



Supply Chain Demand Sensing & Forecasting Checklist 2026

Data Foundation & Integration

Verification of historical sales data, point-of-sale (POS) inputs, and integration of external market signals into the forecasting engine.

Primary Data Sources Integrated

- ☐ ERP System Data
- ☐ Point-of-Sale (POS) Feeds
- ☐ Market Intelligence/Third-Party APIs
- ☐ Historical Sales Databases
- ☐ CRM (Customer Relationship Management) Data

Last Data Synchronization Date

Data Completeness Percentage

Data Discrepancy Notes

Write something...

Data Integrity Audit Report

 Upload File

Data Quality Status

- ☐ High Integrity
- ☐ Moderate Integrity - Requires Cleaning
- ☐ Low Integrity - Critical Action Required

Demand Signal Identification

Assessment of real-time data sources including social media trends, weather patterns, economic indicators, and promotional calendars.

Primary Demand Data Sources

- ☐ Historical Sales Records
- ☐ Point-of-Sale (POS) Data
- ☐ Market Intelligence/Competitor Pricing
- ☐ Promotional & Marketing Calendars
- ☐ Social Media & Trend Analytics
- ☐ Weather & Macroeconomic Indicators

Identified External Volatility Drivers

Write something...

Description of New Market Signals

Write something...

Last Signal Integration Date

Enter date...

Market Trend Analysis Report

 Upload File

Signal Reliability Rating

- ☐ High Reliability
- ☐ Medium Reliability
- ☐ Low Reliability/Experimental

Forecasting Model Validation

Evaluation of statistical models, machine learning algorithms, and qualitative inputs to ensure mathematical accuracy and bias reduction.

Primary Forecasting Method Used

- ☐ Time Series Analysis
- ☐ Machine Learning/AI-Driven
- ☐ Regression Analysis
- ☐ Qualitative/Expert Judgment

Historical Data Lookback Period (Months)

Enter a number...

Model Validation Tests Performed

- ☐ Backtesting (Historical Re-runs)
- ☐ Residual Analysis
- ☐ Cross-Validation
- ☐ Sensitivity Analysis

Model Bias & Error Observations

Write something...

Validation Error Report/Accuracy Log

 Upload File

Data Scientist/Planner Approval

Collaborative Planning & S&OP Alignment

Review of cross-functional communication between Sales, Marketing, Finance, and Operations to ensure a single version of the truth.

Stakeholders Involved in S&OP Meeting

- ☐ Sales
- ☐ Marketing
- ☐ Supply Chain / Logistics
- ☐ Finance
- ☐ Production / Manufacturing
- ☐ Procurement

S&OP Meeting Frequency

- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly

Last Consensus Meeting Date

Key Market Intelligence/Promotion Notes

Write something...

Uploaded Consensus Forecast Report

 Upload File

S&OP Lead Approval

Demand Uncertainty & Risk Assessment

Identification of potential supply disruptions, -lead time variability, and volatility markers that could impact forecast reliability.

Identified Demand Volatility Drivers

- ☐ Market Competitor Activity
- ☐ Seasonal/Weather Fluctuations
- ☐ Geopolitical Instability
- ☐ Supply Chain Disruptions
- ☐ Promotion/Marketing Campaign Impact

Risk Impact Description

Write something...

Estimated Impact on Forecast Error (%)

Enter a number...

Risk Priority Level

- ☐ Critical
- ☐ High
- ☐ Medium
- ☐ Low

Risk Assessment Completion Date

Enter date...

Risk Manager Approval

Forecast Accuracy & Error Analysis

Standardized measurement of Mean Absolute Percentage Error (MAPE), Bias, and Tracking Signal to monitor model performance.

Mean Absolute Percentage Error (MAPE) (%)

Enter a number...

Forecast Bias Percentage

Enter a number...

Forecast Accuracy Status

- ☐ Exceeding Target
- ☐ Within Tolerance
- ☐ At Risk
- ☐ Critical Deviation

Primary Drivers of Error

- ☐ Unplanned Promotions
- ☐ Supply Chain Disruptions
- ☐ Data Integrity Issues
- ☐ Market Volatility
- ☐ Inaccurate Lead Times

Root Cause Analysis Summary

Write something...

Variance Report Documentation

 Upload File

Review Audit Date

Enter date...

Forecasting Manager Approval

Inventory & Buffer Strategy Alignment

Alignment of forecasted demand with safety stock levels, reorder points, and replenishment constraints.

Safety Stock Level Status

- ☐ Optimal
- ☐ Under-stocked (Risk of Stockout)
- ☐ Over-stocked (Excess Capital)
- ☐ Critical Reorder Required

Target Service Level (%)

Enter a number...

Calculated Reorder Point (ROP)

Write something...

Buffer Stock Drivers Identified

- ☐ Lead Time Variability
- ☐ Demand Volatility
- ☐ Supplier Reliability Issues
- ☐ Seasonal Peaks

Inventory Discrepancy Notes

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Next Inventory Review Date

Enter date...

Technology & Automation Audit

Validation of Demand Sensing software capabilities, automated alert systems, and API connectivity with ERP/WMS systems.

Integrated Software Systems

- ☐ ERP (Enterprise Resource Planning)
- ☐ CRM (Customer Relationship Management)
- ☐ WMS (Warehouse Management System)
- ☐ Demand Planning/S&OP Software
- ☐ EDI (Electronic Data Interchange)

Data Refresh Frequency

- ☐ Real-time
- ☐ Daily
- ☐ Weekly
- ☐ Monthly

System Integration Gaps

Write something...

API Documentation/Data Map

 Upload File

Automation Coverage Percentage

Enter a number...

IT/Supply Chain Lead Verification

Post-Forecast Review & Continuous Improvement

Establishment of feedback loops to refine forecasting parameters based on actual vs. predicted demand outcomes.

Review Completion Date

Forecast Accuracy Variance (%)

Root Cause of Forecast Error

- ☐ Market Volatility
- ☐ Data Integrity Issues
- ☐ Unplanned Promotion
- ☐ Supply Disruption
- ☐ Inaccurate Lead Time Data

Corrective Action Plan

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Supporting Variance Analysis Report

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Supply Chain Manager Approval

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🔑 Finish

 Generate Sample Report