

## 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

### Dr. Aditi Divatia

Programme Director

Associate Professor,  
Information Management & Analytics

**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 38,000+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.



## Connect with Us

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