

Granular data, with its detailed focus, unlocks a deeper understanding of business dynamics, going beyond what aggregated data offers. This depth reveals intricate patterns and consumer behaviors essential for precise forecasting.

Benefits of Granular Data in Forecasting



Accuracy: Granular data exposes subtle trends and irregularities, improving the reliability of forecasts. This is vital for informed strategic planning and efficient resource allocation.



Flexibility: This approach allows for highly customized forecasts. By dissecting data into segments like regions, demographics, or products, businesses can develop adaptable, responsive forecasting models.



Employee-Driven Insights: Assigning specific market segments to employees with deep knowledge in those areas enhances forecasting accuracy. This employee-driven approach leverages their expertise to refine predictions and identify market opportunities more effectively.



Proactive Decision Making: Detailed analysis leads to proactive responses to market trends and customer needs, maintaining a competitive edge in a rapidly changing market.

Implementing Granular Data Analysis

To effectively implement granular data analysis, businesses need sophisticated data infrastructure and skilled staff. Investing in tools for data collection, processing, and analysis, and training employees in data handling are essential steps.

Real Client Scenario and Impact

Situation: A large countertop fabrication and installation company was forecasting sales and material costs at an aggregated view.

Challenge: As the company adopted methods to streamline production a more precise forecast was critical.

Action: BUCS developed a detailed customer level forecast model utilizing the company's robust data infrastructure. Customer controlled drivers focusing on volume/price changes and expected material costs integrated with historical actuals from systems to automatically calculate sales and throughput forecast.

Result: The client saved time, shifted the goal of forecasting at a sales level to a throughput level, and increased year-over-year gross margin by four percentage points.

Conclusion

Granular data analysis is key to modern business forecasting. It offers higher accuracy, customization, and responsiveness, bolstered by employee expertise, it leads to a significant competitive advantage in today's dynamic business environment.

BUCS launched the first version of our platform in 2016 to help mid-market companies improve performance through better information. This idea has blossomed into an end-to-end data management platform used by high-growth organizations, private equity firms, and top professional service firms. They rely on our platform to drive efficiency and increase decision velocity, resulting in value creation greater than 5% of revenue.