Mastering Demand Management and Forecasting Techniques

22 – 26 February 2027
Barcelona (Spain)



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Ref: 323081_224509 **Date:** 22 – 26 February 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

Course Description

This intensive 1-week course provides a comprehensive overview of demand management and forecasting techniques. Participants will learn essential statistical methods, data analysis skills, and collaborative planning processes to improve demand forecasting accuracy and business performance. The course combines theoretical knowledge with practical applications, preparing professionals to excel in demand planning roles.

Learning Objectives

- Understand fundamental concepts of demand management and forecasting
- Master various statistical forecasting techniques and their applications
- Develop skills in data analysis and cleaning for accurate forecasting
- Learn collaborative planning processes and best practices in S&OP
- Gain proficiency in evaluating forecast accuracy and making adjustments
- Understand the role of technology in modern demand planning

Course Modules

Day 1: Introduction to Demand Management

- Demand management overview and importance
- Key components of the demand planning process
- Demand variability and its impact on the supply chain
- Introduction to forecasting techniques

Day 2: Statistical Forecasting Techniques

- Time series analysis and decomposition
- Moving averages and exponential smoothing
- Regression analysis for demand forecasting
- Seasonal adjustment techniques



Day 3: Advanced Forecasting and Data Analysis

- New product forecasting methodologies
- Promotional forecasting techniques
- Data cleaning and outlier detection
- Forecast error measurement and analysis

Day 4: Collaborative Planning and S&OP

- Sales and Operations Planning S&OP process
- Cross-functional collaboration in demand planning
- Consensus forecasting techniques
- Demand sensing and shaping strategies

Day 5: Technology and Best Practices in Demand Planning

- Demand planning software and tools
- Artificial intelligence and machine learning in forecasting
- Best practices in demand management
- Case studies and practical applications

Practical Wins for Participants

- Ability to select and apply appropriate forecasting techniques for different scenarios
- Skills to implement and improve collaborative planning processes
- Proficiency in using data analysis for more accurate demand forecasting
- Knowledge to evaluate and enhance current demand planning practices in their organization

