



Contract of the International Visegrad Fund Visegrad Grant No. 22520049

Project title: Improving Demand Forecasting Education in Turbulent Times and Beyond at Industrial Environment

MODUL 2

Modul 2 Chapter 1

SCM relationships and inventory management impacts

The module presents the relationships between SCM and inventory management, highlighting the role of forecasting in reducing inventory risks and establishing optimal inventory levels.

Modul 2 Chapter 2

Forecasting and evaluation algorithms

The module presents the key algorithms and manual practices used in forecasting, complemented by practical examples and exercises. Participants learn how to evaluate and adjust forecasts in alignment with organizational objectives.

Modul 2 Chapter 3

Functions related to forecasting (BI and CRM)

Business Intelligence (BI) and Customer Relationship Management (CRM) systems play a key role in modern forecasting. This section demonstrates how these tools provide insights into market trends and customer behavior, and offers strategies for analyzing and interpreting changes in forecasts.

Modul 2 Chapter 4

The role of the demand planner

The training emphasizes the importance of the demand planner in the forecasting process and interprets forecasting as a collaborative, cross-functional activity.

Modul 2 Chapter 5

Auditing and improving forecasting culture

Participants will learn how to evaluate their organization's forecasting processes and culture. This includes analyzing existing workflows and identifying gaps