



# EyeOn Master class Smart-touch forecasting

Using cognitive insights to improve performance



Demand planners, forecasters, demand analysts, demand (planning) managers, S&OP managers, supply chain managers.



The 'Smart-touch forecasting' master class is facilitated by Bregje van der Staak and Edward Versteijnen.



€ 1195,- excl. VAT



You will receive a certificate afterwards.

Increasing data availability enables the use of advanced data science techniques, such as machine learning, to make more accurate statistical forecasts. Part of these statistical forecasts still need to be enriched by planners to include information that was not yet known by the forecast algorithm.

Despite efforts over the last decade to improve statistical forecasting capabilities, the enrichment process is still of eminent importance in most companies. However, research shows that planners in quite some cases do not add value to the statistical forecast when enriching. This inaccurate enriched forecast causes production re-planning that creates purchasing, financing, and scheduling difficulties, next to service level issues and imbalanced inventories. What if planners are encouraged and supported, with for example dashboards, to make forecast enrichments in a structured and focused way, to really give your forecast quality a boost?

The 1-day training 'Smart-touch forecasting' is designed to introduce the key concepts and core requirements needed to design and implement robust forecasting enrichment processes. This will drive your business performance by balancing the use of advanced analytics with focused value adding enrichments.

### Learning goals

After attending the 'Smart-touch forecasting' master class you are able to:

- define and execute improvements on your forecast enrichment process;
- understand the elements that influence value-adding forecast enrichments;
- understand human biases and the influence they have on forecast enrichments;
- circumvent potential obstacles and barriers by changing the forecast enrichment process;
- implement actionable cognitive insights that improve the forecast enrichment process.

This master class also offers the unique opportunity to meet and discuss with your peers from other companies in the industry. Participants are asked to complete a short intake survey prior to the master class to tune the agenda towards the learning goals.

### EyeOn master classes

This master class is part of the EyeOn academy for forecasting & planning professionals. The full master class curriculum is available on our website.



### Program

- Forecast enrichment process
- Incentives and focus of different stakeholders in the enrichment process
- Human biases
- Value adding forecast enrichments
- Case studies
- Interactive forecast enrichment exercise

### Sign up & more information

If you would like to attend this 1-day master class 'Smart-touch forecasting' please contact us at [academy@eyeon.nl](mailto:academy@eyeon.nl).