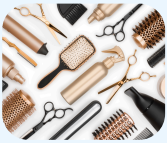


Forecasting AI



In the ever-evolving beauty industry, where product lifecycles are short, trends are hyper-seasonal, and consumer preferences shift rapidly, staying ahead of demand is crucial. Forecasting AI by Hypersonix is designed to meet these complexities head-on—empowering retailers like Ulta Beauty to anticipate product demand with precision, minimize stockouts and overstocks, and capitalize on seasonality and promotions. Whether it's forecasting the next viral skincare serum, a limited-edition fragrance drop, or seasonal cosmetic kits, Forecasting AI integrates historical sales, real-time velocity, promotional calendars, and macro-trend signals to provide holistic, SKU-level predictions that drive margin and agility.

Key Features



Multi-Model Forecasting Engine

Utilizes advanced neural networks, ensemble learning, and AutoML to adapt to diverse SKU types, from evergreen best-sellers to short-run exclusives.

Best for: Core SKUs like Tarte Shape Tape Concealer, Olaplex No.3 Hair Perfector.



Short Lifecycle & New Product Forecasting

Employs simulated history and end-user product mapping to predict demand for new or limited-edition launches with minimal prior data.

Best for: Seasonal Makeup Collections, Influencer Collaborations, Gift Sets



Promotional & Event based Forecasting

Models promotional uplift and seasonality at SKU level using past campaign data and event timelines.

Best for: Fragrance Sets, Holiday Collections, Flash Sale Items



Demand Elasticity & Velocity Detection

Continuously tracks SKU velocity and price sensitivity to detect early demand signals and adjust forecasts dynamically.

Best for: Viral Makeup, Trending Skincare, Entry-Level Beauty Tools.



Collaborative Forecasting Interface

Provides a shared platform where merchandising, marketing, and inventory teams can align on demand expectations and scenario simulations.

Best for: Exclusive Launches, Private Label Lines, Online-Only SKUs

Trusted by leading global brands including:

