



EyeOn master class Demand Management 2.0: next generation forecasting



Demand planners, forecasters, demand analysts, demand (planning) managers, S&OP managers, and supply chain managers. And for companies that have already set up a demand planning process and want to improve their forecast performance and effectiveness.



The training 'demand management 2.0: next generation forecasting' is facilitated by Zoë Connell



€ 1195,- excl. VAT, training documentation and lunch included, dinner and lodging excluded.



You will receive a certificate afterwards.



For dates and locations see our EyeOn event calendar

The use of statistical models to accurately predict future sales has proven to be a real game changer in the monthly S&OP process in terms of effort of your employees and it has proven to generate less bias and a higher, more stable forecast accuracy. The models range from quite basic such as moving average or single exponential smoothing to very complex machine learning models that take external drivers such as the weather or your order book data into account. For a portfolio with low predictability (high volatility) or in case of external disturbance like the COVID19 pandemic, the complex models have proven to be crucial to stay competitive.

EyeOn supports you to leverage the full potential of value adding forecasting techniques. We designed this 1-day masterclass to introduce a framework that provides the steps to take when selecting and applying best-fit statistical models, from proven time-series techniques up-to innovative machine learning. Participants will learn to leverage the statistical forecasting framework and balance them with human enrichment in their demand planning process in most effective way.

The 1-day master class covers the fundamentals to get started:

- Fundamentals of statistical forecasting
- Next generation forecast techniques
- Balancing man and machine
- Best practices, learnings and key success factors
- Hands-on experience: EyeOn forecast game

VALUE OF THE DEMAND MANAGEMENT COURSE

A credible demand plan earns trust throughout the company and improves business performance. All entities in the value chain operate triggered by the expected demand from the end customer. The quality of the demand estimation has direct impact on chain performance in terms of customer service, inventories, cash and cost. Research indicates that many companies increase their net gross profit by at least ten percent by improving forecast accuracy and minimizing excess stock and shortages in inventory.

LEARNING GOALS

The goal is to develop knowledge and increase the effectiveness of the demand planning process with a focus on:

- Understand the potential added value of (new generation) statistical forecasting to your business
- Identify improvements for your company demand planning process.
- Implement meaningful measurements for the demand planning process.
- Evaluate skills and competencies needed to apply statistical forecasting in your business.
- Circumvent potential obstacles and barriers to changing the process.

EYEON MASTER CLASSES

This master class is part of the EyeOn Academy for forecasting & planning professionals. The full training curriculum is available on [our website](#).

TOPICS

The masterclass setup accommodates discussion, idea-sharing among participants, and hands-on practice. Small assignments build to the overall objective of the masterclass. Participants can develop SMART actions to improve the performance and effectiveness of their companies' demand planning process.

Fundamentals of statistical forecasting

- Purpose of statistical forecasting
- Outlier detection and correction
- Forecast models
- Forecast performance metrics

Next generation forecast techniques

- Machine learning forecasting
- Knowledge and skills required to start

Balancing man and machine

- Incorporate statistics in the demand planning process
- Track Forecast Value Add

Best practices, learnings and key success factors

- Best practices & learnings
- Key Success Factors

Hands-on experience: EyeOn forecast game

- Relevance of outlier cleaning
- Best-fit model selection
- Model parameter tuning

SIGN UP & MORE INFORMATION

If you want to attend this 1-day master class, please contact Anouk van den Eijnden (academy@eyeon.nl).

If you wish to receive more information, please contact Zoë Connell at zoe.connell@eyeon.nl.

Our promise

We apply proven innovations on forecasting and planning. We approach our clients' challenges in the most pragmatic way possible. Using our extensive knowledge, we deliver valuable results and turn challenges into opportunities. This is how we develop and implement fit-for-purpose improvements with sustainable impact.