# Hypersonix

# Forecasting AI

In the automotive industry, demand can be unpredictable and highly fragmented—driven by vehicle compatibility, seasonality, promotions, and emerging consumer trends. Static forecasting models fall short, often resulting in excess stock of low-movers and costly shortages on high-demand parts.

Hypersonix Forecasting AI empowers automotive retailers, distributors, and eCommerce brands with precision demand forecasting at the SKU and fitment level. It enables smarter planning, reduces working capital lock-up, and improves service levels across every sales channel.

## Key Features

**Fitment-Based Demand Forecasting**
Uses make-model-year data alongside sales history to predict part-level demand by compatibility, location, and season.
*Best Fit: Forecasting demand for oil filters or brake kits specific to top-selling sedans or regional truck models.*

**Promotion-Responsive Forecasting**
Integrates marketing calendars and discount strategies to anticipate lift from price drops, bundles, or flash sales.
*Best Fit: Forecasting uplift from a Labor Day sale on car care kits or an online promo on performance upgrades.*

**Seasonality & Environmental Sensitivity**
Captures weather, regional use patterns, and historical trends to predict seasonal lifts across product categories.
*Best Fit: Planning for winter tire chains, wiper blades, or batteries in colder climates during Q4.*

**New Product & Long-Tail Demand Modeling**
Projects demand for new SKUs or low-history parts using category-level signals and AI inference models.
*Best Fit: Anticipating interest in newly released lighting accessories or aftermarket tech gear.*

**Omnichannel Demand Visibility**
Aligns demand forecasts across DTC websites, marketplaces, and wholesale/B2B pipelines for coordinated fulfillment.
*Best Fit: Balancing demand for high-volume items like spark plugs across Amazon, eBay, and owned channels.*

**Trusted by leading global brands including:**



LOUIS VUITTON · LIVING SPACES · 1800 · COALATREE Eco-Minded Goods · BLOSSOM GROCERY · Down to Earth Organic & Natural

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