

Dealing with Demand Volatility in Retail: YRC Insights

Demand volatility and forecast errors make inventory tough. YRC shares expert tips to tackle demand uncertainty in retail.

PUNE, MAHARASHTRA, INDIA, August 1, 2025 /EINPresswire.com/ -- Volatility in demand and errors and lack of accuracy in demand forecasting make inventory and supply chain management one of the most difficult operational challenges in the retail business. In this communiqué, the team of [Dr. Nikhil Agarwal](#), [Dr. Anshu Agarwal](#), [Dr. Anshu Agarwal](#) of retail and eCommerce consulting firm - YourRetailCoach (YRC) highlights some tips and tactics for addressing demand uncertainty in retail.



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Empowering Retail & E-commerce businesses worldwide.”

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Today, it has become more challenging than ever to predict with a high confidence value as to what customers will prefer to buy next time. Say, if product X sold better over product Y in one month, there is no assurance of a repeat trend. There may be evergreen products that never go out of demand easily but that list is shrinking fast. Different

customer segments are driven by different forces. The younger segment tends to shift brands more frequently while households prefer sticking to their routine.

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Need for frequent change, expectations of novelty, discounts and cash backs, a rapid inflow of

products and brands in markets, extensive options provided by eCommerce, the influence of social media and the rise of infotainment content, and a host of other factors have made it difficult for products stay on the shelves of stores for too long. It is very difficult for retail brands and businesses to incorporate all these factors in their merchandising decisions in one go. This is evident in grocery and departmental stores and supermarkets that prefer to play within the safety nets when it comes to merchandising strategies and decisions.

समय के साथ-साथ, व्यापक विकल्पों की प्रवृत्ति, सोशल मीडिया और इन्फोटेनमेंट कंटेंट का उदय, और अन्य कारकों ने इसे दुर्लभ बना दिया है कि दुकानों के शेल्फों पर उत्पादों को बहुत लंबे समय तक रखा जा सके। यह व्यापक रूप से भोजन और विभागाल दुकानों और सुपरमार्केटों में स्पष्ट है, जो बिक्री के निर्णयों में एक साथ सभी कारकों को शामिल करने में संकोच करते हैं।

Sometimes it is difficult even for experienced retail strategy consulting firms to advise on how to deal with new brands with promising products but poor distribution networks and experience in supply chains. It is not advisable for retailers to rely on such new and promising brands without reading the reliability of their supply chains and logistical systems.

कभी-कभी, अनुभवी रिटेल स्ट्रैटेजी कंसल्टिंग फर्मों को भी यह सलाह देने में कठिनाई होती है कि नए ब्रांडों के साथ निर्यात नेटवर्क और आपूर्ति श्रृंखला में अनुभव के बिना निर्यातकों को नए और वादायुक्त ब्रांडों पर निर्भर नहीं करना चाहिए।

Broad AI is something that has already arrived and is changing things big time in the world of business. As a part of retail demand planning software applications, AI-powered tools can process oceans of data from diversified sources like POS systems, web and eCommerce analytics, social media channels, and even external ones like weather and economic data to project demand and market trends with more accuracy than any conventional tool is capable of. The best part of using AI-powered tools is that AI models can learn to improve their performance, unlike traditional software applications that rely on a given set of codes.

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व्यापक AI कुछ ऐसा है जो पहले से ही आया है और बिजनेस दुनिया में बड़े पैमाने पर परिवर्तन ला रहा है। रिटेल डिमांड प्लानिंग सॉफ्टवेयर एप्लिकेशनों के हिस्से के रूप में, AI-पॉवरड टूल्स POS सिस्टम, वेब और eCommer के डेटा, सोशल मीडिया चैनलों, और यहां तक ​​​​कि मौसम और आर्थिक डेटा जैसी बाहरी स्रोतों से असीमित डेटा को प्रोसेस कर सकते हैं, जिससे मांग और बाजार रुझानों का अनुमान लगाने में अधिक सटीकता मिलती है।

With more than ten years of experience in [retail demand planning software applications](#), YRC maintains that today we have reached an age where business data cannot remain confined to respective functions. For retail brands and businesses, it has become necessary to integrate data from their store POS systems, eCommerce systems, inventory management, and supply chains for getting real-time insights on inventory movement (sales, procurement, and logistics). These insights allow them to read actual demand and make changes with more agility. In an [AI-powered retail demand planning](#), this integration is quintessential.

अनुभव के साथ, YRC को पता चलता है कि आज हम एक ऐसी अवस्था में पहुंच चुके हैं जहाँ बिजनेस डेटा अपने-अपने फंक्शनों में सीमित नहीं रह सकता। रिटेल ब्रांडों और बिजनेसों के लिए, यह आवश्यक बन गया है कि वे अपने स्टोर POS सिस्टम, eCommer सिस्टम, इन्वेंट्री मैनेजमेंट, और आपूर्ति श्रृंखलाओं को एकीकृत करें ताकि वे वास्तविक समय में इन्वेंट्री की गति (बिक्री, प्रोकरमेंट, और लॉजिस्टिक्स) के बारे में जानकारी प्राप्त कर सकें।

CPFR is a relatively new but very effective approach where retailers work in close tandem with suppliers and distributors for improved forecasting accuracy and synchronicity in operations via data sharing.

CPFR एक अपेक्षाकृत नया लेकिन बहुत प्रभावी तरीका है जहाँ रिटेलर्स अपने आपूर्तिकर्ताओं और वितरकों के साथ मिलकर डेटा साझा करके भविष्य की मांग का अनुमान लगाने की सटीकता और प्रक्रियाओं में समन्वय बढ़ा सकते हैं।

Dynamic buffer is a contemporary, data-driven approach to inventory management in which buffer stock levels are maintained based on real-time data, predictive analytics, demand variability, lead times, and risk profiles instead of relying on fixed and pre-set benchmarks.

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