alteryx

SOLUTION BRIEF

Alteryx for Demand Planning

Improve forecast accuracy with unified, AI-ready data

$500k saved by Armor Express by enhancing predictive forecasting with Alteryx ▶

Turn volatility into confident demand decisions

Volatility now defines demand planning, not just disrupts it. 63% of supply chains remain fragile, while only 8% are truly resilient (Gartner, 2025), leaving organizations exposed to constant shocks. At the same time, nearly one-third of companies report negative consequences from inaccurate AI outputs (McKinsey, 2025), showing better forecasting depends on governed, contextual data.

Challenge and approach

Demand planning teams operate in constant tension between speed and accuracy – and fragmented data makes both difficult to achieve. Signals from ERP, CRM, and external sources rarely align, leaving planners to reconcile inconsistent numbers across teams. As volatility increases, organizations often respond with buffer inventory or manual overrides, which adds cost without improving forecast confidence or long-term responsiveness to change.

While AI promises better forecasting, without governed, contextual data, it often amplifies existing issues instead of solving them. Alteryx One connects and enriches data across systems, embedding business logic and governance into automated workflows. This creates a trusted foundation where forecasts are transparent, explainable, and continuously updated, helping teams align faster and respond to demand shifts with greater precision and confidence.

"Our model in Alteryx is constantly making predictions based on thousands of variables — from product data to raw material supplies. The data we get back is highly accurate."

Jeff Gordon, Director, Armor Express

Common Challenges

Spreadsheets limit modeling flexibility and slow responses to changing demand signals

Disconnected systems prevent alignment across regions, products, and evolving customer channels

Limited scenario analysis prevents teams from stress-testing demand under volatility

Lack of transparency reduces trust in forecasts, adjustments, and allocation decisions

5 AI Challenges in Demand Planning

1. AI models fail when data lacks business context like promotions or seasonality signals

2. Weak governance limits traceability, reducing trust in AI-driven forecast outputs

3. Fragmented data sources delay retraining and degrade forecasting model performance over time

4. Missing domain expertise prevents embedding critical assumptions into AI-ready datasets

5. Unmonitored data drift causes inaccurate forecasts when external demand signals rapidly change

5 Ways to Improve Demand Planning

Unify fragmented demand signals

Disconnected systems make it difficult to align forecasts across teams, regions, and channels. Bring together ERP, CRM, POS, and external data into a single, governed dataset. This creates a consistent demand signal that reduces reconciliation effort, improves forecast accuracy, and enables faster alignment across supply chain, finance, and commercial stakeholders.

Test scenarios before decisions are locked

Static forecasts limit your ability to respond to volatility or changing assumptions. Build and compare multiple scenarios using inputs like promotions, pricing shifts, or supply constraints. This allows planners to evaluate tradeoffs in advance, reduce risk exposure, and drive more confident, data-backed decisions during S&OP and demand review cycles.

Incorporate real-time and external demand signals

Relying only on historical sales data misses rapid shifts in customer behavior and market conditions. Integrate external signals like sentiment, weather, economic indicators, and digital trends into forecasting workflows. This improves responsiveness to real-world changes and helps organizations move from reactive forecasting toward proactive demand sensing and earlier course correction.

Automate forecasting workflows end to end

Manual data preparation, model updates, and reporting will slow planning cycles and introduce inconsistencies. Automate these workflows so forecasts are continuously refreshed with the latest data. This reduces manual effort, shortens cycle times, and ensures stakeholders always work from accurate, up-to-date forecasts when making critical planning and allocation decisions.

Deliver governed, AI-ready forecasting data

AI initiatives often fail when forecasting data lacks context, lineage, or embedded business logic. Use Alteryx One to prepare governed, explainable datasets enriched with domain expertise and traceability. With integrated GenAI tools to surface drivers and explain outputs, teams gain trusted forecasts that improve decision quality and scale confidently across planning processes.

How Fender used customer sentiment data to build more accurate demand forecasts ▶

What You Will Need

Access to historical sales, inventory, and order data across core systems

Visibility into promotions, pricing changes, and campaign performance across channels

External signals such as weather, economic indicators, and customer sentiment data

Alignment on business rules, assumptions, and KPIs used in demand planning

"Prior to Alteryx, decision making had been made based on gut feeling. This way, we are able to get closer to a more scientific way to do it."

- Meghan Gohil, Automation and Data Visual Manager, Fender

What Alteryx One Delivers for Demand Planning

Unified, governed datasets combining ERP, CRM, and external demand signals

Automated workflows that continuously refresh forecasts and reduce manual intervention

Scenario modeling capabilities to test promotions, pricing, and supply constraints

AI-assisted tools to explain forecast drivers and accelerate insight generation

Transparent, auditable pipelines that ensure forecasts remain explainable and trusted