



Become an Expert in Business Forecasting

Siempre hay una necesidad de estimar el futuro sobre el cual construir un plan...

Mejore:

- El proceso de pronósticos de su compañía.
- El nivel de servicio al cliente.
- Las decisiones relacionadas con su negocio.
- La administración de la demanda y la eficiencia de su cadena de suministro.

Temas/Modulos:

- What You Need To Know About Business Forecasting
- Data Sources, Data Analysis & Treatment, And Time Series Models
- Forecast Reporting and Presentation

Nota: Los cursos se imparte en español, utilizando material didáctico en inglés de la IBF.

Dirigido a: Personal de planeación, administración de la demanda, cadena de suministro, compras, abastecimientos, logística, ventas, finanzas e interesados en el tema.

Calendario 2011

Certified Professional Forecaster (CPF)		
Ags	feb	03, 04, 05, 11, 12 Feb (30 horas)
	oct	06, 07, 08, 14, 15 Oct (30 horas)
GDL	mar	28 Mar al 01 Abril (30 horas)
	ago	15 al 19 Ago (30 horas)
	dic	12 al 16 Dic (30 horas)
SLP	may	19, 20, 21, 27, 28 May(30 horas)
	dic	08, 09, 10, 16, 17 Dic (30 horas)



1 What You Need To Know About Business Forecasting

Role of Forecasting in Business

- Why forecasting is important
- How forecasting is used by different functions
- Role of a forecaster/demand planner

The Forecasting Process

- Role of management in forecasting
- Forecasting requirements
- Forecasting process
- Forecasting approach
- Reconciliation of bottom-up and top-down forecasts
- Role of judgment in forecasting
- Demand management/ planning
- Forecasting and marketing research
- Managing forecast uncertainty & risk

Collaborative Process

- Sales and Operations Planning (S&OP)
- Vendor Managed Inventory (VMI) program
- Collaborative Planning, Forecasting and Replenishment (CPFR)
- Consensus Forecasting
- Jointly Managed Inventory (JMI)
- Efficient Consumer Response (ECR)
- Enterprise Resource Planning (ERP)
- Effect of forecast accuracy on the supply chain, inventory turns, and the bottom line

2 Data Sources, Data Analysis & Treatment, And Time Series Models

Data

- Types of data: shipment data, order data, syndicated/POS data, etc.
- Slicing and dicing of data
- Sources of data and data collection
- Data analysis and data treatment
- What to look for in the data-inconsistency in the data, seasonality, extreme values, structural change, data integrity, etc.
- How to handle different problems in the data including inconsistency in the data, seasonality, number of days in a month, extreme values and structural change

Types of Models

- Time-series models
- Cause-and-effect models
- Judgmental models

Time-Series Models

- Averages, weighted averages, and moving averages
- Exponential smoothing (single, double and triple)
- Trend
- Classical decomposition
- Cumulative sales index

Linear Regression

Forecast Accuracy

- Forecasting metrics
- Tracking and improving forecasting performance
- Selection and maintenance of a forecast model
- Aggregation and disaggregation of forecasts
- Consolidating SKUs into categories, and categories into overall total
- Disaggregating the overall total into categories and categories into SKUs

3 Forecast Reporting and Presentation

- Selling (buy-in) forecasts to end users
- Politics of forecasting
- Translating technical material into simple language
- Validating forecasts (i.e., Why you think the forecast is accurate?)
- Balance score cards and how they impact inventory

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