

Forecasting Benefits Newsletter

The Sales Analysis and Forecasting Tool© from **[basic-code]™** helps Shopify merchants organize their data, analyze and forecast sales, and manage their inventory. Here are some of the ways that forecasting can benefit your Shopify business:

- **Fulfilling customer needs on time in a cost-effective manner – [basic-code]™’s** forecasting system responds to current trends, avoiding surprises and having proper levels of inventory on hand to fulfill customer orders without carrying excess stock. Manufacturing lead times are factored in to ensure that inventory purchases are made far enough in advance.
- **Lowers liabilities and markdowns – [basic-code]™’s** forecasting tool alerts Shopify merchants early to items that are not meeting their sales expectations. Production can be adjusted, pricing changed or marketing promotions increased to ensure most possible profit.
- **Increases Turn and Cash Flow –** Inventory needs are mapped out in **[basic-code]™’s** forecasting system. By not carrying excess inventory, Shopify merchants can use their money to buy more of the items that are delivering results.

To find out more about the Benefits of **[basic-code]™’s** Sales Analysis and Forecasting Tool©, visit www.basic-code.com