Predictive analytics & forecasting

Validated forecasts and scoring models to support business decisions.

The business decision

Planning relies on static assumptions and limited visibility into demand, risk, or customer behavior. A predictive model is useful only when it can be compared with a baseline and incorporated into a real decision.

Historical data — Baseline — Model validation — Decision output

Engineering and delivery considerations

Define target, horizon, and decision costs. Use appropriate holdout periods, check leakage, compare with simple baselines, and assess segment-level errors. Plan drift monitoring and retraining before operational rollout.

What the engagement delivers

01 Problem definition and historical data assessment

02 Baseline comparison and model development

03 Backtesting, error analysis, and business evaluation

04 Decision outputs and a production deployment plan

Artifacts you can use

Data-readiness findings; baseline and model comparison; backtesting report; decision-output specification; deployment and monitoring plan.

Acceptance and operational readiness

Performance relative to the baseline; Error across relevant business segments; Usefulness of outputs in the target decision. Ownership, access, documentation, and support responsibilities are agreed before handover.

Start with: One forecasting or scoring use case with measurable success criteria.

Scope, schedule, platform costs, and acceptance criteria are agreed during discovery.

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