Ridgeway Forecasting

Fictional sample · Company overview · Core deck and three audience versions

Demand forecasting for regional retailers

Regional retailers plan seasonal demand in spreadsheets

CORE DECK · Slide 3: the problem

- Buyers rebuild forecasts by hand every week before peak season
- Last year's sales miss promotions and local weather
- The result: overstock on some lines, stockouts on others

Before spring, your buyers are planning garden and outdoor ranges across 45 stores from last year's sales

VERSION A · PROSPECT · Slide 3

- Weather shifts which weeks demand peaks, store by store
- Promotions change the mix, and last year's figures don't show it
- The result is overstock in some stores and empty shelves in others

Next step: a 30-minute look at last spring's garden range

VERSION A · PROSPECT · Slide 9

With your head of merchandising · Proposed: Tuesday 4 or Thursday 6 February

The problem you'd work on: forecasting demand for thousands of products across hundreds of stores, every week

VERSION B · CANDIDATE · Slide 3

- Messy point-of-sale data from different systems
- Forecasts buyers must trust enough to act on
- Results measured by our customers in the following season

Working at Ridgeway

VERSION B · CANDIDATE · Replaces 'How we work'

	DETAILS
Team	45 people; engineering in Leeds, customer team in Leeds and Rotterdam
Open roles	Six, mainly engineering and customer success
Interview process	Intro call → technical conversation → team session → offer
Benefits and policies	[Only current, HR-approved details]

Next: a 30-minute conversation with an engineer on the forecasting team

VERSION B · CANDIDATE · Slide 9

Open roles: [careers page link]

We serve the same retailers you do: regional chains with 20–200 stores

VERSION C · PARTNER · Slide 5

- Overlap: the customer segments we share
- Today: sales data is exported by hand from the POS system into Ridgeway
- Opportunity: a direct integration that saves both our customers that work

How a partnership would work

1

Integration scope

Daily sales feed from POS to Ridgeway

2

Customer support

Each side supports its own product; shared escalation path

3

Referrals

Agreed process for introducing shared customers

4

Status

Proposal for discussion

Next step: a scoping call to agree the integration outline

VERSION C · PARTNER · Slide 9

With your partnerships and product leads