

Case Study

# How HexClad Improved Forecast Accuracy by 10% in 6 Months with TrueGradient AI Forecasting Built on a Saras Data Foundation





# A premium cookware brand, moving from excel forecasting to AI-driven planning

## About Hexclad

HexClad is a fast-growing premium cookware brand operating across Shopify, Amazon, Costco, and other retail channels. The business manages a broad and expanding product catalog with inventory distributed across multiple warehouses.

As demand increased across channels, SKUs, and promotions, planning became more complex. HexClad needed a structured, data-driven way to forecast demand, align inventory decisions, and reduce reliance on manual spreadsheets.



## The Turning Point: When Excel Could No Longer Keep Up

For years, HexClad managed demand forecasting in spreadsheets. That approach worked when the business was smaller. But as channels, SKUs, promotions, and warehouses expanded, Excel-based planning began to create more risk than clarity.



Historically in the past, we were building really complex models in Excel, complex mathematics. And a lot of that is done manually by many different team members in many different parts. And that requires a lot of time and manpower.

**Joeseph Satterfield**

VP, Demand & Inventory Planning



Leadership faced a growing problem:

- Inventory purchases represented one of the largest capital decisions
- Forecasts relied heavily on historical data and manual judgment
- Planning could not keep up with channel and assortment complexity
- Confidence in forward-looking decisions declined

HexClad needed a more reliable, data-driven way to plan demand and connect it directly to inventory and supply decisions.

**Demand is the bread and butter. If the demand is incorrect, then all the effort you put in after that is gone.**

## The Core Business Problem

The problem was not data availability, the problem was turning data into confident plans.

Leadership needed clear answers:

- What will each SKU sell?
- How will promotions change demand?
- Where should inventory be placed?
- How much should we purchase?

Excel could no longer deliver these answers with speed or precision.

## What was breaking down

As the business grew, practical limitations surfaced:

- Forecasts were managed manually in spreadsheets
- Demand signals differed across Shopify, Amazon, and retail channels
- Marketing spend, promotions, and pricing changes were not reflected in forecasts
- Sales, pricing, and inventory data were not connected in one system
- Bundle complexity and multi-warehouse operations increased uncertainty
- Inventory data lived separately from demand data

The result, teams struggled to plan confidently and consistently.

## The Strategic Objective

Replace Excel-based forecasting with an AI-driven demand and supply planning process that leadership could trust.

# The Solution: A Partnership Approach

HexClad partnered with Saras Analytics and TrueGradient to build an integrated planning capability.

## Saras Analytics: AI-Ready Data Foundation



### Structured and validated core planning data:

- Organized sales, pricing, promotions, and calendar data into a trusted warehouse
- Ensured consistency across Shopify, Amazon, and retail channel demand signals
- Created certified inputs required for machine learning forecasting
- Enabled rapid time-to-first-forecast by delivering pre-validated datasets



