



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.

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

Cursos:

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

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

Calendario 2010

Guadalajara (Diario)

▣ What You Need To Know About Business Forecasting	
▣	15 al 18 Feb 16
▣	26 al 29 Jul 16
▣ Data Analysis and Time Series Models	
▣	16 al 19 Mar 20
▣	16 al 19 Ago 20
▣ Forecast Reporting and Presentation	
▣	19 al 21 Abr 12
▣	27 al 29 Sep 12



1 What You Need To Know About Business Forecasting —16 hours

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 —20 hours

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—12 hours

- 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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