

01 / Forecasting

AQS forecasting models have been trusted by global industry leaders for over 16 years. We use state of the art, tested and proven technologies to model complex market dynamics and deliver timely, cost effective, intuitive and user friendly strategic forecasts. Our models are commonly used to inform decisions regarding:

- New product value
- Licensing & acquisitions
- Strategic planning
- Supply chain analysis and optimization
- Pipeline portfolio valuation and investment optimization

02 / Research

The output of any forecast model is only as valid as the inputs driving it. AQS has developed research tools and methodologies specifically designed to obtain valid and reliable predictions of consumer purchase behaviors, specifically for the purpose of populating forecast assumptions. We are often called upon to launch studies regarding:

- Adoption of a novel technology or product class
- Market share
- Product attribute positioning relative to competing brands
- Price sensitivity
- Predicting promotional lift

03 / Data Science

Most businesses today have a treasure trove of data. Few leverage these data to their full advantage. Our team of data scientists and applied mathematicians can help you reveal hidden opportunities from your data assets. We can help you leverage your data to understand:

- Customer churn risk
- Effectiveness of customer retention strategies
- Propensity to purchase other products within your brand given that they purchase ANY product
- Effects of co-branding and promotion
- Marketing mix optimization

Forecasting can be a painful process. AQS makes it easy to deliver a forecast that you can present with confidence. We know from experience in boardrooms all over the world that to do that, you need a forecast that....

Is timely: AQS has developed modeling tools that help us deliver our forecast models faster than ever before, at a level of stability and sophistication unrivaled in the market.

Is simple to use and understand: All of our models have a single-page dashboard style user interface. No more scrolling through hundreds, or even thousands of rows of math to get the answers you need.

Communicates answers clearly: Outputs are defined up front so that they communicate exactly what you need to, with presentation-ready tables and graphics all available right from the dashboard.

Is scalable: Our models are constructed in a modular structure and easily scale for multiple regions and/or segments. We deliver more than a “forecast model”; we provide you with a tool that can evolve easily with the evolution of your market.

Accurately represents the dynamics of your product in your market: Behind the dashboard the forecast model is built to represent market dynamics exactly how you describe them. We have proven algorithms for modeling complex dynamics such as new technology adoption, market share and competitive pricing.

Is credible: Because every AQS forecast model structure is documented with a flow-chart, how the market is represented is easily communicated. Key assumptions are visible from the dashboard, and easily challenged or modified such that you can instantly see the results. Scenario and sensitivity analyses help you tell the whole story. All leading to a *CREDIBLE* forecast.

FEATURE COMPARISON

	Our Forecasting Model	Traditional
Accounts for marketing mix	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full sample representation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Direct elicitation of purchase probability	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Accounts for prior domain specific purchase behavior	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Incorporates strength of preference for intentions adjustment	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Incorporates external influencing factors / social contagion	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provides relative strength of affinity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Founded on well researched theoretic framework	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Calibration to current market behavior	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Simulation of market uncertainties	<input checked="" type="checkbox"/>	<input type="checkbox"/>

"I worked with the AQS team on a particularly difficult market forecast model. They partnered with us from the beginning. They started by helping ensure quantitative market research used to drive the model was robust enough. The Monte Carlo simulation model they build provided us with the answer we needed. I will hire the AQS team again for future modeling needs."

— Worldwide Marketing Director

"AQS provided us with attentive, personable service, a unique perspective and deep understanding of forecast modeling. They consistently completed our projects in an expert fashion. I recommend AQS to anyone in need of advanced quantitative analyses and modeling."

— Sr. Director, Business Development