



FORECASTING SOLUTIONS



Overview

Let the data speak for itself. Choose from accurate statistical or machine-based learning techniques that will let you tap into internal and external data trends, and increase the efficiency of your approach. We allow you to extract forecasts for any time series (daily sales, yearly revenue, website actions, etc.) to best suit your objectives.

How it works

Our forecasting solution begins with understanding your organization's objectives and the major drivers of your business. This is followed by an exploration of available data sets to find predictive information that will help answer your forecasting questions.

Forecasting in rapidly changing environment

At Cardinal Path, we take an iterative approach. Your data sources and patterns are always evolving, so we continually adjust our approach to provide you with the most accurate forecasting solution available. Changes to your business strategy will affect the forecast, so we remain flexible, and plan updates accordingly.

Benefits

Whether you are looking for help with your organization's current forecasting process, or have no existing forecasting infrastructure in place, Cardinal Path can provide you with the science needed to make informed, actionable decisions that will produce results. With our solution you will be able to:

- Lay a benchmark for future testing
- Test realistic what-if scenarios before execution
- Pinpoint historical events and attribute success or failure to defined events or marketing efforts
- Gain insight into budget allocation and effectiveness

The Cardinal Path process

We begin by performing an exploratory data analysis of past observations and inputs to detect patterns in your data. We then enhance the data set through feature engineering, data imports, and by joining historical internal and external data sources to improve model accuracy. Next, we develop an informed forecasting model based on your historical data patterns. You can choose from either statistical methods or a range of machine learning algorithms that work best with your data. Once we deliver the initial forecast, you will be able to see the expected year over year changes and other key highlights.

Predictions are used as a benchmark for what your business should expect. After modifying the forecast to improve accuracy, it will be used to test different scenarios, such as what would happen if your digital media budget were to be increased.

Get started!

Cardinal Path will help your organization tap into data trends and increase the efficiency of your approach. Ask us how!

Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.