

TUBR Technical Overview

The science behind the forecast.

PLACEHOLDER this PDF is a stand-in until the production technical overview is supplied. Content is condensed from the /what-we-do page on tubr.tech.

1. The anxiety

Most forecasting tools hand you a number and ask you to take it on faith. When the number is wrong and it always is, eventually there is no way to tell why, so there is no way to recover trust. The tool becomes wallpaper. We set out to build forecasts the people who depend on them can actually believe.

2. CauseCasting

Every TUBR forecast arrives with the causes that produced it. A pattern matcher tells you what usually happens; CauseCasting tells you what will happen given the specific forces in play right now, and shows you the forces. Worked example: Tuesday lunch covers 142 = baseline 124, rain 18, school holiday +12, local event +24.

3. The science

Explainability is not a feature you bolt onto a black box. It is a consequence of building a different kind of model from the start. Our patent-pending physics-based ML approach builds models grounded in the underlying mechanics of demand and behaviour. The model can name the forces because the model is made of the forces.

4. What it works on

- Sparse data roughly 20% of what conventional ML needs.
- New conditions the engine reasons about situations it has not seen.
- Changing world pattern matchers repeat old patterns; we adapt.

5. Delivery

The engine is delivered as an API. Most partners embed it inside their existing product so their customers never see TUBR directly. We do not run a dashboard you have to log into. The forecasts go where the decisions get made.

6. Scale

One engine, many outlets. The architecture supports hundreds of locations from a single integration, each tuned to its own context without bespoke setup. Onboarding a new outlet is a configuration step, not a project.

Want to talk it through? hello@tubr.live • tubr.tech/contact