Mastering Forecasting and Demand Planning Best Practices

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Doha (Qatar)



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Ref: 20232085_1382013 Location: Doha (Qatar) Fees: 4200 GBP

Course Description

This comprehensive 1-week course equips supply chain professionals with cutting-edge forecasting techniques and demand planning best practices. Participants will learn to leverage advanced analytics, AI technologies, and collaborative strategies to enhance forecast accuracy and optimize supply chain performance. The course covers integrated business planning, demand sensing, and risk management to drive operational efficiency and business growth.

Learning Objectives

- Master advanced forecasting methods and demand planning techniques
- Implement integrated business planning and collaborative forecasting strategies
- Leverage AI and machine learning for improved forecast accuracy
- Develop skills in demand segmentation and risk management
- Apply best practices in data analysis and performance monitoring

Course Modules

Day 1: Foundations of Demand Forecasting

- Introduction to demand planning and forecasting
- Historical data analysis and baseline forecasting
- Qualitative vs. quantitative forecasting methods
- Integrated Business Planning IBP fundamentals

Day 2: Advanced Analytics and AI in Forecasting

- Leveraging machine learning algorithms for demand prediction
- Predictive analytics and demand sensing techniques
- Incorporating external data sources for enhanced accuracy
- AI-driven forecasting tools and applications

Day 3: Collaborative Planning and Demand Segmentation

- Strategies for cross-functional collaboration
- Demand segmentation for precision forecasting
- Market research and Delphi method integration
- Aligning forecasts with sales and marketing insights



Day 4: Risk Management and Scenario Planning

- Identifying and mitigating forecast risks
- Scenario planning and contingency strategies
- Inventory optimization techniques
- Balancing service levels and cost efficiency

Day 5: Performance Monitoring and Continuous Improvement

- Key performance indicators for demand planning
- Forecast accuracy measurement and improvement
- Implementing a robust forecasting cadence
- Best practices for ongoing forecast evaluation and adjustment

Practical Wins for Participants

- Develop a customized demand planning framework for your organization
- Create an action plan to implement AI-driven forecasting techniques
- Design a collaborative forecasting process to enhance cross-functional alignment
- Construct a risk management strategy to improve forecast resilience

