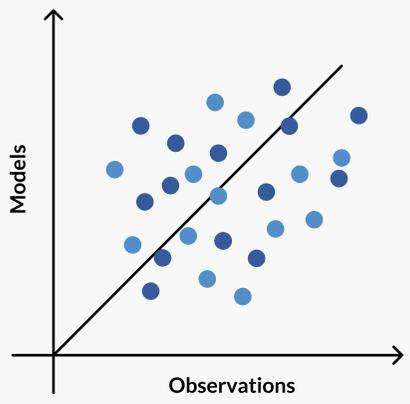


Early Anomaly Detection in Forecasting using SPOTCAST

? Processing the trends across all business KPIs and mastering the insights from them is always a time-consuming task

💡 An anomaly detection engine helps in identifying true drivers of the KPIs by considering the forecast as well as the previous data points at a multi-dimensional stratum



Spotcast: Spotting Anomalies By Automated Forecast

- LatentView Analytics' in-house tool
- Helps in end-to-end automated forecasting to understand business trends and spot anomalies from a given time-series data
- Alerts the user when there is a deviation in the expected trend by comparing the actual and forecast for the recent date



Forecasting
In-Built automated, ML algorithms like Fbprophet are used to do time-series forecasting



Non-Tech Interface
Easy setup and user friendly interface with no requirement for coding

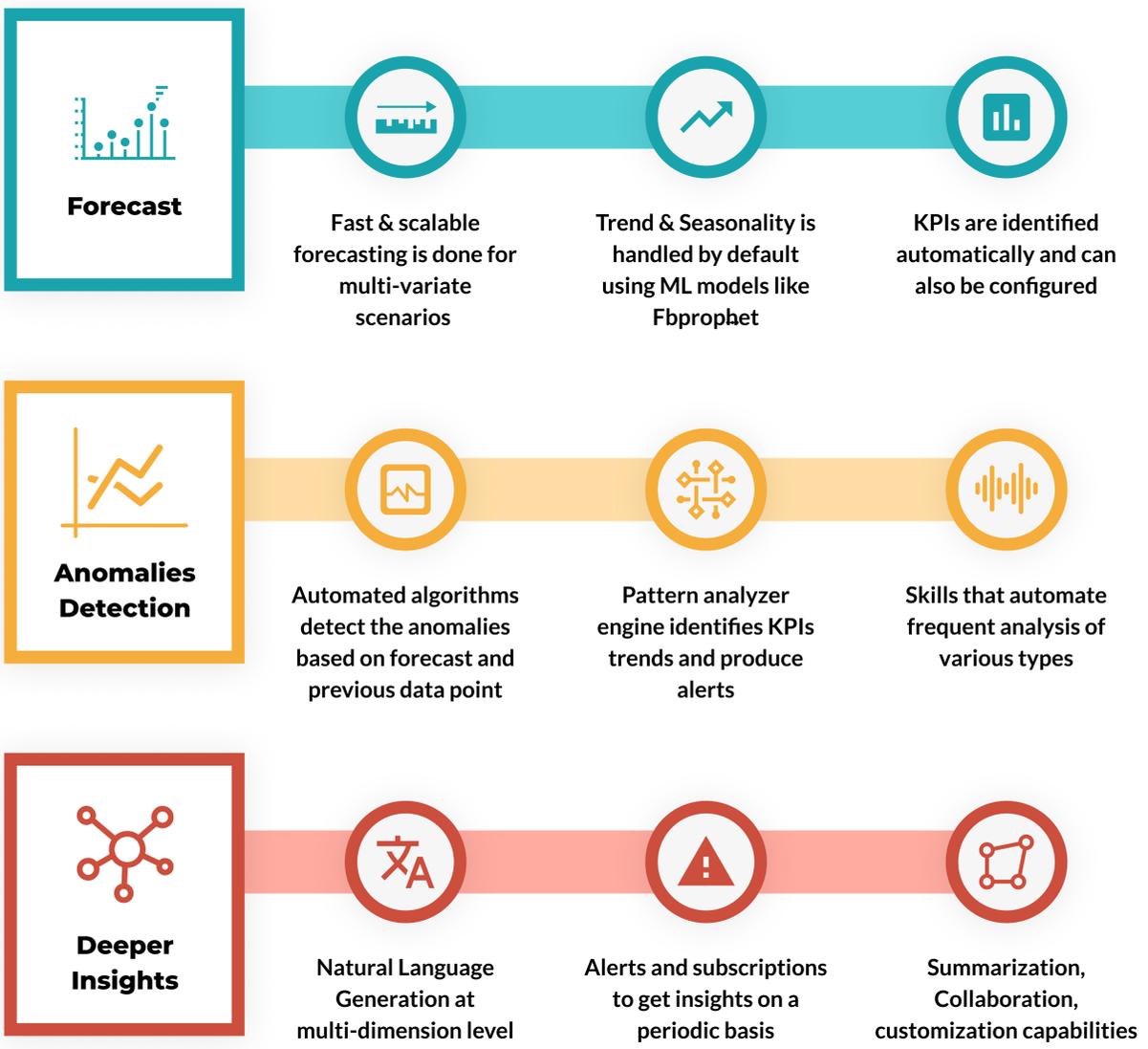


Efficient & Customizable
Easy to integrate into the ecosystem with various options for deployment (Cloud or On-Prem)

Benefits of using Spotcast

- **Visual representation of the trends and forecast** across different segments, product categories, regions, and other dimensions of interest
- **Improved accuracy** with a focus on seasonality and trend with multiple forecasting models for the best Mean Absolute Percentage Error (MAPE)
- **Automated analysis with main callouts into the reason for deviations** in actual vs forecast, drill down into the reason for increase or decrease
- **Makes generating insights easier** due to dynamic insights; ~15 insights are generated on an average which can be directly actionable
- **Improves operational efficiency for analysts** by reducing the man-hours spent on the forecasting model by one-thirds

How Spotcast Works



With the help of Spotcast, you can

- ✓ Immediately start spotting anomalies in your business
- ✓ Identify gaps in expectation and actual trends
- ✓ Know the root cause of an anomaly leading to an increase or decrease in the KPIs

This will help you understand the benchmarks' changes by trend and help set goals.

CONTACT US

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to know more about Spotcast