

Churchill Systems Inc. Enhances Flagship Forecaster to Target Retail's Promotion Blindspot

Churchill Systems Inc. announces the upcoming launch of its next-generation Promotional Demand Forecaster™ (PDF). Retailers to get an exclusive first look at improved capabilities during NRF 2026 in New York City.



Novi, Michigan Jan 2, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Churchill Systems Inc.](https://www.issuewire.com), a pioneer in AI-based demand forecasting for retail since 1989, today announced the upcoming launch of its next-generation Promotional Demand Forecaster™ (PDF) – a major evolution of the company's flagship forecasting application designed to solve this costly problem.

For many retailers, promotional campaigns drive up to 30% of annual revenue, yet most retailers can't accurately predict which promotions will succeed until after the money is spent.

"Most retailers have basic forecasting in place, but promotional demand requires a different level of sophistication," said Scott Light, Vice President of Churchill Systems Inc. "We've spent over a decade refining PDF based on what we've learned from our customers. This next-generation release reflects that evolution – bringing more precision, flexibility, and intelligence to promotional planning at a time when retailers need it most."

The enhanced Promotional Demand Forecaster™ addresses promotional planning at three critical levels:

Precision forecasting – Predict promotional lift at the individual store level, accounting for local

market dynamics, competitive context, weather, and historical performance patterns. Early beta testing reports forecast accuracy improvements of 25-35%.

What-if scenario testing – Model unlimited promotional scenarios, test different discount depths, promotional mechanics (BOGO vs. percentage off), timing windows, and product combinations before committing budget. Identify the optimal price point that maximizes volume without sacrificing margin.

Cross-functional alignment – The re-engineered application enables seamless collaboration across merchandising, pricing, marketing, and supply chain teams – bringing greater visibility and alignment.

Proven Foundation, Modern Architecture

Churchill's promotional forecasting technology has powered retail decision-making since 1989. The next-generation release incorporates significant technical improvements to handle today's data volumes and market complexity, with machine learning models trained on billions of promotional transactions across multiple retail verticals.

The platform integrates with existing retail systems and typically delivers measurable ROI within 90 days of implementation – fast enough to impact the current planning cycle.

See It at NRF 2026

Churchill Systems is scheduling private demonstrations during NRF 2026 in New York City. To schedule a meeting, visit <https://churchillsys.com/meet-churchill-at-nrf-2026/> or stop by Booth #6621 on Level 3.

About Churchill Systems Inc.

Founded in 1989, Churchill Systems Inc. is a leading provider of AI-powered demand forecasting software for the retail industry. With solutions spanning merchandise planning, supply chain, pricing and promotions, Churchill helps retailers worldwide improve forecast accuracy and achieve measurable ROI in as little as 90 days. Learn more at www.churchillsys.com.

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