

 DEMAND FORECASTING

Forecast the demand **your buy** has to survive.

A bottom-up ML forecast at SKU x size x channel, trained on your own history and re-forecasted live as sell-through comes in — so cover-weeks updates by the hour, not once a week.

THE NUMBER

~14pt

Uplift in forecast accuracy (wMAPE) on hero SKUs, on average, versus last-year-plus-a-percentage baselines.

Tightly platform data

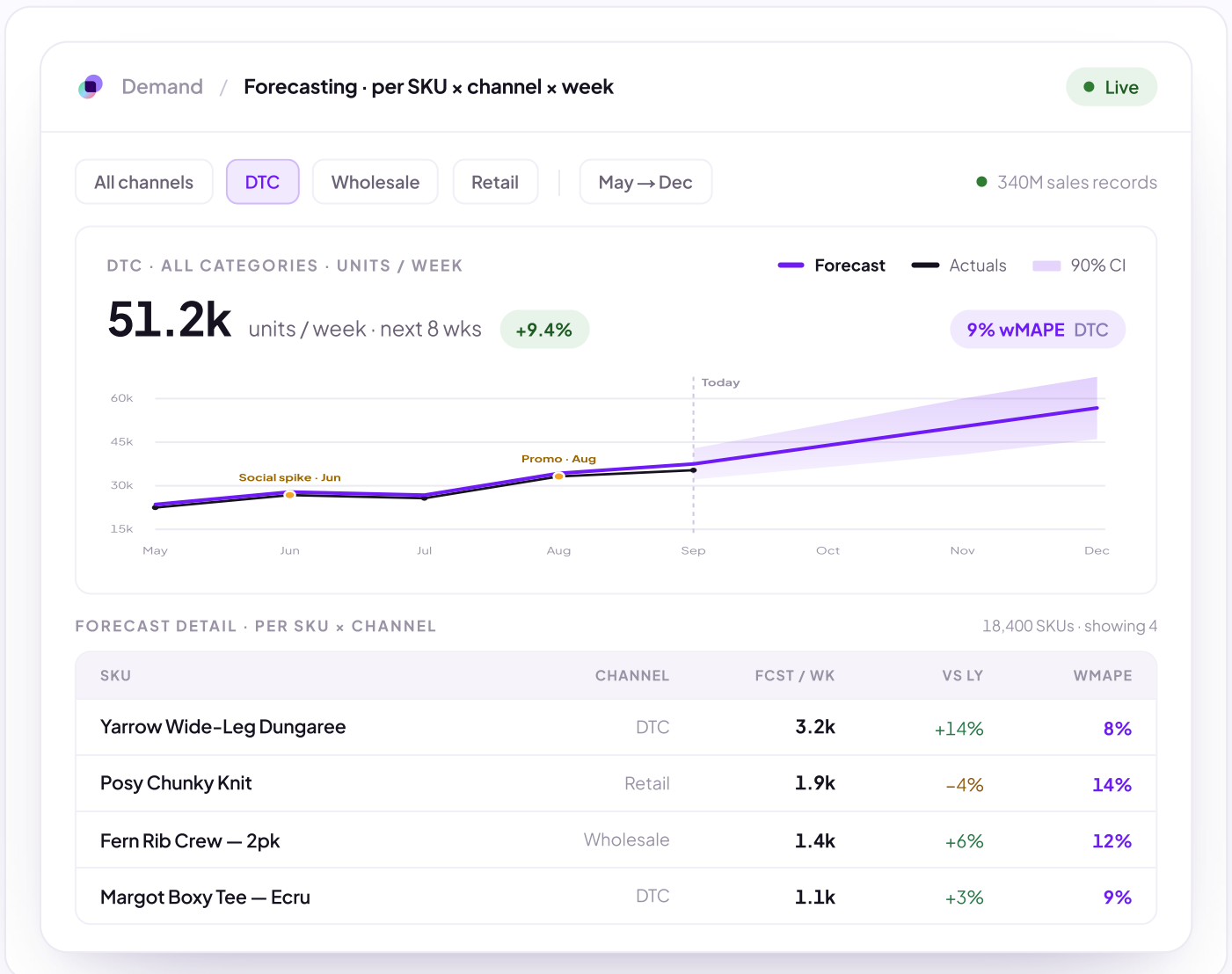
WHAT'S INSIDE

- 01 Forecasts at SKU x size x channel — site, marketplace and wholesale each read as their own signal.
- 02 Cold-start for new styles via cluster-inherited size curves. No manual size splits.
- 03 Live re-forecast every hour; every re-forecast is auditable and reversible.
- 04 Confidence intervals on every prediction — the buyer sees the range, not just the point.

