



Why the Polish Perspective Matters

Common Challenges, Different Realities: V4 countries share forecasting obstacles, but operate in distinct business ecosystems.

High Diversity: Polish market reflects a wide range of industries, company sizes, and digital maturity levels.

The Core Drivers: True forecasting growth relies on process integration, data quality, and team competencies.



Takeaway: How can organisations move from experience-based forecasting towards more integrated and data-driven decision-making?





