COURSE BROCHURE

Demand Planning and Forecasting

An advanced course in building statistical demand forecasts, measuring their accuracy and bias, and leading a consensus process that combines quantitative analysis with market knowledge.

Code	HT-SCM-108
Category	Procurement & Supply Chain
Duration	1 week
Level	Advanced

Introduction

Every forecast error turns into excess stock or lost sales. Many forecasts are still set by gut feel or by adjustments whose effect nobody measures, even though reliable statistical tools are within reach of any planner.

Objectives

- Cleanse demand history into a sound basis for forecasting
- Choose and apply the statistical method that fits the demand pattern
- Bring causal factors such as price and promotions into the forecast model
- Measure forecast accuracy and bias and analyze the value added by adjustments
- Lead a forecast consensus process and link it to sales and operations planning

Who should attend

- Demand planners and planning managers
- Supply chain and sales analysts
- Sales and operations planning managers
- Inventory managers responsible for coverage policies

Skills you will develop

- Statistical demand forecasting
- Forecast accuracy measurement
- Demand driver modeling
- Demand consensus management

Learning Outcomes

- Build an Excel forecast model for a product family and pick the best method for it
- Prepare a monthly accuracy report with error, bias and tracking signal
- Run a forecast value added analysis and identify adjustments that hurt accuracy
- Design a consensus meeting agenda and rules for approving adjustments

Course Outline

Day 1: The Demand Planning Process

- Where demand planning sits in sales and operations planning

- Forecast levels, horizons and aggregation
- Cleansing history of outliers and the effect of stockouts

Day 2: Time Series Methods

- Moving averages and simple exponential smoothing
- Holt's method for trend and Holt-Winters for seasonality
- Decomposing a series into trend, seasonality and noise

Day 3: Causal Factors and Special Demand

- Regression with demand drivers such as price and promotions
- Forecasting new products by analogy with similar items
- Intermittent demand and Croston's method

Day 4: Forecast Accuracy

- MAPE, WMAPE, MAD, bias and the tracking signal
- Forecast value added analysis across adjustment steps
- Judging forecastability with the coefficient of variation

Day 5: Consensus and Governance

- The consensus meeting, judgmental adjustments and their biases
- Demand sensing and forecasting together with customers
- Applied project: a forecast model, an accuracy report and a proposed consensus process for a product family

Training methodology

Building models step by step in Excel on thirty-six months of sales data
A contest between groups for the most accurate forecast of a held-out period
A simulated consensus meeting between sales, marketing and supply
A critical review of forecasts participants bring from work, without confidential data

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Amsterdam	7 – 11 December 2026	EN	EUR 5,500
Istanbul	10 – 14 May 2027	EN	EUR 4,800
Dubai	17 – 21 May 2027	AR	EUR 4,500
London	24 – 28 May 2027	EN	EUR 5,700
Amsterdam	7 – 11 June 2027	AR	EUR 5,500
Online	14 – 18 June 2027	EN	EUR 1,800

Fees are per participant.

Contact us

Email info@harbor4training.com

Address istanbul Turkey

To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/demand-planning-forecasting