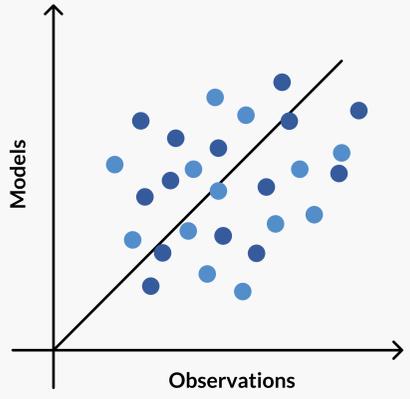


# Early Anomaly Detection in Forecasting using SPOTCAST

? 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

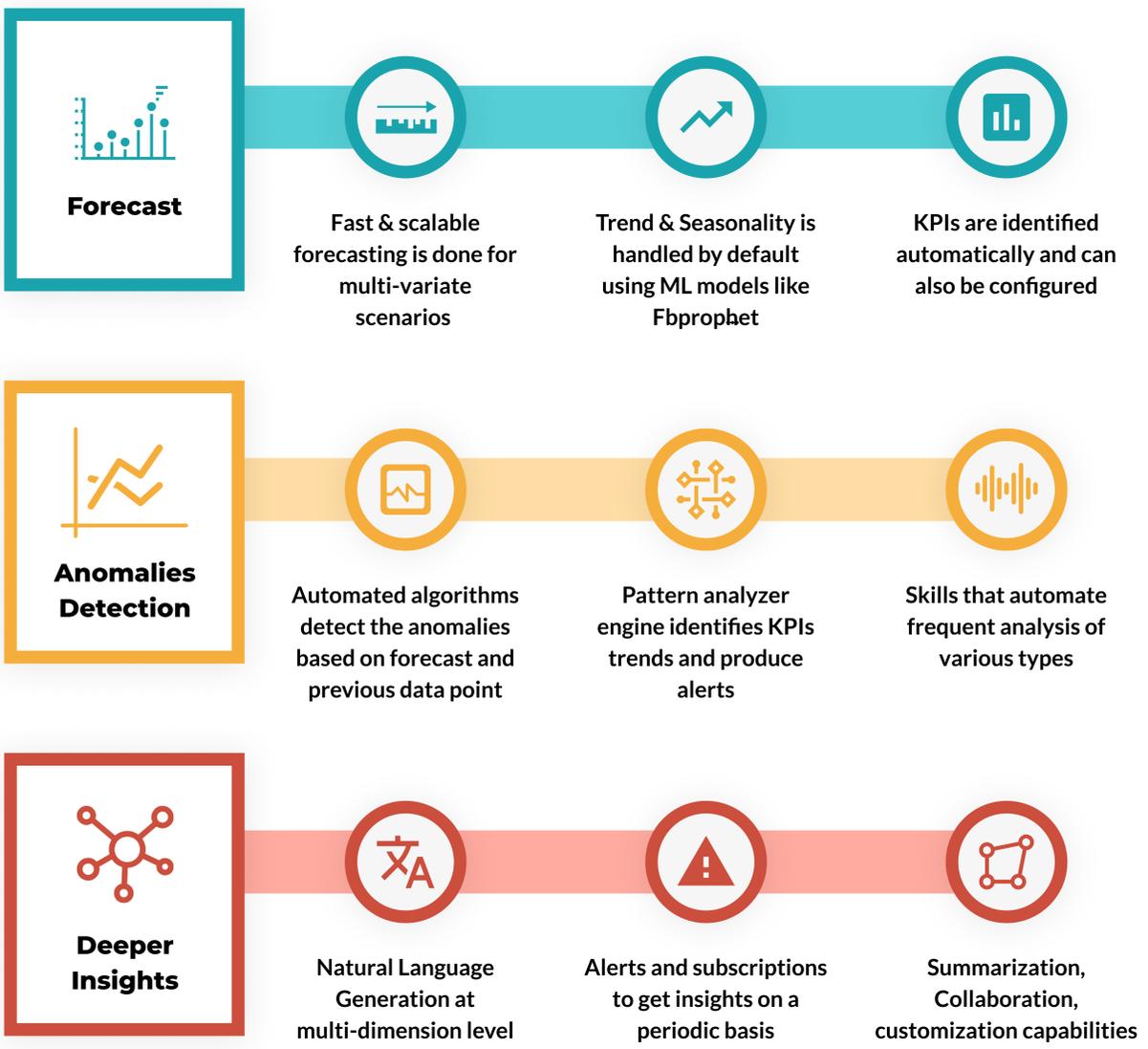


**Efficient & Customizable**  
Easy to integrate into the ecosystem with various options for deployment (Cloud or On-Prem)

## 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**

or  
mail us at [marketing@latentview.com](mailto:marketing@latentview.com)  
to know more about Spotcast