



Every moment of every day, people all over the world turn to Panasonic to make their lives simpler, more enjoyable, more productive and more secure. Since our founding almost a century ago, we've been committed to improving peoples' lives and making the world a better place—one customer, one business, one innovative leap at a time. Come join our journey.

Currently, Panasonic Canada Inc. is seeking an **Ecommerce Planning Analyst**.

A subsidiary of Panasonic Corporation of North America, Panasonic Canada Inc. (PCI) is a leading technology provider to businesses, government agencies and consumers across the region. The company leverages its strengths in Living Spaces, Immersive Entertainment, Sustainable Energy, Automated Supply Chains and Connected Solutions to provide secure and resilient integrated solutions for B2B and B2G customers. Panasonic was highlighted in **Forbes Magazine's** Global 2000 ranking as one of the Top Ten Best Regarded Companies for 2017. The ranking is based on outstanding scores for trustworthiness, honesty with the public and superior performance of products and solutions.

THE OPPORTUNITY:

The **Ecommerce Planning Analyst** ensures high quality forecast/growth models are developed by leveraging knowledge and experience in forecasting; demand planning, analytics and scenario planning, market trends and customer POS forecasts to achieve demand accuracy at a customer level, in support of our Ecommerce business. The incumbent is responsible to maintain and communicate on various scorecards that measure execution effectiveness, to drive continuous process improvement; impacting service levels and sales key performance indicators. The Ecommerce Planning Analyst drives cross functional weekly meetings focused on improving service level agreements (SLA's), ensuring alignment on the opportunities and risks that are being used to drive gap closing activities.

CORE RESPONSIBILITIES:

- Generate Statistical Forecast
 - Reviews previous month's actual sales and lost sales data and recommends adjustments to APO to ensure future baseline forecast is not incorrectly skewed due to one-time special orders or customer promotion results.
 - Reviews system-generated statistical forecast on a customer basis, develops several alternative forecasts using a variety of statistical methods and determines a revised model which best supports the least statistical error.
- Incorporate Market Forecast
 - Develops market forecast from statistical forecast by incorporating forecasting input from other staff, based on various sources of demand planning data within the system such as customer POS forecast and actual POS.
 - Adjusts forecast to reflect the effect of future sales promotions, potential product cannibalization, and market trends.
 - Assesses the impact of order patterns using price sensitivity, promotional lift, and each customer's weeks of supply methods.

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- Monitors and analyzes for trends in customer order behavior based on what has been forecasted as compared to the PCI statistical forecast to ensure a more steady consistent forecast aligned to POS and true consumer demand.
 - Assesses, and communicates unique factors that drive each Ecommerce customer.
- **Modify Forecast To Manage Exceptions**
 - Monitors and reviews system-generated alerts and exception reports throughout the planning cycle.
 - Identifies necessary actions or re-planning required to resolve the alert and upon approval, implements independently. May recommend changes to forecast model parameter.
 - Interacts with Supply Planning staff where indications of supply shortages exist, and recommends demand changes such as rescheduling of planned promotions. May simulate "what if" scenarios such as sudden increase in demand for a specific product.
- **Finalize Demand Plan**
 - Makes plan data available to respective sales, marketing, accounting, and planning management following creation of the baseline demand forecast in preparation for Consensus Demand Planning meeting.
 - Attends the consensus meeting to provide support, and statistical analysis information, where forecast changes are requested, verifies customer impact and insures revisions are implemented.
 - Makes final adjustments after Executive D Chart review, where applicable and ensures products are released based on the final demand to the supply planning group.
- **Weekly /Monthly Monitors Customer Demand Trends, Deviations, Forecast Accuracy**
 - Monitors changes in specific customer demand and determines which trends may assist future planning processes.
 - Reviews forecast accuracy on a monthly basis, analyzes deviations from target levels and recommends changes to improve forecast accuracy within planning system and overall review and consensus process.
 - Prepares reports accurately, thoroughly, quickly, and effectively on assigned customer base using KPIs such as sell-thru, sell-in, customer inventory, forecasting accuracy, revenue and costing planning, revenue and cost budgeting, and performance versus budget.
- **Weekly Fulfillment Meeting**
 - Leads and facilitates the weekly fulfillment meeting.
 - Prepares and distributes weekly reports in advance of meeting.
 - Reviews and ensures alignment on the opportunities and risks that are being used to drive the gap closing activities with the group.
 - Summarizes actions and distribute to the group.
- **Order Fulfillment**
 - Manages on-hand and inbound inventory to fulfill customer orders while maintaining supply for customer commitments.
 - Processes customer orders to ensure customer service levels are met and minimize compliance fines.



- Prepares fulfillment reports.
- Defines quantities that must be moved between locations.
- Uses insights gained from monitoring activities to provide decision-support analysis to management.

SKILLS & ABILITIES REQUIRED:

- College certificate or University degree in Business, Mathematics, Statistics or related field.
- Minimum 5 years related work experience in a highly analytical role.
- Requires strong computer literacy competence in SAP Forecasting or equivalent enterprise planning tools.
- Must be conversant with MS Excel and be able to develop, implement, automate and maintain reports by using complex formulae (v-lookup, sum-if, formula in Pivot-table etc.), VBA and Macros and other analytical tools.
- Requires a broad and deep knowledge of Forecasting, demand planning, analytics and scenario planning.
- Capable of taking responsibility for an initiative and working with minimal direction; self-starter even when assignments are vague or undefined.
- Participates in cross functional teams that are working to solve complex problems.
- Demonstrated ability to quickly adapt; maintain focus and a high degree of accuracy while working with complex data.
- Strong analytical background with a sound understanding of statistics.
- Strong communication and presentation skills.
- Experience in leading sales and operations meetings.
- Able to present information in a clear and concise manner to allow for open exchange of information and learning.
- Can easily build relationships.
- A self-starter with solid analytic, negotiating and organizational skills.
- Proactive and able to continuously manage change in an extremely fast paced, energetic work environment.

WHAT WE OFFER:

Panasonic Canada Inc. offers competitive compensation and benefits including a pension plan and a group RRSP, great work/life balance program, professional development opportunities and the chance to work for a world class organization.

Panasonic Canada Inc. is committed to diversity and equity in our workforce.

Panasonic Canada Inc. has an accommodation process in place and provides accommodations for job applicants with disabilities as appropriate. Assessment and selection materials and procedures can be made available in accessible formats and methods as appropriate. If you require a specific

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accommodation because of disability or medical need, please let us know when selected to take part in our recruitment process so that reasonable arrangements can be made for the appropriate accommodations to be in place as you move through our process.

We thank you for your interest in working for Panasonic Canada Inc. Only candidates selected for an interview will be contacted.

Please apply by email at HR@ca.panasonic.com

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