THE APPROACH

Why last-year-plus-a-percentage is the wrong baseline.

Most brands still forecast the way they did in 2015 — take last year, add a percentage, argue about the number. It bakes last year's mistakes into next year's buy, and it's the reason cover-weeks calculations still run once a week when they need to run once an hour. Tightly's demand forecast is trained on your historical sell-through, promotional history, price history and channel mix — at SKU x size x channel — and re-forecasts as new sell-through comes in.



Live product surface — the demand forecast per SKU x channel x week, with the agent staging the reorder.

WORKED EXAMPLE

A DTC apparel brand's bestselling knit — Cropped Cardigan, SKU 4482 — running hot at size M on the site channel through the first six weeks of season.

<p>BEFORE</p> <table border="0"> <tr> <td>Cover-weeks</td> <td style="text-align: right;">12.3 wks</td> </tr> <tr> <td>Reorder trigger</td> <td style="text-align: right;">Manual</td> </tr> <tr> <td>Signal cadence</td> <td style="text-align: right;">Weekly</td> </tr> <tr> <td>Cold-start size mix</td> <td style="text-align: right;">Guessed</td> </tr> </table>	Cover-weeks	12.3 wks	Reorder trigger	Manual	Signal cadence	Weekly	Cold-start size mix	Guessed	→	<p>WITH TIGHTLY</p> <table border="0"> <tr> <td>Cover-weeks</td> <td style="text-align: right;">✓ 6.8 wks</td> </tr> <tr> <td>Reorder trigger</td> <td style="text-align: right;">✓ Auto-staged</td> </tr> <tr> <td>Signal cadence</td> <td style="text-align: right;">✓ Hourly</td> </tr> <tr> <td>Cold-start size mix</td> <td style="text-align: right;">✓ Cluster-inherited</td> </tr> </table>	Cover-weeks	✓ 6.8 wks	Reorder trigger	✓ Auto-staged	Signal cadence	✓ Hourly	Cold-start size mix	✓ Cluster-inherited
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The model flags the M-size drift by week four, stages a reorder of 620 units on the 11-day lead-time, and the buyer approves in one click. The size curve on the two paired new styles inherits from Cardigan's cluster instead of a manual split.

WHAT IT DOES

- ✓ **Per-size demand**
Not blanket size curves. Real demand per size, per door, per week.
- ✓ **Per-channel signal**
Site, marketplace and wholesale each get their own model. No blended average.
- ✓ **New-style cold start**
Cluster-inherited size curves for launches. Buyers stop guessing.
- ✓ **Confidence intervals**
Every forecast carries a range. The buyer sees the risk, not just the point.
- ✓ **Live re-forecast**
Every hour, not every Monday. The plan follows the demand.
- ✓ **Full audit trail**
Every change is a snapshot. Governance stays clean without extra process.

WHAT OPERATORS SAY

“The forecast finally reads the size and channel signal our merchandisers were seeing in real life. Cover-weeks stopped being a Monday argument and started being a decision we can act on the same day.”

FT **Head of Planning**
Face the Future

WHERE IT FITS IN YOUR STACK



Tightly runs on the systems you already have — ERP (NetSuite, SAP, Microsoft D365), e-commerce and POS (Shopify, BigCommerce, Square), plus EDI, WMS and 3PL through SPS Commerce, Manhattan and your warehouse. No BI layer to buy, no warehouse project. Standard connectors ship live in weeks, not a nine-month implementation.

SECURITY & TRUST

**Enterprise posture from day one.**

Enterprise posture from day one — designed for retail and DTC data governance, not retrofitted on top of a startup stack.

**SOC 2**

Certified

**GDPR + CCPA**

Compliant

**SSO / SAML**

Okta · Azure AD · Google

**Encryption**

AES-256 at rest · TLS 1.2+ in transit

**Uptime target**

99.9%

**API**

REST · fully documented

TALK TO US

30 minutes on your data. We forecast one category through the model and walk through what changes — real numbers on your own SKUs.

[Book a demo · tightly.io/demo](https://tightly.io/demo)

[See product tour · tightly.io/platform](https://tightly.io/platform)