

# The current state of forecasting



MAKING DATA-DRIVEN DECISIONS IS NOT ALWAYS POSSIBLE, AND THROWING MORE BODIES AT THE PROBLEM IS NOT GOING TO SOLVE IT

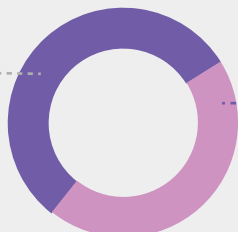
How many supply chain analysts or employees in other roles work on demand forecasting and planning?



most respondents stated that they have at least **five or more people** that work on demand forecasting and planning.

57%

5+ supply chain analysts or employees



43%

Up to 5 supply chain analysts or employees

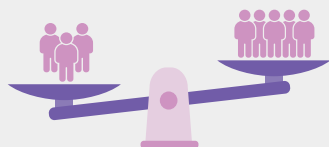
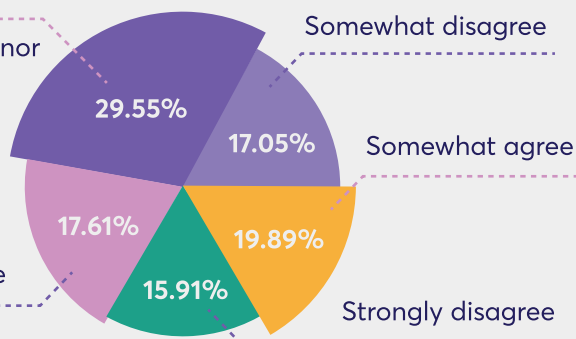


18%

of supply chain leaders strongly **agree** that their **decisions are data-driven**

Neither agree nor disagree

Strongly agree



HAVING A LARGER DEMAND PLANNING AND FORECASTING TEAM DOES NOT TRANSLATE INTO BEING MORE DATA-DRIVEN.




RETAILERS ARE MORE LIKELY TO RATE THEMSELVES AS BEING AHEAD OF THE COMPETITION  
MANUFACTURERS FEEL THEY ARE LAGGING

Compared to industry peers and direct competitors, how efficient and effective is forecasting and demand planning process?

  
We are ahead of most competitors  
33.52%

  
We meet industry standards  
34.66%

  
We lag behind industry standards  
31.82%

[Read full report](#)



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