Reliable, governed data foundation for AI-driven planning

## AI-Ready Data Foundation



Marketing



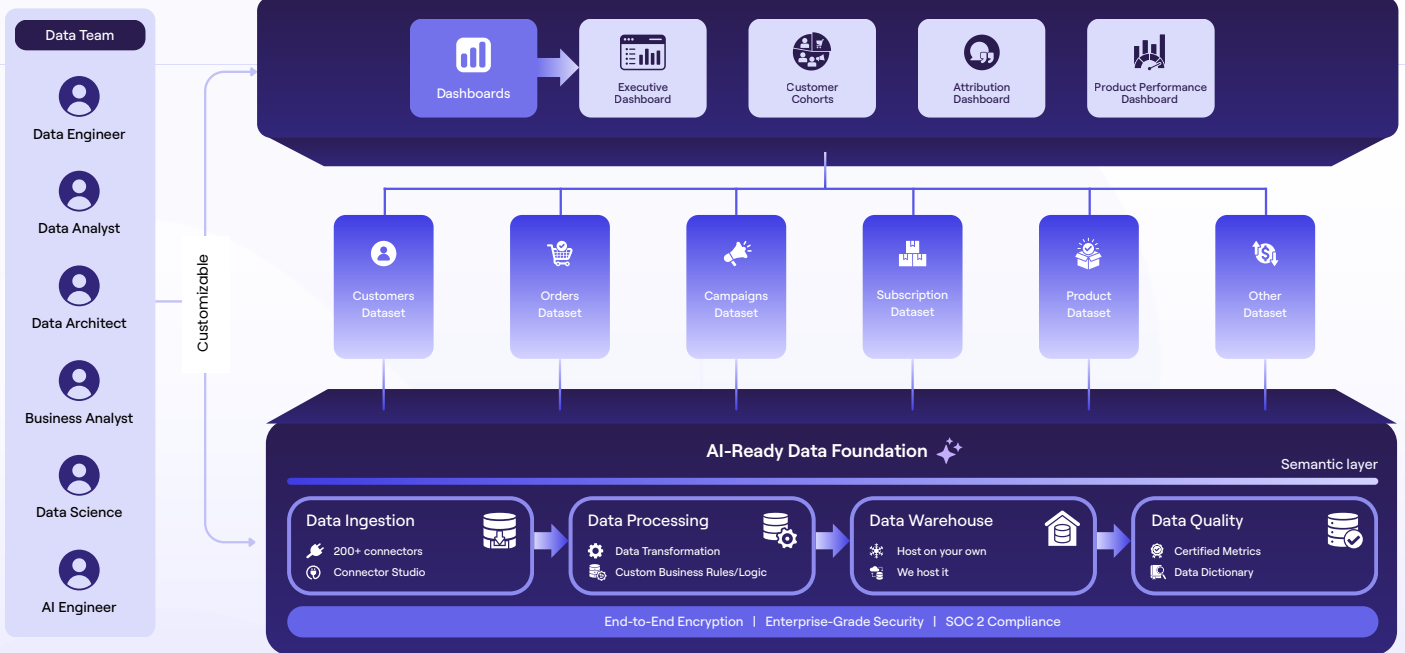
Operations



Finance



Ecommerce



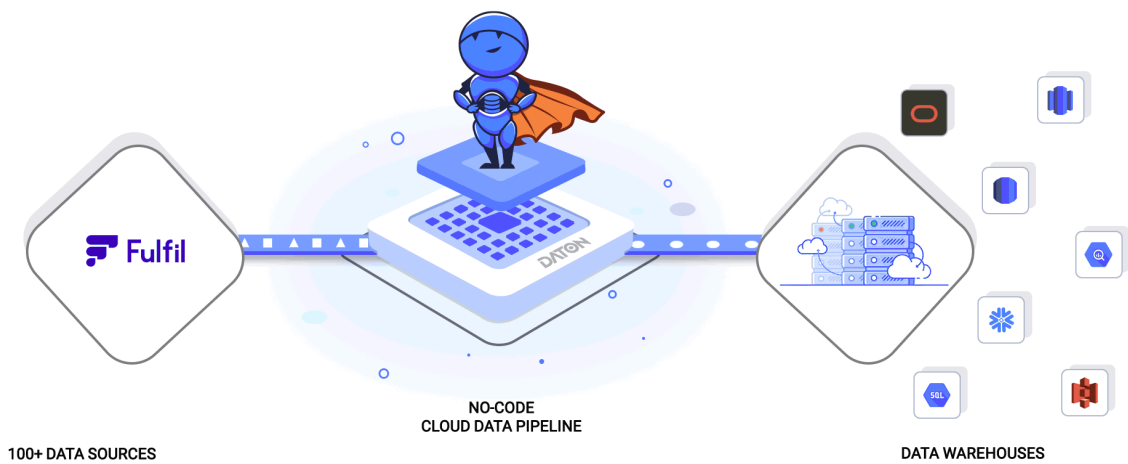


## Inventory Data Integration

- Integrated inventory data from Fulfill into the analytical warehouse
- Validated on-hand, in-transit, and warehouse-level inventory information
- Aligned inventory data with demand data on a single foundation
- Enabled TrueGradient to begin supply planning workflows



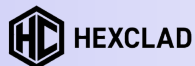
Demand and supply planning operating on the same trusted dataset



Having the right data in place and the right systems can get us to be the most efficient. Before forecasting models could be effective, the underlying data had to be reliable.

