1 AI A DAY · @JJWONG.AI

The Stock-Cover Pack

1 AI A Day · Day 13 · @jjwong.ai

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A weekly ten-minute forecast that tells you, per SKU, the date you'll run out and the date you have to order by — built around the one mistake that makes most forecasts order too little of your best products.

The trap first

On days you were out of stock, you sold zero. A forecast that averages every day reads those zeros as "nobody wanted it" and recommends ordering less — of the exact product that keeps selling out. Your worst stockout quietly causes the next one.

The sheet strips those days out automatically. Campaign days too, because a 4× spike during a mega-sale isn't your normal demand either.

What you need

- **90 days of daily units sold, per SKU.** Most seller centres will export sales by day. If yours only gives orders, a pivot table gets you units per SKU per day.
- **Which days you were out of stock.** If you didn't track it, look for runs of zero sales on a normally busy SKU — those are almost always stockouts.
- **Which days were campaign days.**
- **Stock on hand today.**
- **Your supplier's real lead time** — from your order to stock on your shelf, based on the last few orders. Not the lead time they quote.

Filling in the sheet

Daily sales tab: one row per SKU per day. Mark stockout days and campaign days `Y`. Column F works out which days are clean.

Forecast tab: one row per SKU — stock on hand, lead time in days, and a safety buffer in days (3 to 7 is typical; more if your supplier is unreliable).

The sheet then works out:

COLUMN	WHAT IT IS
Recent rate	Average daily units over the last 28 *clean* days
Older rate	Average over days 29–90, clean days only
Weighted rate	Recent days count more (60/40 by default, cell B6)
Rate used	The higher of the recent rate and the weighted rate — deliberately conservative
Days of cover	Stock on hand ÷ rate used
Cover date	When you run out if nothing changes
Order-by date	Cover date – lead time – safety buffer
Status	ORDER NOW, Order this week, or OK

Why take the higher rate: running out costs you twice — the sales you miss and the ranking the listing loses, which takes weeks to win back. Holding a little extra stock costs you a little cash. Err towards not running out.

The grey **Naive rate** column is there so you can see what an ordinary average would have told you. Don't use it.

The Monday routine — ten minutes

1. Export last week's daily sales and paste them in.
2. Mark any stockout or campaign days.
3. Update stock on hand.
4. Read the Status column. Place an order for everything that says ORDER NOW.
5. Put a reminder on anything that says Order this week.

If you'd rather use a prompt

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 Here are 90 days of daily units sold per SKU, plus current stock on hand and
supplier lead time in days for each.

Exclude two kinds of day before calculating anything:
- Days marked as out of stock — zero sales there is not zero demand
- Days marked as campaign days — those spikes aren't normal demand

Then for each SKU:
1. Daily rate over the last 28 clean days, and over days 29–90
2. A conservative rate: the higher of the recent rate and a 60/40 weighted blend
3. Days of stock cover at that rate
4. The date stock runs out
5. The date I must order by: run-out date minus lead time minus a [5]-day buffer

Sort by order-by date, soonest first. Flag anything whose order-by date has
already passed. Show your working for the first SKU.

DATA:
[paste]
```

Lead time, honestly

- **Use the real lead time, not the quoted one.** Look at your last three orders: date you paid to date it was sellable. That's the number.
- **Plan around supplier holidays.** If your supplier is in China, factories and logistics slow down or stop around Chinese New Year — order well before, not during.
- **Add the time it takes you to list and receive.** Stock in your warehouse that isn't live on the listing yet doesn't count.

The one thing to remember

Ninety days of your own data, your stock on hand and your supplier's real lead time is enough. You don't need a forecasting tool or a data team — you need to stop letting stockout days tell you demand is low.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.