Major wholesaler looks to machine learning to improve rotisserie chicken quality and sales

Production planning optimization

Challenges

- Reduce over-production and stockouts of the wholesaler's rotisserie chicken products
- Two-hour shelf life provided narrow window to match up supply and demand

Solutions

- Conducted discovery with cooks and service deli managers to understand demand patterns
- Created ML models and business logic to automated demand forecasting process

Results

- Timely adjustments to production schedules which are prescribed at the beginning of each day
- Nationwide rollout to network of warehouses