



Demand-Driven Forecasting: A Structured Approach to Forecasting

Charles W. Chase Jr.

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A detailed guide on the process of improving business forecasting This practitioner-focused book provides readers with real, proven processes, methodologies, and performance metrics that can be applied immediately with significant improvement in forecast accuracy. Filled with real-life examples and case studies to illustrate both best-in-class approaches as well as initial start-up approaches, it features coverage of topics including myths versus reality of forecasting, how to perform a strategic value assessment, and cultural barriers in forecasting. Focused on the implementation and integration of sales forecasting and marketing analysis, this book outlines a systematic approach that is a data-based, mathematically derived framework using domain knowledge to facilitate "what if" simulations for strategic/tactical planning. Charles Chase (Cary, NC) is the Business Enablement Manager for SAS Manufacturing and Supply Chain Global Practice.

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