



Top 10 External Factors Influencing Manufacturing

Manufacturers should watch these economic leading indicators to identify market opportunities and prepare for unforeseen changes in demand.

Top 10 economic indicators manufacturers should watch

Manufacturers invest heavily in both capital and operating expenses, without having a direct line of sight to the end use of their products. Leaders must accurately plan for future demand to avoid costs and risk, but because they are further removed from end consumers, manufacturers often struggle to distinguish temporary adjustments from sustained shifts in demand.



How to interpret leading indicators for manufacturing

Every manufacturer has a unique set of external factors that influence performance. Integrating this “domino effect” in business analytics can accurately predict shopper behavior.



Prevedere’s Demand Planning for Manufacturing solution combines human intelligence with Machine Learning from Microsoft Azure to provide future-focused insights delivered at the speed of business.

The ERIN Engine (External Real-time INSights) constantly analyzes Prevedere’s proprietary data store, which includes millions of external economic, consumer behavior, online and social data sets, to provide companies the ability to access external factors as readily and easily as internal data.