Forecasting AI

In the sporting goods industry, timing is everything. Demand for gear, apparel, and equipment shifts with seasons, trends, promotions, and even weather. Forecasting with spreadsheets or static models leads to stockouts in peak moments—or costly overbuys when the season ends.

Hypersonix Forecasting AI delivers precise, adaptive demand forecasting at the SKU, location, and category level—helping sporting goods retailers and brands stay agile, plan smarter, and serve customers without missing a beat.

Core Features

AI-Powered Seasonal Forecasting

Anticipates demand surges and dips tied to seasonality, weather, and past performance across regions and store clusters.

Best Fit: Planning ski jacket inventory for mountain towns or surf gear for coastal markets ahead of seasonal spikes.

Trend & New Product Demand Projection

Forecasts sales velocity for new product launches or trending categories—even with limited historical data.

Best Fit: Estimating demand for a new smart fitness device or trending pickleball accessories.

Omnichannel Forecasting Visibility

Unifies online and offline demand patterns to forecast more accurately across all channels.

Best Fit: Aligning inventory and staffing for a limited-edition footwear launch expected to drive both in-store and digital demand.

Promotion-Responsive Forecasting

Incorporates marketing calendars, price drops, and event-based lift into forecasts to prevent under- or over-forecasting during promotions.

Best Fit: Planning inventory for BOGO campaigns on gym equipment or apparel flash sales.

Store & Warehouse-Level Forecasting Granularity

Delivers location-specific insights to match product flow with local demand, improving turn rates and reducing transfers.

Best Fit: Adjusting bike stock levels in urban vs. suburban stores based on hyperlocal sales trends.

Trusted by leading global brands including:

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