**Joseph Satterfield**

VP, Demand & Inventory Planning



# TrueGradient: AI-Driven Demand Forecasting



## AI-Driven Demand Forecasting

- Implemented machine-learning forecasting models using validated Saras data
- Incorporated seasonality, promotions, pricing, and channel behavior
- Generated SKU-level forecasts across Shopify, Amazon, and retail channels
- Produced forecasts at distribution-center and time-bucket granularity
- Enabled planners to review, adjust, and approve model outputs



Automated, explainable demand forecasts replacing manual spreadsheets

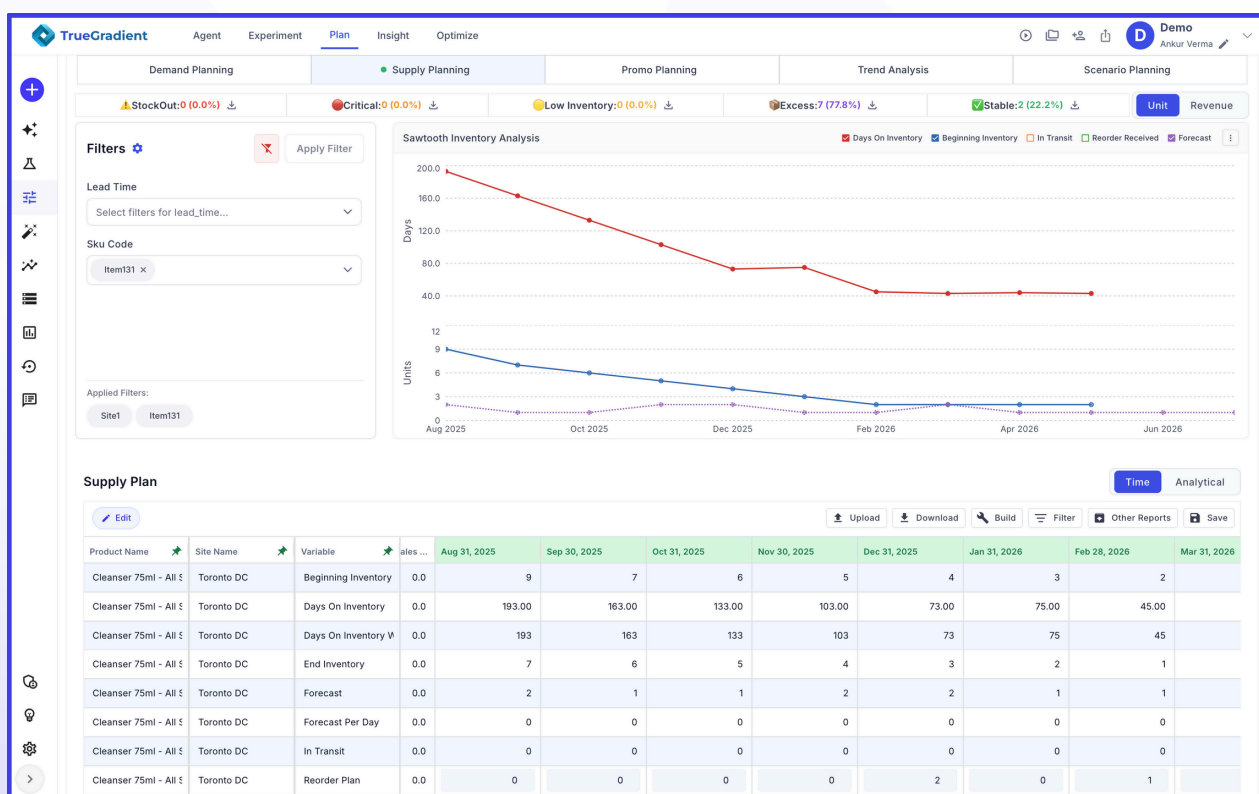


## AI Powered Supply Planning

- Converted demand forecasts into actionable supply plans
- Modeled reorder quantities, safety stock, and lead-time constraints
- Generated time-phased inventory and replenishment recommendations
- Provided scenario planning for promotions and assortment changes
- Enabled planners to simulate outcomes before committing purchases



