



Kapiva drives supply chain excellence with Self-Serve AI



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Summary

Customer

Kapiva

<https://kapiva.in/>

Industry

Nutrition D2C

Challenge

- Planning lacked agility
- Stock-outs
- High Working Capital
- Stock Rebalancing
- Batch Tracking

Solution

- Connected Demand Planning and Inventory Planning

Results

- Improved forecast accuracy by 10%
- Automated Connected Planning with built-in stock balancing (based on demand-supply gap) and batch tracking features (based on FIFO/FEFO)

Kapiva is a fast-growing result-driven brand serving the vast Indian market and expanding globally. The company aimed to enhance profits by accurately forecasting demand, optimizing inventory levels and minimizing out of stock situations. By adopting TrueGradient's solution for demand forecasting and inventory optimization, Kapiva streamlined their operations and improved forecasting accuracy.

About the customer

Kapiva is a direct-to-consumer (D2C) brand that aims to modernize Ayurveda and make it accessible to a broader audience. The company focuses on everyday products and supplements infused with Ayurvedic herbs. Kapiva's mission is to create a perfect balance of ancestral scriptures with modern-day technology and provide solutions for common lifestyle issues.

Kapiva's supply chain and it's challenges

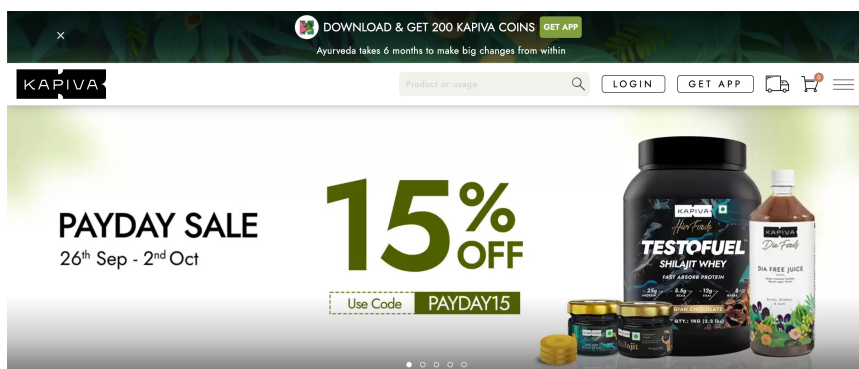
Kapiva's supply chain runs on agile planning and lean inventory planning principles. As a brand that deals with a niche category of plant-based ingredients, herbal formulations, and fast-moving health products, its supply chain needs to prioritize providing fresh stock to consumers and reducing wastage due to expiry, while at the same time fulfilling consumer demands. To achieve this, **automated connected planning** became crucial for Kapiva to maintain agility. Along with that, effectively managing inventory using techniques like **stock balancing and FEFO (First Expiry First Out)** ensured that there is minimum wastage. **Kapiva partnered with TrueGradient to boost its operational efficiency with end-to-end planning using single platform.**

Along with that, Kapiva's distribution strategy focuses on a multi-channel approach to reach a diverse customer base, both in India and internationally. The brand leverages a combination of traditional retail, digital channels, and partnerships to maximize its market presence. **With TrueGradient platform, Kapiva seamlessly operates between B2B and D2C channels taking care of their unique constraints and parameters.**

B2B



D2C



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 Ayurveda takes 6 months to make big changes from within

KAPIVA

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Connected Planning using TrueGradient

Kapiva partnered with TrueGradient to improve forecasting accuracy and end-to-end planning including -

- **Stock Balancing** between warehouses
- Batch Optimization using **FEFO** strategy
- Increasing **regional utilization** for e-commerce channels
- Consideration of factors like **promotions** & **branding** in forecasting and planning
- Visibility to key supply chain **metrics** at daily level

“TrueGradient offers comprehensive end-to-end planning for e-commerce across various channels, effectively handling inputs from our team and managing deep-level planning complexities and constraints to seamlessly align with our business needs at Kapiva.”

Atul Gupta

Senior Program Manager - Operations and AI

Kapiva made the strategic decision to adopt TrueGradient’s platform, transitioning away from traditional spreadsheet-based planning methods. This shift enabled self-serve AI-driven planning capabilities, harnessing the power of neural network architectures to transform Kapiva’s supply chain operations process.

Demand Forecasting enabled by AI Neural Engine (**Ensemble of Deep Learning + Machine Learning + Econometrics**) that extracts maximum predictability out of the data. The engine leverages several data elements, and **considers various demand drivers** such as promotions, festive season, holidays, events etc. to generate the most accurate forecast.

TrueGradient's Neural AI engine is designed to drive accuracy, explainability and scalability at the most granular level

Neural Engine

- Deep Learning
 - Multi-Layered Perceptron
 - Stacked LSTM
 - Wave-net
 - CNN LSTM
 - GRU
- Machine Learning
 - Random Forest
 - XGBoost
 - XGBLinear
 - Regularized Regressions
 - SVR
 - ExtraTrees
- Econometric
 - ARIMA
 - Prophet

Causals

- Granular feature engineering to support nuances of internal and external factors
- Various Date Time nuances like Week of Year, Week of Quarter, Month of Year
- STL Decomposition (Seasonality and Trend)
- Out of Stock / Zero Indicators (Flag, Window Frequencies and Proportions)
- Support for Causals like Promotions, Weather, Price, etc. with Lags and Piece Wise Transformations
- Holidays, Events with Lags & Piece Wise Transformations

Explainability

- Elasticity Computation
 - Price
 - Promotions
 - Events
 - Holidays
- Factor Contribution
 - Base forecast
 - Factor level forecast

Inventory Optimization model leverages a variety of data like generated forecasts, demand variability, supply side parameters (lead time, MOQ, Safety stock, Service levels) to compute **profit optimal re-order quantity** at the most granular level.

Learn more?

Contact us at info@truegradient.ai

<https://truegradient.ai/>