

Retail Forecasting Courses



POS and Demand Forecasting

Upon completion of this course, participants will be able to determine the appropriate forecasting method and how to apply it. They will also be able to identify errors in existing forecasting approaches. The focus will be on replenished items and will include items with or without trend and seasonality, but we will also consider methods to incorporate promotional activity. Each participant will be capable of explaining which forecast error measure should be used and will be able to interpret the measure. They will also learn to compare forecast accuracies.

Dates: October 16 and November 20

Order Forecasting

In this course participants will learn how to use good information in shipment and order data and combine it with the information in POS. Each participant will be capable of explaining which forecast measure should be used and will be able to interpret the measure.

Dates: October 30 and November 6

Forecasting New Items or New Promotional Interventions

Sometimes there is insufficient data or unusually large changes are expected. In those cases, the traditional approaches to forecasting are inappropriate. This is often true with new items. It is also true when new promotional interventions are used. In those cases, very uncommon forecasting techniques are required.

Date: November 13



Course Information

- Each of these one-day courses begins at 8:00 AM and ends at 5:00 PM
- Class will be conducted in a computer lab with sample data sets to analyze
- Participants will be provided with three-ring binders and copies of slides with areas for capturing notes
- Cost: \$900 per course

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