Technology Provider's Solution →

### Competitor

Top 100 Fortune 500 Retail Technology Provider

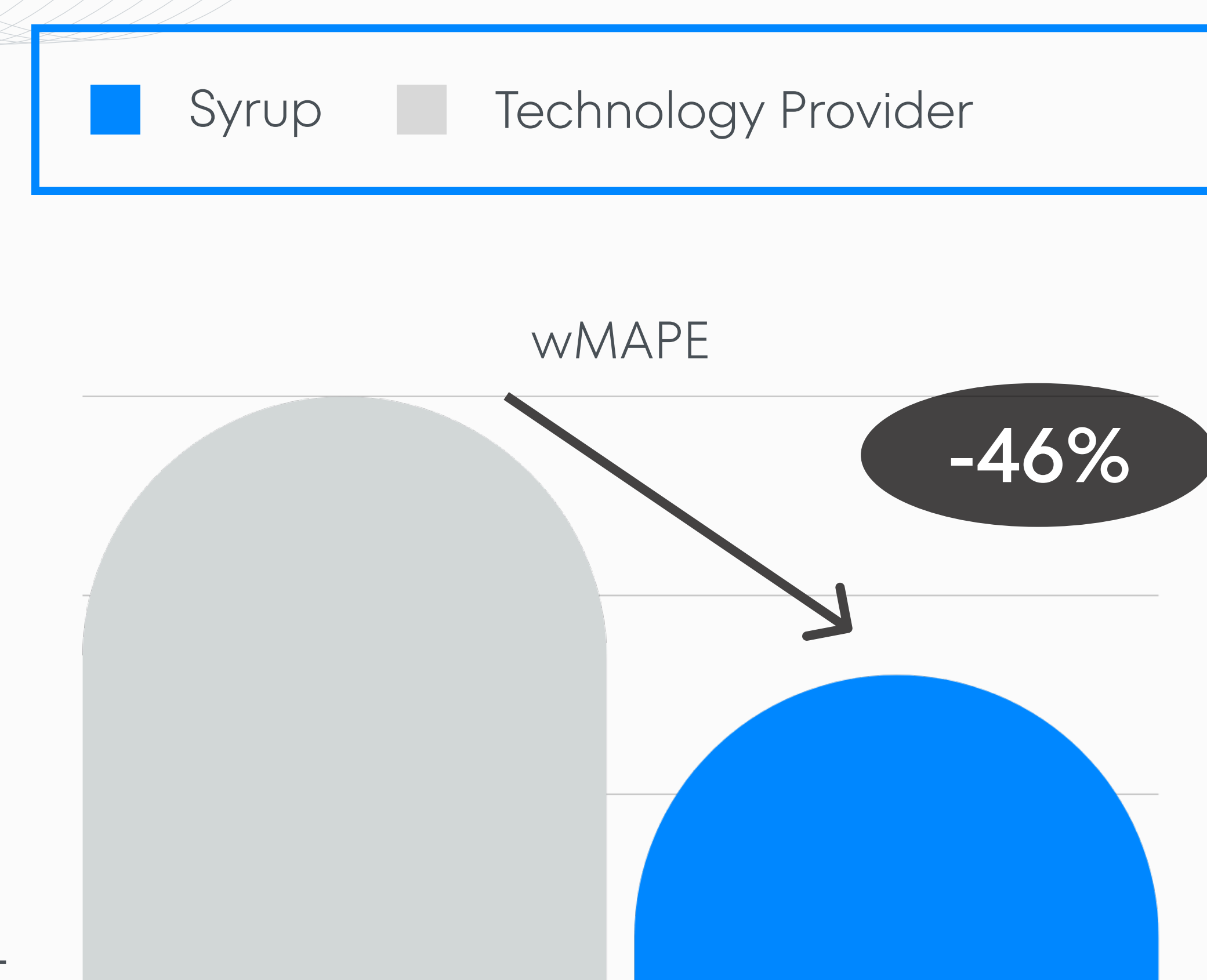
### Challenge

- Compete against technology provider's solution using inventory data from a leading, global, omnichannel specialty retailer of apparel and accessories.

### Results

Syrup's model outperformed the provider's model by **up to 46%** — equivalent to a 13.8% improvement in recommendation error or **~\$4,500,000 in additional revenue capture** for a \$50M assortment.

### Weighted Mean Absolute Percentage Error (wMAPE)



## Syrup's Tailored Approach to AI Demand Forecasting



Ensemble of Models

Get access to models ranging from cutting-edge neural networks to workhorse gradient boosts, and more.



Configured to Apparel/Footwear

Our models are trained on industry-specific data and configured to your unique business constraints.



Data Inclusive

We leverage important internal data, then layer in external data sources like social media or weather when they add value.

## Put Your Current Forecasting Solution to the Test

Bring your historical data, we'll perform the analysis. See how much revenue you're leaving on the table due to forecast error.



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