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Unlocking the Future of Demand Forecasting with Generative AI: Where We Stand

Generative AI has been a hot-topic for months, revolutionizing how we search for content, write articles, develop code, and more. As a market leader in helping companies navigate their unique Generative AI journeys, Bain has successfully completed hundreds of GenAI projects. Through these initiatives, we have witnessed firsthand how this technology is transforming industries by creating new content, automating processes, enabling innovative business models, and beyond.

But what does Generative AI mean for the field of demand forecasting? Is it fundamentally altering forecasting methodologies in the same way it has impacted text analytics? If not, what value does current Generative AI technology bring to forecasting? How can we better leverage it for forecasting purpose? This talk will share our observations and point of view.