Connected demand forecasts directly to inventory and purchasing decisions





## Integrated Planning Workbench

- Unified demand, supply, and promotion planning in one platform
- Allowed real-time scenario modeling across SKUs and locations
- Enabled collaborative planning between operations and finance
- Provided visibility into forecast accuracy and adjustments
- Standardized planning workflows across the organization



Single planning environment for faster, data-driven decision making

**CPG Integrated Business Planning** Completed  
Last updated: Jan 25, 2026, at 11:17:35 AM

Navigation: Agent, Experiment, **Plan**, Insight, Optimize

Item Store: ITEM

Summary: Total Forecast: 22.5K, YoY Growth: +11.2%, 30Days Sales: 2.1K, 90Days Sales: 5.0K

Filters: Brand Name, Category, Sub-category, Product Name, Applied Filters: Shopify

Enrichment Panel: 0 Active

**Demand Alignment Report**

Product Name	Site Name	Channel	Aug 31, 2025 Forecast		Sep 30, 2025 Forecast		Oct 31, 2025 Forecast		Nov 30, 2025 Forecast		Dec 31, 2025 Forecast		Jan 31, 2026 Forecast		Feb 28, 2026 Forecast		Mar 31, 2026 Forecast	
			Sum	1959	Sum	1822	Sum	2040	Sum	2226	Sum	2119	Sum	1702	Sum	1642	Sum	1737
Smartphone 256GB	Montreal DC	Shopify	46.0	42.0	45.0	57.0	61.0	34.0	38.0	35.0								
Charger 65W Fast C	Toronto DC	Shopify	36.0	36.0	40.0	49.0	50.0	33.0	32.0	30.0								
Crackers - Cheese 7	Montreal DC	Shopify	29.0	28.0	27.0	38.0	28.0	23.0	23.0	26.0								

# Operational Proof

## How Planning Works Today?

- HexClad teams now operate with a structured planning process instead of spreadsheet-based forecasting.
- AI/ML-generated forecasts from TrueGradient serve as the baseline demand plan
- Teams review forecasts in the demand planning workbench alongside historical performance
- Planners refine outputs with business context such as promotions and pricing changes
- Final consensus demand plans feed directly into supply planning
- Purchasing and inventory placement follow forecasted demand rather than static assumptions

### Outcome

Planning decisions are now made through a repeatable workflow instead of manual spreadsheets, improving both consistency and confidence.

## From Spreadsheets to Measurable Results

- **Forecast generation time reduced to approximately 2 hours** through automated background processing
- **Accuracy improved from ~55% to 60–65%** as models matured
- **Greater leadership confidence** in purchasing and inventory placement



HexClad's shift from spreadsheets to an AI-driven planning system for supply chain optimisation has been transformative. **By removing manual operational noise, planners are now able to focus on strategy, resulting in a ~10% improvement in forecast accuracy within six months** and significantly greater confidence in demand planning, inventory positioning, warehouse operations, and growth execution.

**Ankur Verma**  
Co-founder & CEO



## What did a Data Foundation enable?

### Key Outcomes:

#### Automated Reliable Forecasting

AI-driven demand forecasts replaced manual spreadsheets

#### Connected Demand & Inventory

Sales, promotions, pricing, and inventory now inform planning together

#### SKU + Channel + Warehouse Visibility

Granular forecasts support practical purchasing decisions

#### Faster, Fact-Based Decisions

Planning decisions are driven by validated data instead of assumptions

# What HexClad + Saras Analytics + TrueGradient Created Together

## Impact

Forecasting moved from spreadsheets to AI-driven planning

Forecast accuracy improved by approximately 10%

Demand and supply planning operationalized for the US market

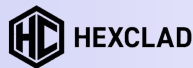
Decisions became data-driven instead of assumption-driven



Need to add one final statement which is Joe talking about saras and truegradient

**Joseph Satterfield**

VP, Demand & Inventory Planning



## Ready to **unlock business value** of your eCommerce brand?

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# Be AI-Ready

Build your Data Analytics Foundation supported by a team of data and e-commerce experts.



[Talk to an E-Commerce Expert](#)