

.crft AI-NATIVE PRODUCT BUILD

Demand & Inventory Forecasting

THE SITUATION

Forecasts come from last year plus a percentage. The fast sellers run out while the slow ones fill the warehouse, and both errors reach the P&L the same way — lost sales at one end, markdowns at the other.

THE SOLUTION

An AI model reads sell-through, seasonality, and signal noise to call demand by SKU and location — cutting stockouts and markdowns before they hit the P&L. Replenishment gets sharper every cycle.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- ✓ Demand called by SKU and location
- ✓ Fewer stockouts and markdowns
- ✓ Margin protected before it leaks
- ✓ Replenishment signals into your systems

CRFT engineers the forecasting pipeline and replenishment signals.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 RETAIL / E-COMMERCE — THE OPPORTUNITY IN NUMBERS

20–30%
1
first-party data activated

3x₂
target ROI within 90 days

lower inventory with AI demand forecasting

1. McKinsey, 2024 — AI in distribution operations; fill rates improved 5–8%
2. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Retail / E-commerce.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

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