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The 12.12 Stock Planner

1 AI A Day · Day 45

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Plan 12.12 stock from what 11.11 actually sold — as a range, with the working shown.

The idea

Your best 11.11 hour is the worst number to plan from. Use whole-campaign sell-through, adjusted for cancellations, returns and early sell-outs — and plan a range, not one number.

The five inputs (per SKU)

INPUT	WHERE IT COMES FROM
Units sold across the whole campaign	Order export
Cancellations and returns	Order export / returns report
Sold-out time (if it sold out)	Your log, or the time of the last order
Stock on hand + units already on order	Inventory sheet, open POs
Supplier lead time to your warehouse	Your supplier — in writing

The prompt

Here is my 11.11 export per SKU: units sold, cancellations, returns,
sold-out time (if any), stock on hand, units on order,
supplier lead time in days.
For each SKU, estimate 12.12 units needed as a range, not one number.
Show the working.
Flag any SKU I must order this week because of lead time.
If the data is too thin to judge, say so.

The order-by-date sheet

SKU	12.12 RANGE	ON HAND + ON ORDER	GAP	LEAD TIME (DAYS)	ORDER BY	ORDERED?

Order-by date = the date your stock must arrive, minus lead time, minus a buffer you choose.

The trap

Ordering for the peak, not the campaign. Vouchers and timing pull demand forward. 12.12 is a different campaign. Plan a range and check the maths yourself — AI can make arithmetic mistakes.