

Forecasting AI



Demand in the optical industry is anything but linear. It's shaped by prescription cycles, insurance renewals, seasonal trends, and even evolving fashion preferences. Traditional forecasting methods struggle to keep up—leading to overstocked frames, understocked lenses, and fulfillment delays that impact both margin and service.

Hypersonix Forecasting AI delivers accurate, adaptive demand forecasts across frames, lenses, coatings, accessories, and optical services. With real-time intelligence at the SKU and store level, optical retailers and brands can plan ahead with clarity and confidence.

Key Features



AI-Powered SKU-Level Forecasting

Generates demand projections across brands, styles, and Rx categories—using historical sales, seasonality, and localized buying patterns.

Best Fit: Planning reorder cycles for best-selling acetate frames or trending metal silhouettes by region or demographic.



Lens & Lab Forecast Accuracy

Predicts lens demand by type, Rx complexity, and coating preference—streamlining lab operations and reducing remake waste.

Best Fit: Anticipating seasonal spikes in blue light lenses or aligning production for high-index progressives.



Promotion & Insurance Cycle Sensitivity

Forecasts demand shifts tied to benefits usage windows, back-to-school periods, and promotional campaigns.

Best Fit: Preparing for year-end surges in prescription eyewear orders as customers use up FSA/HSA funds.



Store & Channel-Specific Forecasting

Delivers localized forecasts across physical stores, eCommerce platforms, and partner networks.

Best Fit: Tailoring inventory planning for high-traffic urban stores versus slower-moving suburban clinics.



Accessory & Add-On Demand Projection

Includes forecast models for complementary items like cases, cleaners, and clip-ons—improving attachment rate planning.

Best Fit: Ensuring accessory availability aligns with eyewear sales velocity and bundled offer performance.

Trusted by leading global brands including:

