

MANAGEMENT DEVELOPMENT PROGRAMME

Predictive Analytics for Business Forecasting



Overview

The goal of this programme is to provide a thorough understanding of the tools and techniques utilized in forecasting for managerial decision-making. This includes addressing challenges such as demand estimation, market size determination, and sales projections. The methodology will cover a range of time series analysis techniques and regression methods, presented through a combination of case studies and numerical demonstrations. Participants will also have the opportunity to utilize software packages, such as R, to enhance their forecasting capabilities.

Who Can Attend?

The programme is designed for executives with an analytical mindset who are looking to utilize various models for forecasting. The program will begin with a basic overview of statistical techniques. It is recommended that participants have some familiarity with elementary statistics at the 10+2 or undergraduate level, as well as previous exposure to forecasting problems in their professional work. While hands-on experience in solving such problems is not required, it is beneficial.

Key Topics Covered

- Introduction to business forecasting
- Qualitative techniques & quantitative techniques
- Time series forecasting - components, decomposition, smoothing methods, ARIMA methods
- Causal techniques - linear regression, multiple regression
- Basic Statistical concepts
- Naïve models, moving average, exponential smoothing, ARIMA, ARIMAX

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Programme Director

Associate Professor,
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Mode of Delivery:
Online

Duration:
20 Hours

Programme Dates:
9th-10th November 2024,
16th-17th November 2024,
23rd-24th November 2024 &
30th November-1st December 2024

Programme Fees:
INR 50,000 +GST

**10% Early Bird Discount and
Group Discounts Available**

Objectives



Understanding forecasting fundamentals: Participants will gain an understanding of the basic principles, methods and types of business forecasting.



Data Analysis and Interpretation: Participants will learn to analyse historical data, identify patterns and make data-driven using statistical tools



Forecasting techniques: Explore various quantitative and qualitative forecasting methods, including time series analysis, regression analysis and market research

Pedagogy



Interactive discussions & classroom activities



Caselets and case studies



Peer learning



Immersive learning

Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.



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