In the present end-of-master project, "Demand management of Viscofan S.A through Business Intelligence", will be expose the problems that were in Viscofan SA, originated by the absence of an effective demand management, to be able to propose solutions that are taken into consideration in the decision making of those responsible in the company.

A production planning software was recently installed at the Cáseda production plant. The installation of this program, added to the on-demand of the end of 2017 and the beginning of 2018 caused delays with many customers of the company, so it has been decided to find a solution so that these circumstances do not happen again. After detecting this problem, it has been decided to focus the TFM on the demand management of Viscofan S.A and a tool will be created through BI.

In order to carry out good demand management, first of all, the processes that make up production must be known. The next step is to start managing the demand through a sales forecast. Once production limitations are known, those that directly affect production capacity will be identified.

After carrying out an analysis of the demand and production capacity, two problems has been identified that urgently need to be resolved. Therefore, two solutions will be proposed to those responsible in Viscofan S.A to take them into consideration in decision-making.