



KitchenAid



Hotpoint



Pilot Demonstrator



Supporting Partner



Whirlpool Corporation is the world's leading kitchen and laundry appliance company, with approximately \$19 billion in annual sales, 78,000 employees, and 57 manufacturing and technology research centers in 2020. With a sales presence in more than 35 countries and manufacturing sites in 5 countries, Whirlpool owns its Centre of Excellence for Research in Italy, in Cassinetta, (Varese district), and in Fabriano (Ancona district), employing researchers and technicians working on the development of innovations which are transferred to all Europe, Middle East and Africa businesses of the group.

Problem Addressed: D2C (Direct To Consumer) is a new business channel characterized by a broad product range (850-1200 SKUs), rapid home delivery (3 working days), and difficult business decisions due to a highly variable and unknown market environment. Hence, the pilot's scope has been extended beyond pure manufacturing the purpose of XAI is to provide a clear explanation of the business dynamic of a D2C market to achieve better control of production planning and better results in terms of sales, margins, and customer satisfaction.

Pilot Objectives

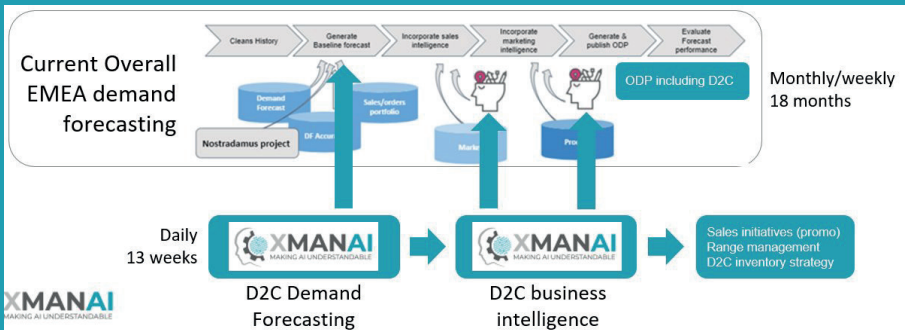
Support decision-making
for D2C sales

Build trust and
understanding through
explanations

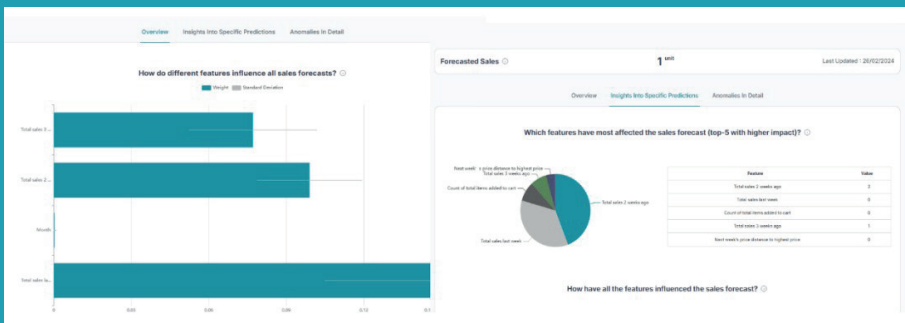
Optimize supply chain
for product availability

Forecast demand accurately for product planning to maximize the margins and boost the profit

Implemented Use Cases (UC)



- 1) **Demand forecasting:** in the D2C market, generating clear evidence of expected sales by product and date, to properly configure the supply chain ensuring the necessary product availability.
- 2) **Forecasting and decision-making support:** XMANAI platform offers the users not only the possibility to get access to a reliable forecast of sales per each product in a specific time horizon (next week or next 4 weeks), but it also discloses the possibility to see which are the main features impacting forecasted value and how to act on them to achieve business objectives.



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