

An agentic AI platform for demand forecasting and go-to-market decisions

Plataforma de IA agéntica para previsión de demanda y decisiones comerciales

Role: Global Head, Advanced Analytics, ML & Innovation · Opella (consumer healthcare) · 2024 – present · Team of 12 · €1.5M budget

CONTEXT

A global consumer-health portfolio planned demand and media on structured data alone, while the earliest signals of change lived in unstructured sources: social conversation, e-commerce reviews, search behavior. Forecasting was reliable in stable periods and fragile through post-pandemic volatility. Executives needed forecasts they could interrogate, not black boxes.

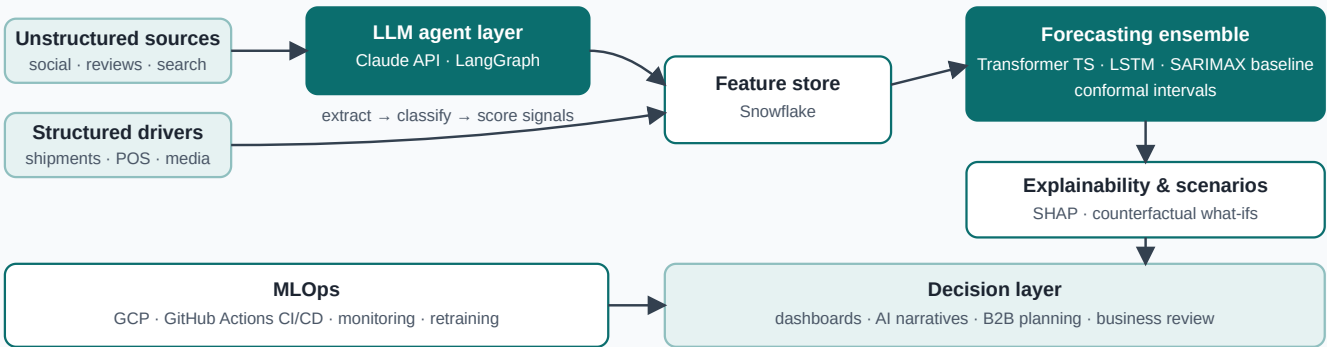
WHAT I BUILT

- An agent layer (Claude API orchestrated with LangGraph) that reads unstructured text at scale, extracts brand and category signals, classifies them and scores their relevance and recency.
- A feature store that fuses those signals with shipments, consumption, price, media and calendar drivers.
- A forecasting ensemble: Transformer time-series models and LSTMs for the long tail, with a SARIMAX baseline as a guardrail.
- SHAP explainability on every forecast so planners see *why*, and counterfactual scenario analysis for “what if” questions.

OUTCOME

- Deployed globally across the brand portfolio and used in joint business planning with the largest retail and e-commerce partners.
- Materially more reliable forecasts through volatile demand cycles; executive adoption driven by explainability rather than accuracy alone.
- Became the analytics backbone of the monthly global business review, with AI-generated narratives on top of the numbers.
- Production MLOps: monitoring, drift detection and scheduled retraining on Snowflake and GCP with GitHub Actions CI/CD.

REFERENCE ARCHITECTURE



People: 5 internal data scientists + 7 external partners · hiring, mentoring and technical stanc

Global

deployment across the brand portfolio

3×

budget growth for the function (€0.5M → €1.5M)

CEO / CFO

direct visibility; monthly business review backbone

12

person global team led

STACK



Sanitized: describes the architecture and my role only. No brand-level data, forecasts, prompts or internal product names are disclosed.