Role Profile

Job Title: Sales Forecast Analyst
Department: Sales
Reports To: Sales Forecasting Manager
Ref: Ref-319, V1 – 28 Nov 2024

Role Overview

Based in Tyholland County Monaghan the analyst will identify, develop and communicate insights and opportunities to ensure sales forecasts are robust and accurate so that we maximise our sales and reduce waste throughout our supply chain.

Main Duties

- Interrogate customer forecasts, promotional trackers, epos, waste and inventory to provide accurate and reliable sales forecasts.
- Collaborate with the sales team to gather and analyse sales data, historical trends, market conditions and customer demand patterns to prepare accurate sales forecasts.
- Monitor and analyse sales performance against forecast, identify any discrepancies or variances and provide insights and recommendations for improvement.
- Engage with our customer supply chain analysts / counterparts to develop strong customer relationships and collaboration on all aspects of the sales forecasts
- Develop and maintain customer data sets to allow you to make your recommendations including market trends, promotional activities, economic indicators and customer insights.
- Review short, medium and long term forecasts identifying risks and opportunities and collaborate with cross-functional teams to align strategies and plans and make recommendations.
- Provide support and guidance to the sales team in particular short term alignment on volumes and promotional performance.
- Generate reports and presentations summarizing sales forecasts, performance analysis and recommendations for management review.

Samples or routines include
- Update & Review Daily Sales Review Data By Customer Account
- Update & Review Customer Sales Forecasts
- Update & Review Organic Sales
- Update & Review product group mix
- Update & Review Customer Mix as % of total sales
- Review Customer Promotions and make recommendations about future forecasts
- Update Daily Sales Management Report
- Issue Weather forecast on a daily basis and make recommendations
- Support on seasonal planning, seasonal uplift and promotional analysis
- KPI recording and monitoring for the management reports and Weekly customer KPI sheets
- Ad-hoc reports

Competencies to perform the role

- Strong analytical and problem-solving skills with the ability to interpret and analyse complex sales data and trends
- Proficient in Excel in particular the advanced functions including pivot tables a v look up
- Attention to detail – focus on accuracy is essential with the ability to manage multiple data sources and prioritise your workload.
- Proactive and self-motivated with the ability to work independently and prioritise tasks in a fast-paced deadline driven environment
- A good understanding of numbers, analytical and able to demonstrate interpretation of numbers
- Be an independent and self-motivated worker with the ability to work in a team environment
- Have excellent presentation skills
- Have excellent computer skills
- Have excellent communication skills with the ability to effectively communicate to various stakeholders
- Be flexible and adaptable as the role develops with time
- High personal standards – confidentiality and time management
- Strong business acumen and a good understanding of market dynamics, customer behaviour and sales processes.

Experience and Qualifications

- Bachelors degree in business, finance, statistic or other related field
- Proven experience in Sales Forecasting, demand planning or a similar analytical role
- Proficient in using relevant software tools including Microsoft Excel, Word, PowerPoint and Outlook

Other Significant Role Requirements

- Experience working with UK or Irish Retailers in chilled, fresh, own-label FMCG environment
- Experience in the manufacturing or retail industry
- Flexibility as the role will be varied
- Willing to train quickly and under pressure
- Good Attention to detail
- Strong initiative
- Ability to manage their own time and prioritise appropriately
- A desire to develop and learn
- Ability to analyse situations and problem solve as required

Performing the role in line with the Monaghan Cultural Values:

1. <u>We do the right thing:</u> We use this philosophy to drive every aspect of our business, from product, to process to people
2. <u>Forward Thinking:</u> We think ahead and we think for the long term
3. <u>Down to Earth:</u> We understand the importance of communicating our discoveries in a straightforward way
4. <u>Inspiring</u>: We seek out new ways to excite and inspire each other
5. <u>Egalitarian:</u> We have always been grounded in the belief that everyone is equal. That everyone deserves an equal chance to speak, be heard and make an impact