

Retail & CPG: Hyper-Personalized Demand Forecasting

The Hook: Turning fragmented shopper data into 98% inventory accuracy.

The Challenge

A global retail brand struggled with stockouts and overstock due to siloed data across physical stores and e-commerce platforms, leading to lost revenue and inefficient supply chain costs.

The MeridianSoft Solution

We implemented a **Modern Data Lakehouse on BigQuery**, unifying transactional and shopper behavior data. Using **Vertex AI and Gemini**, we built custom predictive models that factor in local weather patterns, social trends, and historical sales.

The Impact

22%

Reduction

in inventory holding costs

15%

Increase in CLV

through AI-driven personalized "next-best-offer" campaigns

500+

Locations

Real-time visibility into store-level demand