

## #013 HOW DO I INCORPORATE THE EFFECTS OF CONTAINMENT INTO MY PREDICTIONS?

Distributor

Industry

Forecast

### AS A GSA DISTRIBUTOR

**An increase in consumption linked to the drying up of the RHF (out-of-home catering) +20% is to be integrated.** In addition to this, consumer behaviour is different from traditional periods and the population has been redistributed in France since 16 March.



**An analysis of consumption over the first weeks of confinement** with an identification of linear and warehouse breaks is useful to identify the products for which to boost the short-term forecast.



Conversely, **it is useful to identify products with slowing consumption** in order to slow down supplies.



**Helping AI with the analysis of bigdata signals can make the difference in terms of reactivity** to the dramatic variations we are experiencing. Without AI, reconstructing a composite forecast from the historical block and a cyclical block for this period of containment is probably necessary for the products most affected by Covid19.