



DIGITL

CASE STUDY

BLUME2000 – ML-based Demand Forecasting with Google Cloud



”

“The ML-based demand forecasting brings us numerous advantages, including improved accuracy, faster and more efficient predictions, better inventory management, waste reduction, and boost in sales. We were genuinely impressed by the remarkable precision and high level of automation achieved through this approach.”

Kristofer Klein | Head of Marketing Channels, Webshop & Social Media

www.blume2000.de | www.digitl.net

The Challenge

BLUME2000 is a well-established company in the floral industry with a strong reputation for quality and innovation – online and offline. Fresh flowers are at the heart of the product lineup, yet their limited lifespan poses a distinctive challenge in terms of potential waste but also to effectively steer an entire week. To minimize waste and be as efficient as possible, the client sought to align the supply and demand as seamlessly as possible. Moreover, budget planning for both short and long term posed a puzzle for the client, as the precise impact of previous activities on sales was unknown.

The Approach

A time series forecast, taking into account the daily sales and further external factors including special days, marketing spending, and coupons, was built within Google Cloud. An explanatory analysis revealed insights to the past patterns of sales as well. Furthermore, the integration of various spending data was automated in Google Cloud's BigQuery through data connectors, streamlining the entire process for a smoother workflow.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. Professionalism and quality are in the foreground so that customers get an optimal technical infrastructure for their digital business.

The Results

A Looker Studio dashboard provides the forecasted revenue for the upcoming days and weeks, as well as a detailed breakdown of historical revenue based on external factors. This allowed for a comprehensive understanding of the impact of marketing activities on sales. BLUME2000 could make informed decisions regarding short and longer-term sales. If the revenue forecast for the upcoming weeks fell below the desired target, they utilize insights from historical revenue decomposition to allocate the budget appropriately among different marketing channels.

12%

On average only 12% of daily delta between actual vs forecasted

Efficient

Very low cost of model and processing the workflow

Integrations used



Primary Marketing Objective(s)

- Waste reduction
- Data driven & Efficient marketing strategy