



We would like you to be a part of the Demand Planning content network. Join us on:

Best in class consulting, training and executive coaching



Demand Planning Newsletter [Switch to html](#)

September 2010 / Summer Edition/[span>](#)

This newsletter features:

- Volatility vs Forecast Accuracy by Dr. Mark Chockalingam
- Calculating MAPE - special cases: Obsolete Stock by Mark Chockalingam
- Planning and Forecasting Workshop by DemandPlanning.Net
- NESCON and 2010 APICS International Conference
- 4th Annual Forecasting Pharma Excellence Summit Presented by eyeforpharma
- New Job Opportunities

DemandPlanning.Net services include:

- » [Demand Diagnostics](#)
- » [Demand Modeling](#)
- » [Metrics Design](#)
- » [Solutions Consulting - APO](#)
- » [S&OP Consulting](#)

New Job Opportunities - [Supply Chain Consultant](#) Nationwide | August 2010

[Plan4Demand](#) is looking for supply chain consultants for their nationwide practice.

Responsibilities for this position includes;

- Collaborate with our Global 500 and Fortune 1000 client partners on world-class business process assessments and design projects in demand and supply planning
- Lead tier 1 demand and supply planning systems implementations.
- Help business leaders justify investment/growth strategies (and drive buy-in).

[continue...](#)

[Demand Volatility vs. Forecast Accuracy](#)

By Dr. Mark Chockalingam

Forecast accuracy and Demand volatility are two different things, though there is a strong relationship between accuracy and volatility in practice. For the purposes of this discussion, I want to use just common terminology.

Demand volatility does NOT necessarily mean that demand is unpredictable. Demand volatility also does not mean the demand is an ugly scatter of points across the map.

For example, the calculated demand volatility for a product could be the result of a highly seasonal demand profile. Such highly seasonal demand can look very pretty on a graph and could be easily predictable by what I call as an extrapolation by hand-drawing.

[continue reading on ForecastBlog.com!](#)

EyeforPharma October 5-6, 2010

[4th Annual Pharma Forecasting Excellence 2010 **Learn More....**](#)

Join us this October to hear industry case studies &

[Calculating MAPE – special cases: Obsolete Stock](#)

By Dr. Mark Chockalingam

When calculating MAPE what is recommended when actuals are positive but forecast is 0 (for example when clearing obsolete stock)? Can you make the forecast match the actual quantity so as not to penalize the forecaster for something that was not forecastable. Is this the correct way to measure these scenarios?

Our recommendation is to exclude obsolete skus from measurement and in computing aggregate MAPE as a performance measure for Planners or Sales Manager. Clearing obsolete stock is a supply management activity not a demand forecasting activity.

Demand Plans are externally focused and are a representation of what the market wants. The obsolescence of stock may be a result of inferior demand forecasting in the past but has nothing to do with the demand for such stock in the current period. In essence, there is no demand for that stock – either it is sold for scrap or just donated.

[Continue reading on ForecastingBlog.com!](#)

New Upcoming Event:

presentations on how to optimize forecasts and drive your portfolio strategy into the new decade.

This year's congress will help you to forecast and strategically plan for success in new markets. We'll bring together expert forecasters and decision makers to provide a complete view of how to build a solid forecast and use that forecast to drive decision making.

[Click Here!](#)

APICS 2010 International Conference & Expo

October 18th-20th 2010

Achieve excellence in the New Normal with the 2010 Learning Paths. Celebrate the city with APICS 2010 events!

Join us at the world-class Wynn Las Vegas APICS 2010, attendees receive a rate of \$169 per night!

[Continued...](#)



NESCON

October 4, 2010

Best Western Royal Plaza Hotel & Trade Center, Marlborough, MA

[Continued....](#)



Demand Planning and Forecasting Workshop May 25-26, Norwood, MA

In this specialized two-day course, we will explain the modeling methodology and process behind accurate demand forecasts and how to effectively use promotional information to arrive at a consensus forecast. The focus will be on demand modeling using statistical techniques, the methodology to perform model diagnostics, forecast accuracy measurement and the process to incorporate market intelligence.

If you are a new demand forecaster or looking to enhance your knowledge of business forecasting, you cannot afford to miss this opportunity!

Get skills you can use at work

We will explain and demonstrate best practices in model selection, illustrate how to use forecast error to improve model quality, and teach you how to reconcile top-down and bottom up forecasts.

Network with peers

You will have ample opportunity to meet, interact, and learn from other demand planning professionals with team challenges and networking exercises.

Add to your credentials

Upon completion of the tutorial, you will be awarded a certificate of completion from Demand Planning LLC, attesting to your newly-acquired skills in Demand Planning and Forecasting.



**OCTOBER
5-6 2010**



eyefor pharma
4th Annual
Forecasting Pharma
Excellence Summit

Copyright © Demand Planning LLC

This Newsletter was sent to you by Demand Planning LLC

Post Office Box 261, Lexington, MA, 02420 USA | (781) 995-0685 | info@demandplanning.net

To ensure future delivery of DemandPlanning.Net e-mail promotions and newsletters, please add the address kanakav@demandplanning.net to your address book.

